

# Vasilis Semitokolos *All in the family*

COOKED SEAFOOD

POSEIDON'S CATCH Ψ

FRESH &

How proud would it feel for parents to work together in business, with their children? Working side-by-side, as a team? In many cases, children do not join a family business and it sadly shuts and end there; that is why it is so special to see how parents instill the strong work ethic to their children and a family business passes onto the next generation... Vasilis Vasilas recently interviewed the Semitokolos family who run the seafood shop, Poseidon's Catch, at Figtree, near Lane Cove.

**V**asilis Semitokolos is from the beautiful island Kythira and his wife Rita's (nee: Carydis) grandparents were from Kythira too.

Upon migrating to Australia, Vasilis worked for fourteen years in Peter and Nikos Svolos' iconic milk bar in Town Hall train station, before going on his own in business.

Working in business in Flemington Markets, an opportunity arose to buy the seafood shop in Newington, which was an award-winning business. For a few years now, he has been running Poseidon's Catch.

Although Poseidon's Catch, as a business name, would be associated with seafood, however the Semitokolos family caters for their customers' needs, so they serve a big breakfast in the mornings, and plenty of hamburgers during the day... as well as seafood, of course.

All three of Vasilis and Rita's children, Panagiotis, Nikos and Theohari, work in Poseidon's Catch!

And what a dynamic team they make, as (our) Vasilis found out, "The Semitokolos family works as a team and you can see this when they work. At work, I love the way Semitokolos children refer to their father, Vasilis, as "Billy-boy", while they are all working together. We regularly sit down together to discuss what is working and what is not, and work through matters together."

The mutual love and respect between Vasilis and his children is clearly epitomised by what Panagiotis says, "My father's generation of migrants worked very hard and provided us with a brighter future. We have to respect what they did for us but it is up to our generation to maintain the strong work ethic they instilled in us. For me, there is no greater loyalty than family; when it is for the family, you just work harder!"

