

ISSUE 8  
NOVEMBER 2023

# HOODIES

HOODIES  
BECAUSE IT  
MATTERS  
since  
2022



The Beatles  
last song  
ever

Scott Walters

**Caterina  
Borsato**

Endeavour V Bruce  
Mathieson

**Ben  
Rennie**

The  
International  
Technology  
Organisation

Exclusive Interview

**Tsigereda  
Lovegrove**

gender blind & colour blind

[www.hoodieshatsnobs.com](http://www.hoodieshatsnobs.com)



# CONTENTS

page 5  
Tsigereda Lovegrove

page 7  
Lifechanger

page 3  
Editorial

page 52  
Ben Rennie

Page 55  
The Beatles -Last Song



page 11  
Caterina Borsato

Page 13  
Melissa Brauer

Page 16  
Lucy Laurita

Page 22  
Phil the Chef

Page 23  
Andre Obradovic

Page 27  
The working Mum is away

Page 31  
Paul Breen

Page 32  
Ron Hodgson

Page 36  
Prath Balasubramaniam

Page 40  
The International Technology Organisation

Page 42  
Endeavour V Bruce Mathieson

Page 45  
The great hospitality rebuild

Page 49  
Welcome to the City of Woke

Page 58  
Robbie Willaims & Netflix

Page 60  
Thank you

# HOODIES

B E C A U S E I T  
M A T T E R S

since  
2022

## EDITORIAL

Well hello and welcome to Issue 8 of Hoodies. Issue 8! I find it unbelievable really that the little PDF I put together on my laptop 8 months ago has grown into this publication that people are genuinely excited to read and be informed by. So thank you to everyone that reads and shares Hoodies because that's the way we can build the profile and make sure Hoodies is the new voice of authenticity and accountability.

This month we are joined by regular writers; Caterina Borsato, Melissa Brauer, Prath Balasubramaniam, Paul Breen, Andre Obradovic, Lucy Laurita and Ron Hodgson plus author, branding, design and communications legend Ben Rennie joins us, Phil the Chef is back from wherever he went and the Working Mum launches into education!

I talk to the inspiring Tsigereda Lovegrove and also talk to the equally inspiring Scott Watters from Life Changer. We discuss, the Endeavour Bruce Mathieson battle, talk about accountability in the tech and social media world and I give my thoughts on the Beatles final song. There are also articles on the great hospitality rebuild and the City Councils of woke and virtue signalling making it all go together to again state the case that The Hoodies Magazine is the rising voice of authenticity and accountability.

I suppose the elephant in the room this month in particular is Israel and Palestine. I have wrestled with this one and thought a number of times about including my own thoughts or giving voice to those on either side of the conflict, but none of it worked out. The people I talked to to potentially write about it were understandably incredibly busy and the timings didn't work and I personally felt ill-equipped to write about the conflict. The only thing I will say is that war and everything that goes with it hurts those least likely to be able to defend themselves and turns thousands of people on both sides into innocent victims. The debate on how, who, why and when will rage on, but no matter the outcome there are people dying and suffering who just want to live their lives in peace and that is the most tragic thing in all of it.

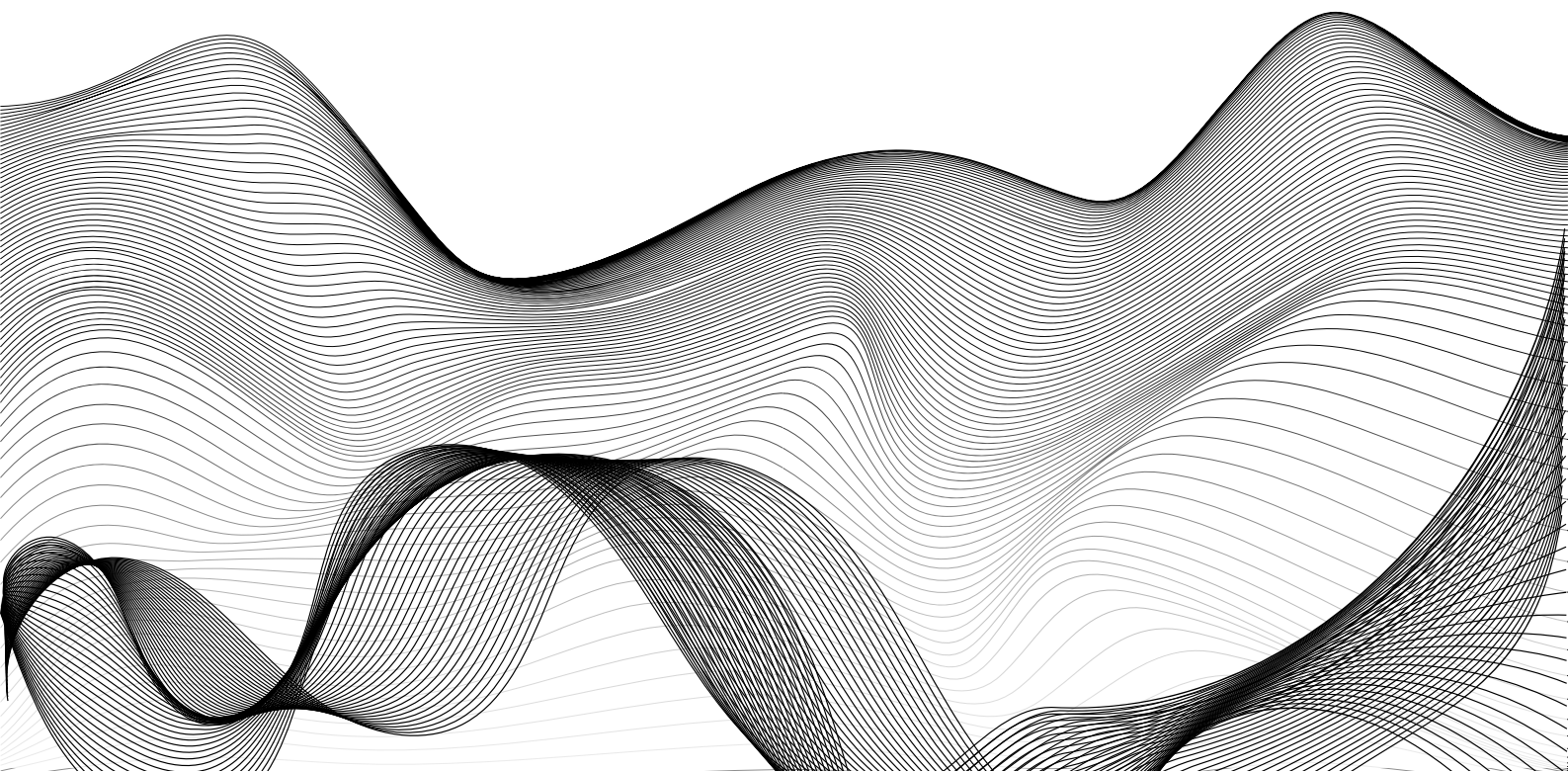
In the next the New Year we will launch a new website and a new way in which to subscribe to the magazine so as ever watch this space, but in the meantime please share our magazine far and wide, why? Because it matters.

Cheers  
Ben

HOODIES

ISSUE 8

IN PROFILE





# Tsigereda Lovegrove

I have to say that when I sat down to talk to Tsigereda (Ziggy) Lovegrove I wasn't sure what to expect. Lovegrove is a statuesque Ethiopian woman, a lawyer, a mother and without question highly intelligent.

Part of me was expecting a woman who breathed fire, stood on the soap box of all things female and who was willing to take the metaphorical baseball bat to anyone that dared to stand in her way.

The woman I met was unquestionably determined, strong and intelligent, but made it clear she lived her life from the point of view that we are all created equal, she is in her own words; "gender blind and colour blind"

The daughter of an Ethiopian teacher and local councillor, who died in his early forties, not long after wrongful incarceration during the communist Derg regime in the 80s, Lovegrove came from a large African family where education, faith, creativity, empathy and determination were all staples of her childhood, all things she now passes onto her own family.

After her father died her mother brought up the seven children with the assistance of one of her sisters, who having moved to France deployed most of her humble savings to help the family survive and get educated. This sister died 2 years ago in Ethiopia from unspecified causes during the COVID time.

Moving to New Zealand having married lawyer and past Ethiopian Honorary Consul to Victoria (adj) professor Kim Lovegrove MSE RML (the honours were bestowed upon him for past humanitarian services to Ethiopia), Ziggy as she is called moved into the Kim's late mother's home.

Joy who had been a primary teacher in NZ and Africa in the sixties, took Ziggy under her wing so to speak and taught her African daughter in law the finer points of local etiquette, but also English. See when Ziggy arrived in New Zealand she barely spoke English, let alone wrote it, which makes her success as a lawyer here in Australia even more remarkable.

To have a former teacher teaching her African daughter in law etiquette, to help her with cultural acclimatisation and English is stuff of movies and yet to these two women from polar opposite's of life, of race and of stereotypes who thought nothing of colour you can't help but think about what the great black American actor Morgan Freeman said about racial divide.

Freeman when interviewed by US TV host Mike Wallace said "I don't want a black history month...black history is American history...if you want to stop racism, stop talking about it"

While Tsigereda is aware of racism and has experienced it, in a number of countries including Africa, she like Freeman is of the opinion that neither the colour of a persons' skin, nor their gender should determine what they can and cannot achieve in life.

The stereotypes don't apply to Tsigereda Lovegrove, well they do to some degree, but she is above them. Does she think racism exists? Absolutely she does and has encountered it herself. Does she think women deserve better roles universally? of course and does she think that human rights advocacy is important, totally, but she is not defined by any of it.

What defines Tsigereda Lovegrove is her faith, her determination to deliver positive outcomes for her clients, to connect to people, to share her empathy with as many people as possible and help those that have found themselves living in hard times. She has all the qualities of the leaders we hope to have and unquestionably need.

With education having been of key concern in her family Tsigereda had done an accounting course, but having struggled to find work when she left Africa she quickly realised she was going to have to advance her education.

With bags of empathy, an unrelenting determination to succeed and with her ever developing English skills she initially thought about nursing. When she discussed it with husband Kim he suggested Law, to which her reply was laughter. Realising he wasn't joking it all quickly became a reality and she became a law student at VUT.

Having moved to Australia she initially took up an admin and reception role within Lovegrove Cotton, moving onto practice manager and then became a key lawyer within the practice itself.

It's worthy to note that along her journey to her LLB, Tsigereda completed a Diploma in Management, a Diploma in legal training, did an online Human Rights law internship and topped it off with the law degree, whilst being an office manager, a wife and a mother! She was also a consulate attache to the Ethiopian Consulate in Melbourne.

There would be some among us that would say they can't get a break, that life isn't fair, that they can't get a fair go, but I'd have to suggest having a look at what Tsigereda has managed to achieve since arriving from Africa.



While so many people point the finger of blame at anyone or anything that will wear it for them, you will never hear Tsigereda say anything other than that Australia is without question the lucky country, everything she has today is because she put her head down and got on with it.

She tells a story of studying for a law exam, again an exam in her second language where she sat down with her books at night only to look up many hours later to see the sun come up. Her determination to succeed and her willingness to take advantage of every opportunity afforded her sees her where she is today.

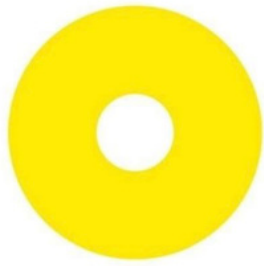
I think it's often worthwhile remembering the line of, 'walk in someone else's shoes' and actually doing it and in the case of Tsigereda they are mighty shoes to wear. An African woman who didn't speak English is taught it by a white New Zealand woman in her late 70s, who goes onto become a successful lawyer within a highly regarded law firm, becomes a mother and a wife and regardless of her hard work and the determination she wants to help those who are less fortunate than herself by offering them support via her own faith, empathy and desire to help capacitate those with less.

This work has started as she is the secretary of the International Building Quality Centre dispute resolution coalition and recently addressed an IBQC global conference on how to make dispute resolution more affordable and accessible to the Horn of Africa.

There are a lot of terrible things in the world and at some point in society we have to discover better ways to overcome them and the ways we find them are with help of people like Tsigereda Lovegrove. Ziggy is very happy doing what she does and isn't really thinking she'd one day step onto the soap box, but at a time in history when genuine and empathetic leaders are in short supply we can only hope that Tsigereda Lovegrove is at least the blueprint for what leaders should aspire to be.

Her tale is a phenomenal story of real diversity and inclusiveness in action.





# LifeChanger

When I talked to Life Changer founder Scott Watters I found myself unexpectedly emotional. As much as this article isn't about me what I and kids like me experienced growing up is the reason Life Changer exists today. Life Changer is about preventative measures for kids, it's about giving them the tools they need to survive the big wide world and making them better people.

Now I have to say Scott said to me don't make this about him, which I'm not, but it has to be said that both Scott and fellow Life Changer founder Trevor Hendy are indeed both inspirations. Watters the successful AFL player and coach and Trevor Hendy the Ironman great both achieved great things in their sporting careers, but it's for what they're doing now that makes them the inspiring people they are. Watters and Hendy as all people of inspiration and good leadership see themselves and are part of a team that guide young people through the rigours of life and enables adolescents to face the challenges that they will undoubtedly have as they grow up.

The statistics on youth mental health are staggering, 75% of mental health issues appear before the age of 25, 58.2% of the LGBTQA+ community aged 14 to 21 have considered suicide in the last 12 months, 1 in 4 young people feel isolated, lonely and disconnected all or most of the time, 1 in 2 young people have tried illicit drugs, youth suicide accounts for one third of adolescent deaths, 1 in 3 kids are currently refusing to go to school, 74% of young people have said their mental health was worse since Covid-19, since 2019 there has been a 33% increase of youths presenting to emergency departments with self harm injuries...on and on and on the statistics go.

Armed with all the data that seems to fall on the deaf ears of politicians what Life Changer is doing is helping kids avoid becoming a statistic. An unquestionably positive statistic that has come out of the Life Changer programs run throughout the country is that 96% of kids understand the importance of mindfulness. Now I come from an era where if I went into a teacher or a coach and said I think we should practice or start some mindfulness classes I wouldn't have been taken seriously, but that kids get that now is I think is of great hope for the future. Mindfulness and understanding it gives kids the chance to understand themselves and potentially know how to better handle the world they encounter.

**“A similar program completely changed my life when I was being horrifically bullied in high school. I knew from that I wanted to help kids to never feel like I did at school”**

## **Kieran Bridger Regional Co-Ordinator**

The Life Changer workshops are held in schools, sporting clubs and community groups and are;

PRE-EMPTIVE – building critical foundations, skills and strategies early in young people's lives.

HOLISTIC – presenting a holistic development pathway focusing on Health, Life Skills, Self, Purpose and Tribe.

SUSTAINABLE – programs outcomes are measurable and sustainable, delivering long term impact.

INCLUSIVE – trained community mentors build rapport, share experiences and foster connection, belonging and community.

The Life Changer team are spread around the country and meet regularly via the wonders of modern technology to discuss workshops that are coming up, workshops that have taken place, plans for the future, but also report on the kids that the team have come across that are struggling and that need serious help. In those situations of great stress the network of Life Changer mentors comes to life to wrap the arms around those most in need. The stories of kids being in trouble is never easy to hear but with this group of inspiring people involved Life Changer is doing exactly what their name says, Changing Lives and helping those most in need.



"I learnt in today's workshop that I have actually got a lot of **superpowers** and strengths that I never knew I had.

The bucket list really helped me think about the **future** too!

YOUTH PARTICIPANT



## CHECK OUT THIS FEEDBACK

from our Activation workshop in Newcastle, NSW!



of students understand the benefits of **mindfulness**



of students understand their **Hero and Villain state**



of students are looking forward to future **LifeChanger workshops**



The list of Life Changer ambassadors is fantastic; Karla Gilbert, Courtney Hancock, Mason Cox, Ali Day, Dave Thornton, James Morrison to name a few, but what Life Changer and youth mental health really needs is better government funding both at a state and federal level. Only 2% of mental health funding is preventative, 2%, that means that 98% of mental health funding in this country goes to facilities and networks that are dealing with the results of mental health issues. Just let that one sink in for a minute, 98% of mental health funding is spent on mental health issues people already have, 2% of it goes to helping people better understand themselves and how they can cope with life. That funding is the full deal as well that's adults and kids, which means that by not supporting preventative workshops like Life Changer governments are ignoring the fact that we mentioned earlier in that 75% of all mental health issues appear before the age of 25! 2%!

Through the remarkable work that the Life Changer team does it's predicted that by 2025 their workshops will have reached more than 1 million young people across the country. Life Changer has some incredible partners and supporters which they wouldn't have got to where they are without, but the key reason why they're having such success in connecting with so many young people is that their whole team has the passion, commitment and desire to help our young people and have genuine impact on their lives.

So to Scott, Trevor, Kathryn, Kat, Trent, Georgia, Sam, Jacob, Noah, Kieran, Sophia, Amanda, Phoebe, Karla, Tahirih, Mike, Casey and Reuben, to all the mentors, to all the people involved in any way shape or form with this incredible organisation thank you. Thank you for making a difference in our kids lives, thank you caring, thank you for being their to catch them if and when they fall and thank you for giving them a future in which they're equipped to be the best versions of themselves...You are all an inspiration.

For more information about Life Changer please hit the link below and if you ever get the chance to talk to a politician mention that prevention is just as important as a cure and that Life Changer is already making a difference.

[www.lifechanger.org.au](http://www.lifechanger.org.au)





# DID YOU KNOW THAT YOUR SINGLE INVESTMENT PROPERTY IS RUINING YOUR FINANCIAL FUTURE?

## Christine Williams An Authentic expert



You see the thing is - MOST Australians who take the plunge to invest in property only ever get one. They feel like that everything is now taken care of for retirement! Nothing could be further from the truth.

I am not going to ramble on and on about why you should get more than one. I am simply going to show you in clear concise points.

1. If you buy a property today, let's say an average of \$700k, best case scenario it will be valued at \$1.4 million when you retire.
2. If you retire at 65, you're likely to live for another 22 years (at least). Living comfortably (not extravagantly) on \$85,000 a year (given the current cost of living) means you need at least \$1,870,000 when you retire. Most Australians will never get that kind of balance in their super account AND if you had intended on selling your single investment property to live off the cash - chances are this wouldn't meet that figure either.
3. This means you're short of funds. That's okay you say to yourself, I plan on living off the rent. Well let's assume you get at least \$600 per week in rent or \$31,200 per annum. Let's round that down a little to account for insurances, property management fees etc and the annual income is now about \$28,000.
4. Now you're living on LESS the current age pension! Can you live on \$538 per week? Because that is what the above scenario is going to approximately deposit in your bank account. Furthermore, you have to pay TAX on that amount that's past the tax free threshold!
5. That's okay, you say to yourself, I will top myself up with the age pension. WRONG - Centrelink has asset tests that need to be met to allow you to have access to the age pension. With your principal place of residence AND your investment property - you're now very asset rich and well pass their threshold. No pension for you.
6. PLUS you are not entitled to a health care card either. Which means loss of many discounts.

Not enough asset should you liquidate.

Too much assets to get the pension and other government benefits.

Not enough rental income to live.

THIS is why your single investment property is ruining your financial future.

[www.smarterpropertyinvesting.com.au](http://www.smarterpropertyinvesting.com.au)

THIS is why your single investment property is ruining your financial future.

I promise you if you have done it once a few years ago you are very likely be able to do it again leverage the new equity you have.

Did you know that the ATO tell us that 71% of people only have a single investment property. Given that we now know from above that one property isn't enough to fund anyone's retirement - why do people find it so hard to get into the second one?

There are several reasons why people don't go for the second, mostly from fear - but one of the most common issues is perceived to be cash flow.

- A property that is too negatively geared means more out of pocket contribution you have to do each month.
- A property that is in the wrong location means lots of time without a tenant, which affects your budget.
- A property that is the wrong age means lots of maintenance and repairs.

So, when you get down to the nitty gritty, the real reason why it's so hard to get into your second investment property is because your first one wasn't the right one.

Because...

The right property in the right location, will get the right tenant, cash flow and growth to help you get your second and even third - thus allowing you the financial freedom you wanted in the first place.

I truly believe that a single investment property leads you into a false sense of security thinking that it will take care of everything.

But, why am I telling you this? It's not to scare you, or to scold your property investing journey so far - not at all. It's to empower you with knowledge today so you can make the necessary changes to live the retirement you dreamed. Making it come to fruition.

How do we do it? By replicating what you have already done before and increasing your portfolio. As I have said over the last 15 years - Be Free With Three!

*Christine Williams*

*"When we met Christine we were immediately struck by how genuine, honest and knowledgeable she was. Everything you need to know and everyone you'll need to help you secure a great investment property is available at Smarter Property Investing."*

**Cathy and Darren Shaw**

Dedicated to your success

Christine Williams

Investment Property Strategist

Please don't keep me a secret, as I am dedicated in helping as many people such as yourselves within my field of expertise.

Smarter Property Investing

1300 736 754

If you would like to know more, or how Christine can help you, please book in time via this link <https://calendly.com/christine-williams/30min>

Facebook Page: <https://www.facebook.com/SmarterPropertyInvesting>

LinkedIn: <https://www.linkedin.com/in/christinewilliamsspi/>

YouTube: <https://www.youtube.com/channel/UC09BcPzwMOzjWtm4MYej4bg>

[www.smarterpropertyinvesting.com.au](http://www.smarterpropertyinvesting.com.au)



## *Caterina Borsato*



So, I thought I would let you all know that last month, I was made a legend by Channel 31, a free to air community tv station. I can't tell you how thrilled I am, that a small idea, with at the time, a small child in tow, has given me so much pleasure & it all began in September 2003.

You see, running a restaurant is all consuming & after the birth of our only child Allegra, Nicholas, her father & my life partner, decided that working together was a no go zone. I am sure you all get my drift when two partners work, sleep and breath a job. Nothing to talk about, right! But always plenty to argue about, right! Nicholas' life always revolved around music. Many of you may not know that his brother Michael owned the now defunct but well respected Bennett's Lane and of course, he has gone on to establish The Jazz Lab. So, as we discussed role reversal, Nicholas came up with the concept of a cooking show with a punchy L.A. music sound ... this was well before the likes of Master Chef & other spinoffs went on to saturate the market & turned contestants into super stars & judges into a global phenomenon. The paddock to plate & putting nonnas on the TV, was a concept we developed early on in the piece. To be perfectly honest, Nicholas' thoughts were that as we are an ageing population, it was important to showcase the methods & traditions of Italian food, with a nod to regional cooking. How better than to film these nonnas or their offspring & have it all documented. Let's face it, those migrants that came out during the wave of assisted migration are sadly leaving this earth. Their stories, their cultural habits & of course how they cooked were often not the stuff you would find in a cookbook. This is what I grew up with and I felt very comfortable with the whole concept of the show.

So how did I get the gig?

Well, it's community tv & most people give their time freely, all for the wider community. The presenters that Nicholas approached were all professionals who wanted to get paid & then, paid again, every time the show was re aired. Of course, this is their right, as it is what they train for, however this was certainly not in the budget. So, I sort of fell into the role of presenter as I was for free, I speak Italian fluently, I was already in the food game & I loved the research. Little did I realise the amount of work that would be involved. Remembering that every show we did required up to a full day of filming. We were dealing with cooks not chefs and we were dealing with people that had never fronted a camera before. You can imagine the number of takes we had to do. And let's not forget that I had to research every program and topic well in advance. I researched the regions, their customs, any interesting facts or notable people. No cue cards & I did it all from memory with plenty of misses. If it wasn't being filmed at the restaurant I would have to drive to the location & then I had to worry about how I looked & have enough different outfits so as to not be repetitive. Well, I am a Melbourne girl & black is the order of the day but not so good for tv. So I decided to get dressed for the show by up & coming fashion students or I would approach boutiques that wanted some publicity or were simply happy with the credits. And let's not forget my love of crosses in any form. Viewers would actually contact the station complaining that I was using god's name in vain by turning a symbol of religion into a fashion statement. Don't you worry. I resisted all criticism & resorted to wearing two or three crosses at any one time just to shut down my critics. For god's sake, it was simply fashion! Actually, it was simply my fashion! My make up was often done by trainees. That was actually hilarious, as I often look at the tv repeats & see tram tracks on my face from inexperienced work. It was so much fun & stress all at the same time.

The strength of the show relied on those afore mentioned migrants. I would try to slip in some Italian dialogue & sometimes, even dialect, just to make them happy. To this day, people still come up to me & thank me for keeping their stories intact & showcasing their traditional recipes, of which they are extremely proud. The thing I learnt about those early migrants, which included my own family, is that all they actually had to connect themselves to their homeland was their lingo, their recipes, their traditions & let's not forget, their magical banter. Do you remember when you would go into a traditional espresso bar, (as was prevalent in Lygon street Carlton or in Brunswick) & you would see all the old folk playing cards, arguing about politics, watching soccer, exchanging their garden bounty, drinking espresso & smoking, that this was their connector to a former life that they all had, and sometimes regrettably, left behind. The women of course had no time for idle chatter as they were at home, doing what they do best ... cooking! I learnt so much from those migrants. I appreciated everything about what they left behind & even more so, I appreciated everything that they brought to this lucky country.



Can you now understand why I loved doing the show. Nicholas had a crazy idea 20 years ago & I can't emphasize enough how the show changed & shaped me. It should be me thanking them for the breath of knowledge they imparted to me. I have gone on to run a restaurant & be a business woman and yet, the show has remained a piece of joy, deep within my heart. I feel extremely connected to my roots & as the show was done on a shoestring budget, with no fame to speak of excepting when I would walk down the street & there was an occasional wolf whistle from the tradies, or an occasional 'ciao Caterina', from what I knew was a community tv devotee, I think that the last 20 years has served me well.

I thank Channel 31, the viewers, the contributors & of course the producer Nicholas, who said to me 'you don't need to learn to act & be a presenter as that is what you do in your everyday restaurant life'. Yes, in the restaurant world we interact, play, tell stories, listen to banter, sell food, create food memories and every now and then, we get paid. Not so for community tv, as we all do it for love and every now and then a bright star will progress to the big screen. Hamish & Andy amongst others, are notable graduates. But for me, I think I will stick to the restaurant world!

[www.caterinas.com.au](http://www.caterinas.com.au)

## Melissa Brauer aka The Prosecco Queen

### What's new

With Gusto Wine Bar/Store at The Sheraton in Melbourne  
With Gusto Regional Store has just opened, next to the Sheraton Hotel at 27 Little Collins St in Melbourne's CBD – it's part wine cellar/ part bar and proudly stocks locally made wines and gourmet snacks showcasing some of Victoria's best producers.

It's that perfect spot to pick up a bottle of something on the way home, or for a BYO scenario at a nearby restaurant, but for the guests of the Sheraton this offers something I wish more hotels would – a place where you can come and grab a bottle of wine and a great little plate of cheese & charcuterie to take back to your room and enjoy with friends/colleagues/your significant other before you head out for the evening (or stay in!)

With its warm terracotta tones and lots of indoor plants it's an inviting space to linger if you have time for some of the delish bar snacks and a rotating medley of wines on tasting. There are regular 'Meet the Maker' events planned, the first of which kicked off recently with Caroline Mooney from Zonzo Estate which was an absolute corker.

[www.withgustostore.com](http://www.withgustostore.com)



### Melissa Brauer aka The Prosecco Queen

Wine educator, freelance writer, digital marketer and event guru, creator, and director of the annual Prosecco Festival (now coming into its 7th year).

Every edition I share what's new, what's in my glass, and which cellar doors are worth a visit.





## What's in my glass

Grenache Blanc De Noir by Jean-Paul Trijsburg 2023 Heathcote

A finalist in the Top 50 Best Young Wine Brands & Winemakers of Australia in both 2021 and 2023, Dutchman Jean-Paul Trijsburg caught the winemaking bug in 2007 in Burgundy and hasn't looked back. Whilst he now calls Ballarat home (and leases a 30-year-old Pinot Noir vineyard there), his wines are more French in style, and this drop is no exception. With grenache fruit handpicked in Heathcote, the grapes are then whole bunch fermented, which helps create a more aromatic wine with great structure, and tastes of ripe stone fruit, orange blossom and just a wisp of vanilla. Gorgeous.

<https://thehappywinemaker.com.au/shop.php>





## **Ocean Eight – Mornington Peninsula**

A visit to the beautiful Mornington Peninsula is always a good idea, and the array of wineries there leave you absolutely spoilt for choice with Chardonnay, Pinot Gris and Pinot Noir grapes thriving here in the sandy, loamy soils of this maritime cool climate region.

The Aylward family have been making wines down this way since 1997, first establishing Kooyong Estate and later selling it in 2004. Winemaker Mike Aylward then went into business with his folks, together creating their new winery, Ocean Eight, with vineyards on both the bay and ocean sides of the Peninsula, an important distinction in terms of the microclimate and soils that the fruit experiences.

Mike's winemaking style is influenced by time spent in Burgundy and it shows. His Pinot Gris is consistently rated as one of the best examples in all of Australia, his Chardonnay has a lean elegance, and the Pinot Noir is silky, aromatic, and graceful. A tightness and brightness with fresh acidity are the hallmarks of an Ocean Eight's wine, pairing perfectly with so many of the foods we love to eat, and cellaring beautifully for years to come.

Whilst the cellar door is small, it's worth a visit to taste the Chardonnays and Pinots, maybe you'll get lucky and sneaky museum release will be open to try. And you can always enjoy a glass (or bottle) in the stunning gardens afterwards.

Check out their website <https://oceaneight.com.au/>

# REVIVAL RUNWAY

Melbourne's fashion scene you want to follow and here's why.

By Lucy Laurita

Launched in 2019 out of sheer love and determination to help keep Melbourne fashion designers and creatives connected and thriving, founder of Revival Runway Sofi Carfi addressed the need to save our creative industry by producing an exciting platform of runway events. With the organisation's creative director, Niki Bruce, they are shining a spotlight on Melbourne made designer fashion, unearthing cutting edge independent brands with a focus on sustainability, multiculturalism, and inclusiveness. As a not-for-profit enterprise, everyone involved is a volunteer; models, hair stylists, makeup artist, event crew, designers, all unite with the one goal - to support our local creative industry as a community so that we can continue to sustain our self-employment, deliver premium products and services in our specialised niches.

## FASHION WITH LUCY LAURITA

The supportive creative community serves to close skills gaps, designer Ruth Hadinjoto explains her experience.

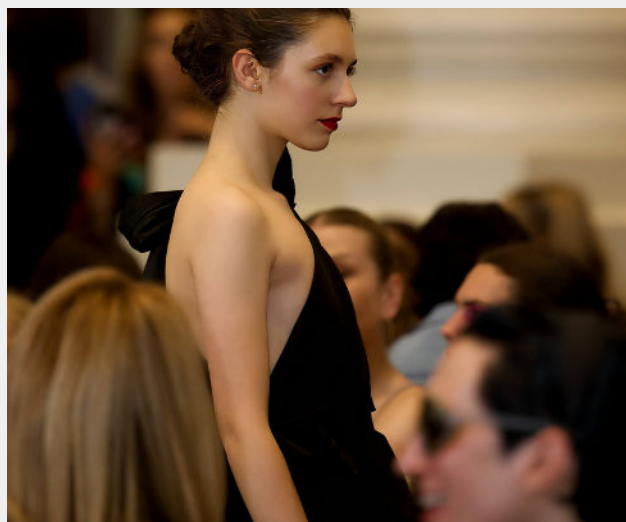
"It's given me the opportunity to keep improving myself and learning from others involved with Revival Runway. I think it is very important to have a supportive community in this industry," says Ruth.

"The biggest challenge would be to fill the gap between the knowledge I got from university and the real fashion industry. One of the subjects that I have minimal knowledge of is the business side of fashion, which is a very crucial factor of building a brand."

When I found out about Revival Runway, through posts of stunning images circling social media after one of their runways, I thought 'wow', this is so impressive. I felt I had missed an incredible opportunity to be a part of it with my own collection.



Image of Lucy Laurita by Maurice Rinaldi



REVIVAL RUNWAY - Image by JC Mara





Carlisle Hats - Images by James Taylor

They powered through and survived the dreaded Melbourne lockdowns, this year I seized the opportunity to be a part of 'We Are Melbourne' joining a list of 11 designers for the runway show held at the Immigration Museum on October 8th. The opulent Victorian-era architecture of the Long Room was filled with an audience of 200 guests, all with front row seats as everyone is a VIP.



Ruth Hadington design - Image by JamesTaylor

This was my very first time presenting at a runway where I was not backstage dressing the models in my collection, I had the privilege of being seated, humbled to have Lucy Laurita designs included, showcasing with the talents of Carlisle Hats, Cosmos Bassington, Design By Jude, Fernanda Covarrubias, Justin Tong, Kodama Apparel, Paradz, Ruth Hadinjoto, Rosinha, and Samay.

Revival Runway celebrates the designers, making it a priority for designers to interact with the viewers, making connections with existing and new buyers.

"Niki has been a great mentor to me and always helped me out during the process. Sofie and the whole team are really passionate and professional. In just a few months I can feel that this community has given me so much insight and inspiration to grow in my career," explains designer Ruth Hadinjoto.

Fernanda Covarrubias, who creates her collections from recycled materials, feels the reward is in being a part of a movement that is inclusive by promoting positive body image and witnessing the transformations in her clients.

"I absolutely adore guiding [my customers] to unlock the power of clothing in a world, where especially for women, the beauty standards are often far from realistic," says Fernanda.

It was a treat to hear so many lovely comments as the models walked. Yes, I was a little nervous prior to the show starting, in case of unfavourable comments or an unthinkable wardrobe malfunction. However my nerves dissolved quickly as the show began and guests expressed their support and enthusiasm.



Christina Chia wearing Lucy Laurita Design with Hat by Carlisle Hats  
Image by JC Mara

Huge applause to the incredible team working backstage. Each designer presented 10 unique looks.

Many of the models' looks were styled with a stunning hand-crafted Carlisle Hat: "It's fun and exciting making people feel fabulous and full of Hatitude!" said owner and founder of the brand, Leanne Ayache.

No two collections at the Revival Runway show were similar, and everything was authentic and made in Melbourne.

Sharing personal experiences is what I am particularly drawn to as it shifts my perspective and inspires new ideas. Tibor Gyapjas, a professional trumpet player, well connected to the Australian music scene and his partner Leanne Ayache of Carlisle Hats have been hand crafting hats for over 20 years, they share their turning point.



Kodama  
Image by James Taylor



Fernanda Covarrubias & Carlisle Hats  
Image by James Taylor



Ruth Hadinjoto  
Image by James Taylor



Kodama  
Image by James Taylor



Eloise Gentle wearing Lucy Laurita  
Sky Alida Gown  
Image by James Taylor



Fernanda Covarrubias & Carlisle Hats  
Image by James Taylor

“Challenges that in fact were great positive growth Challenges were transitioning from running a Store for 20 years and then scaling down to a small design studio and an online store,” explains Leanne.

“Clients now book Studio Design sessions online, visit our Showroom and design their Hat in a fun, hands-on experience where they select colours and fabrics to design their very own Dream Hat!

“The Lockdown caused our Store Closure but gave us the opportunity to set up our new business model in our Hat Studio in Caulfield North.”

I asked designer Natsuko Kondo what it meant to her to be a part of the Revival Runway community.

“I think it’s important because you can feel quite lonely at times – building your own fashion brand. At the show “We Are Melbourne”, it was nice to be able to connect with fellow designers and all the talented people who were involved with the show,” Natsuko says.

“Looking back from where I started, Kodama Apparel has evolved and grown in different ways. The journey of my brand and running a business have been such an interesting experience.

point of view.

# Fashion

style in cloth  
of life that re  
dress, activi

"Getting to chat with customers through different events has led me to further develop the hero pieces, the kimono jackets and coats. With the key focal point on these kimono jackets, I'm looking forward to seeing where they will take Kodama Apparel."

Revival Runway is a non-profit volunteer organisation that produces fashion-related content and events for independent Australian fashion brands and designers. Everyone at Revival Runway gives their time, experience and energy free of charge to create professional opportunities for brands and emerging fashion industry talent.

"At Revival Runway we are all volunteers - everyone from the models to the backstage team, the photographers and front of house staff work for free to support the Melbourne fashion industry and the local creatives who work in it," says Niki Bruce, the creative director for Revival Runway.

"We offer immersive and intensive internships for fashion students too, offering them a chance to get real, hands-on experience."

According to Sofie Carfi, the founder of Revival Runway, the organisation is all about "supporting small, independent designers".

"Both the impact of the global pandemic and the rising cost of living in Australia has made it even harder for independent fashion brands to make an impact and reach their audiences, which is why we feel events like the Revival Runway fashion shows, editorial shoots and fashion films really matter," explains Sofie.

The next Revival Runway fashion show will be on Sunday 25 February, 2024 at The Pier in Geelong. Entitled Creative Coast, the runway show will feature designers and brands from the Geelong and Surf Coast region. For more information, follow Revival Runway on Instagram at [@revivalrunwayfashion](#) and online at [revivalrunway.com](http://revivalrunway.com).



[www.azzaro.com.au](http://www.azzaro.com.au)

# PHIL THE CHEF IS BACK

I started cooking when I was 15 years old, and when I started off in kitchens, the age of the Chefs were varying from my age of a very young to 40-50 years old. I'm now only 35 years old, but now when I walk into the kitchen I will be oldest person in there. Cooking is a job that takes a toll on people, socially, physically and emotionally. Even though I've been doing this for 21 years I'm already looking at what's my next date what do I do after cooking?

This is very difficult for me and I know a lot of people in my situation because as a chef, this is what you've done for so long and there's not many pathways from that they can give us opportunities to larger positions.

So re-education is the only way out for a lot of us, but it's also very difficult to restart a career, as you get older and have to re-educate yourself into a different field.

Recently I was put on to a friend with the view to join a large hospitality group. The last time I was part of a large group was 10 years ago and they were offering nothing different to what the restaurants were. The pay wasn't better and I was still working weekends so with all this I was quite hesitant.

But like many things times change and the larger groups are more ethical, they're giving better hours to people and above all they're paying everyone better, but it still doesn't solve the problem of longevity of a career as a chef into your 40s or 50s. So the question is why would a group be better than me just working a restaurant? Because these groups are now helping Chefs in a way other smaller operators aren't. Groups are now offering to give training to chefs that can help create a pathway out of the industry or to at least give you more options than the kitchen.

What bigger companies are getting out of this is that they're attracting the older Chefs who want to look at more options outside of being in kitchens. Older more experienced Chefs are now going into these larger groups and the groups are rewarding their years of experience by offering them new pathways while they teach and bring on the next generation of chefs.

This is a fantastic thing for people in my situation as I want to learn, but I also still want to be able to cook as long as I can. They have made working for them so attractive that for me I wouldn't really ever go back to a smaller restaurant again. The sad thing for the industry as a whole though is that the smaller operators will struggle to find and keep older staff because they can't compete with these larger groups that are now offering more career pathways.

So when it comes down the question of what's next for me, the answer is who is going to give me the best opportunity and career pathway that enables to me to keep hold of my passion, but gives me the chance to grow as well. There needs to be a better balance between the big players and the smaller ones because if chefs of my age are working with large groups who is actually training and nurturing the next generation? We can't burn out our young chefs and we can't lose our experienced ones, but there is some way to go before we find a balance I just hope the character and the soul of food and hospitality survives while we again find a balance.





[www.andreobradovic.com](http://www.andreobradovic.com)

I was standing in the checkout line of a well-known pharmacy that, by the time I got there, had stretched past the cologne and perfumes. French Connection United Kingdom was just one of the crazy examples I saw of what I like to call conventional stupidity.

Most of the products I was standing next to were named after celebrities. Instinct by David Beckham, Curious by Britany Spears, Fame by Lady Gaga, Killer Queen by Katie Perry, Incredible Things by Taylor Swift – are we out of our minds? Why do we need celebrities to help us choose a fragrance?

The final straw for me was Victoria Bitter the scent – do I really want to smell like beer? Worse, would men actually buy this product because they like the beer? I don't get it.

Even so, in my own industry, this has become the main way people select a healthy living program for themselves. Unbelievably, in the last twelve months, the most searched phrase on Google was 'Adele diet'.

A famous singer who is not a dietitian, a doctor, a chef, or a personal trainer is apparently the most trusted person in weight loss. I say again, conventional stupidity.

---

## What is Conventional Stupidity?

Maybe you've recently joined a gym or have been going for some time. Do you notice that when you take a class, be it Full Body Fusion, Circuit Training, HIIT, Water Aerobics, Cycling, Bootcamp, Zumba – the list is endless – that the same people appear month in, month out?

Even if you don't go to a class, the people around you create an environment that entices you to stay. There will always be someone fitter, stronger, and lighter than you, and the gyms count on this. That's how they keep you in the endless loop of doing what you think is expected of you and not seeing results. It's time to stop.

If what you're doing is not working for your fitness, health, and life, then maybe you're doing things wrong. You have to ask yourself:

Am I taking advice from real experts?

Am I killing myself at the gym 4-5 times a week and not making progress?

Why am I starving every 2-3 hours?

What's with my bad sleep, waking up at 2 am most nights?

Why am I constipated, bloated, or have terrible reactions to some foods I eat?

Let's change things up

The aerobic system plays a vital and primary role in all physical activity.

For example, between 95 and 99% of the energy used for endurance sports, including in competitions, is derived from the aerobic system. This is true for events lasting more than a few minutes and for races from the mile to the marathon and beyond.

In addition to the traditional endurance events such as running, biking, and swimming, aerobic-based sports also include tennis, golf, basketball, and many others. So why do we constantly have the desire to work harder? Because it makes sense – even if it's totally wrong.

Just ask yourself, what are your results?

Are you working like a dog day in, and day out and still not losing weight? If so, then the first thing to do is focus on your nutrition, not exercise.





Let's talk about food

Don't believe what the fitness and sports industry tells you about nutrition. Highly motivated fitness enthusiasts have great difficulty rejecting an obsessive, chronic approach to workouts, a carbohydrate-burning/carbohydrate-loading pattern, and a calories-in, calories-out mindset about weight loss.

Fat was the preferred fuel for humans throughout evolution, with most energy coming from either stored fat or ingested fat.

Today, we have overridden our genetic preference for fat by consuming a diet high in carbohydrates.

Modern grain-based, high-carb diets stimulate excess insulin production, leading to a host of health problems, often characterized as metabolic syndrome. High-carb meals create a blood-sugar insulin burnout roller coaster.

Each individual is unique, and although one individual may be able to utilize carbohydrates effectively, another may not. Listen to your body – think about how your body reacts to what you feed it. Choose your carbohydrates wisely; select whole, unprocessed carbs with fiber instead of refined carbs.

If you're going to eat carbohydrates, make sure that you're using them for fuel and that they're from real food, not processed foods (pasta, bread, pancakes, oats, etc.).

Otherwise, they will be stored as fat, particularly if you're insulin-resistant. Avoid wheat at all costs, as this causes damage to all individuals.

Step One: Stop eating grains

Grains are merely a cheap source of calories that are easily converted into glucose.

Step Two: You don't need dairy  
Not all dairy is healthy.

For many people, dairy is inherently problematic, mostly owing to the presence of lactose (a milk sugar that's difficult for many adults to digest) and casein (a protein that can be allergenic to many).

So What About Adele?

Adele's diet focuses on incorporating low-calorie foods and green juices in specific combinations.

Users report significant weight loss because the regimen is incredibly restrictive and limits users' calorie intake to 1,000 calories at the beginning and 1,500 calories on the last day.

This vastly reduced caloric intake is the main issue that health experts have with the diet.

Moreover, because it's so restrictive, it's not a practical long-term weight loss solution. In other words, if Adele starts eating a more typical 2,000-calorie-per-day diet again, she could easily gain back all the weight she just lost.

For the record, no credible trainer or health coach would agree to their client eating only 1,000 calories a day.



However, the most important thing to remember here is that your health is too important to decide on a weight loss program in the same way you would select a perfume: by celebrity endorsement.

In my experience, many actual doctors operate on incorrect advice, so trusting a singer with your life is just lunacy.

A few days before Christmas 2014, I dropped all of the carbs I loved so much and focused on real foods and healthy fats. I had my blood lipid tests done to see what would change after my six-month experiment. The advice I received from my GP was not to do it because according to him, my cholesterol was too high. He was wrong. I sacked him.

My results after six months surprised even me.

Not only had I finally lost that stubborn tummy roll, but I could go for a 15km run and not feel hungry for two or three hours afterward! I had so much energy, and my mental state was stable during the day.

Nearly 10 years on and this approach has been sustainable for me and my family.

It has changed our health, the way our kids eat, and the way we think about life. Plus, my body composition is better – in fact, it's the best it has been in my whole life. I am stronger, faster, fitter, and most importantly, healthier.

I have coached over 600 people to do exactly the same.. If you want help get in touch.





# DIARY OF A WORKING MUM

The working Mum is too busy this month so it's been hand balled to the ugly Dad!

So let's talk about education shall we. We all know the state government of Victoria in particular has no money, but now we see they're planning on reducing days and hours etc under the invisible cloak of it's all about modernising education and making kids better people, blah blah blah, well it's not, it's a bunch of garbage and kids will be worse off for it.

My top five things kids need when they're growing up is 1. Love and affection 2. Freedom to make mistakes 3. Education 4. Engagement 5. Discipline. Before anyone says OMG to the last one I'm not pulling out the strap I had used on me as boy nor am I clipping my kids around the head at every possible opportunity or getting them up at 5am for pushups and running rather I work on the basis that bad behaviours have consequences. No it doesn't work all the time, but we can't let kids just run amok and do as they please. Regardless of what anyone thinks of my list as you can see education plays a big part in it and that it's now not on the governments list of thing never to mess with is disgusting!

Yes there are teachers shortages, so do what you did with nurses and fund teaching degrees properly, allow overseas qualifications to be recognised more easily and quicker. Give teachers the support they need ie facilities, resources etc...we cannot allow governments to skimp on education, ever! The mental health of kids was at an all time low during Covid and yet now two years post lockdowns here we have governments cutting back on school days under the shroud its all about making education modern, what rubbish!

Instead of skimping on education it needs more money and it is time to find better ways to get it the money it does need. That Australia can offer free education to kids is fantastic but we can never allow the right of a child to that education and it can not and must not become a political football to be kicked around by woefully incompetent politicians who live via election cycles.

It's fair to say that schools were ill-equipped to deal with covid, one primary school close to where we live would mail, not email, mail work sheets to kids for them to complete for the week ahead and now we're telling them they're going to go to school less? Not only have we learnt nothing from the pandemic when it comes to education now we're moderating it? Now the woke weirdos who believe the system is run by Bill Gates and education is only there to cloud the minds of children, weirdville is over there, but to those who still value their Childs ability to write more than their name or add up more than two plus two this is not what we want.

It is absolutely the case that a young person can leave school at the end of year 10 to take up a trade or to go into full time work doing all manner of things, but to suggest that kids from prep to year 10 will now be spending less time at school because it's good for them is delusional at best. What we need is better planning in and around education to make sure schools, teachers and kids have the money and resources they need! What's so complicated about making education a priority? Yes again we know the government has torched the economy, but aren't children the future? Shouldn't we be making sure their right to an education is preserved at all costs? The answer at the moment is sadly no.

Times are indeed tough and no matter who you are the current financial crisis has had impacts on everyone, but how has a child's education become something we're cutting back on? So many of the baby boomer generation were lucky enough to not only get free schooling but free university as well. Millions of successful Australians are where they are today thanks to free university. Those times have sadly gone and tertiary education is now big business, but we cannot allow our kids to lose the opportunity and the right to free schooling. If that does happen the divide between the haves and the have nots will only increase and governments will have ruined the futures of all our kids and we must not allow that to happen.

Mum shall return next month...maybe!

# CALENDAR CLUB

**Earn \$2k+ per week running your own store!**

- Training and support from an established brand
- Excellent financial incentives
- A fully functional store with all the equipment you need
- Develop skills required to manage a retail store
- Gain lifelong skills and make new connections
- Work with a dedicated and experienced team



[www.calendarclub.com.au](http://www.calendarclub.com.au)

# CALENDAR CLUB

# BUSINESS & THE WORLD

---

HOODIES - ISSUE 8



# paul breen

Thirty years ago I was stuck in a career rut. I had made rapid progress in my early working life, got great promotions and always seemed to be the guy going places. Then the wheels began to fall off. It happened slowly and bit by bit. Almost imperceptibly. I didn't even realise it was happening. But it was and I fell from being a fast-rising star to a plodder in the space of two years. Gone were the promotions and the involvement in exciting new projects. They were replaced by side-ways jobs offers and scant attention from my bosses.

What I didn't realise at the time that it was my entire fault. I had gone from a fast moving, engaged and excited team player always willing to challenge the status quo to someone who felt that they had "earned their stripes" and could slow down without losing any of my current status. It didn't work. Other colleagues who were more motivated than me started getting the good gigs that I had always gotten in the past. I resented it and blamed the bosses for their dumb decisions. Looking back I cringe at my naivety.

What tripped me up back then was a (too) low care factor and a low activity level. The combination of these factors is death in a career or a business. It can manifest itself into a sense of entitlement of what you believe is owed to you. Here's the newsflash - nothing is. And you'll end up bitter, unmotivated and unhappy if you persist in thinking that.

So what can you do to guard against this happening?

Firstly understand that there are really no short-cuts in anything worthwhile. Short cuts, while seemingly attractive, are mostly distractions and they rarely work. Focus instead on finding the most direct path to getting something done, even if it is really hard. Solving the really hard problems is usually where the most value gets created. It is also where the best people focus their efforts.

Secondly, it's important to recognise that business is a long game and reputations and trust are built progressively over time. It never happens quickly. Conversely one poor action can sometimes be enough to undo many years of hard-won respectability. Or as in my case subconsciously deciding to "coast" and live on past glories can put the brakes on your career.



And lastly, start (really) giving a damn. Not going through the motions. Deliver what you promise. Innovate. Challenge the status quo. Work smarter (and harder, if necessary). Move fast. Be nice. And leave behind any negative behaviours that are getting in your way.

If you have a low care factor and/or a low activity level you will have a mediocre career (or business). That's 100% guaranteed. However by choosing to increase the intensity of both you'll give yourself the best possible chance of achieving something worthwhile.



# **OUR AUSTRALIAN DEMOCRACY**

In my contribution this to month's Hoodies Magazine, I have written about what I believe our society should look like now and into the future Australia.

I hope you accept my views as being truly Authentic. What do I mean about authenticity, it is you are true to your own personality, values, and spirit, regardless of the pressure that you are under to act otherwise. You are honest with yourself and with others, and you take responsibility for your mistakes. Your values, ideals, and your actions align.

I will refrain from talking about any particular Australian Political Party or any particular political organisation or their distinct ideology. Whilst this will be terribly difficult for me, as no current politician adequately represents the majority middle values of the Australian people, or the view of what our Democracy should be. "Of course, this is only my opinion."

The Great Martin Luther King, said; "I have a dream that my four little children will one day live in a nation where they will not be judged by the colour of their skin, but by the content of their character." He would have been a great Australian. He was a great Human.

The core defining values of our Australian Democracy are freedom of election and being elected, freedom of assembly and political participation, freedom of speech, expression and religious belief and rule of law reflecting every Australian citizen equally. That includes everyone equally, whether they are Australian Aboriginal or Torres Strait Islander descendants, Australians born here since 1778, and all those people that have migrated here.

Australia has maintained a stable democratic political system under its Constitution, the world's tenth oldest, since Federation in 1901. Australia is the world's sixth oldest continuous democracy in which voting is compulsory. It is a country that has welcomed some 29% of its population of twenty-six million people, grown and prospered by immigration since 1945. A democracy relies on the participation of its citizens. They participate not just by voting, but by being involved in their community.



An Australian democratic society that works best has the ideals of respect for individuals, and the right to make their own choices, for tolerance of their differences and opposing ideas, equity, valuing all the people and supporting them to reach their full potential equally and with aspiration, the right to freedom of speech, association, movement and freedom of beliefs and culture, and finally, the separation of powers under the constitution for an independent Justice system, treating everyone equally under the law, in society and through the legal system.

Our Constitutional structure is based on the powers of the Australian Parliament which are described and written in the Australian Constitution. The High Court of Australia will where required decide if laws abide by the Constitution.

Our pluralistic society is a diverse society culturally and with many different ethnic, cultural, racial, religious and social groups all existing together. Our government democracy serves citizens by electing members of parliament to make decisions and laws on their behalf, when the government does not, the people can vote for new ones at the next election, politicians therefore are directly accountable to the People and the Australian Parliament.

For Australia and Australians to succeed we need a country that is firstly self-sufficient and capable of protecting its sovereignty. We need our Australia to be productive, well-educated and aspirational for all its citizens and where they are all equal under the law as a civil society.

We need a country prepared to maximise its advantages, of abundance. Of resources in coal, gas, oil, and the immense range of minerals on our continent. These resources, supported by our human capacity for production can serve, not only Australian self-sufficiency and opportunity, but then and only then, they could provide our valuable excess production for world consumption and economic reward.

Our country so broad and capable, should be a food bowl for our neighbours across southeast Asia, where there is an immense population and market opportunity. We should be net exporters after our own self-sufficient consumption of the food supply.



Governments at Local, State and Federal levels have failed to adequately build the infrastructure required to take advantage of the immense regional opportunities that exist, to satisfy, housing demand and price control. In our democracy of Australia this should be at the core of Government responsibility.

### Maslow's Hierarchy of Needs

If we were to subscribe to a society that is built on the principals of Maslow philosophy of human needs, we would see that our human needs of clean air, water, food and shelter are a key criterion of psychological welfare. Secondly, we would see that our personal security, employment, resources, health and property are essential for our society's wellbeing.



Maslow's hierarchy of needs

When Government governs on an ideology of Wokeism and it is weaponized by radicals in the minority on their ideological personal grievances, they, are really masquerading this as a genuine social concern, it therefore, defines fraudulent issues as distinct from legitimate social needs. Too many Governments of the last 30 Years have governed on populist ideology, rather than addressing the real needs of a growing, productive community.

The Political landscape in Australia is broken. It is my opinion that career politicians do not make great governance stewards. Whilst a candidate's original intentions might have been made within with good will, their political ideology often gets in their way. This often means they are not representing the interest of the majority of Australians. With human nature, it is most difficult to change someone's political ideology or opinion. So, we need a safeguard for the majority of Australians in the political landscape.

For a true ongoing democracy to exist in Australia, I would propose, that, we limit the term that a politician can hold in office. The system would then constantly refresh and over the course of, say, a 10-year period (politicians' maximum term), would, by that electoral process, elect new candidates that could then currently satisfy the views that are the middle majority of Australians. These politicians would govern knowing that they had a limited time to manage our administrative affairs satisfactorily. Then they would be accountable to satisfy the electorate on the majority's real needs, of the provision of proper management around the ample water resources, food production, affordable energy, housing, health services, employment opportunities, national security, and the ample provision of our self-sustaining resources. Governance based on outcomes and not personal ideology, would be the new measure of a politician's success. This would represent a true measure of governance management.

## My summary on Our Australian Democracy

People do want authenticity; we are all sick of political lies and spin of the political class and mainstream media. We are sick of false ideology and propaganda.

We want an Australia that can actually get things done. We have an opportunity for change, it is about time, that, as we are one, and we are all Australians, we deserve much better political representation and politicians, which will govern our democracy for the middle majority of all Australians and not the splintered few.

Here is my call to action for you; If it is to be it is up to thee! It is time to free yourself from the laissez-faire attitudes of our immediate past and demand of those you elect, to adhere to the great economic opportunity that our continent holds, to be a self-sufficient nation, and to aspire to middle majority Australian values.

For that to happen, you need to directly ask every candidate that you wish to elect in the future, where they stand on the real Australian democratic issues? If they differ from your views do not elect them. That is your obligation, not just your right!

Remember, the best of Australia is before us, but it requires your diligence, intelligence, and empathy for all your fellow Australians, regardless, of whether they are, Australian Indigenous, Australians born here since 1778, or Australians that chose to migrate here. Let us have a great Australia once more.

Australian Democracy has a change in basic assumptions moment.

The last referendum has definitely shown us a set of rules that demonstrate how to get the result of a majority. Imagine if these rules operated in the election of our Parliament.

**Ron Hodgson** is a Director of Allocated Enterprises P/L, Ron has built and sold a number of varied startup enterprises. He has assisted many SME businesses in maximising market opportunities, staff leadership and management procedures for turning business into commercial successes. The views he expresses in these articles are his own.

# ARE MISINFORMATION LAWS ABOUT PROTECTION OR CENSORSHIP?

**By Prath Balasubramaniam**

There is and always will be an asymmetry in information.

In any context or relationship, some people come to the table with access to more information or the ability to decipher it quicker. This can leave those at the weaker end of the relationship, vulnerable.

This is not a new problem.

However with the rapid pace at which news travels through social media, bad actors can disseminate “misinformation” at lightning speed.

Lies, misinformation and disinformation are not a novel problem. Nor are governments and politically-aligned groups that spread propaganda.

The Voice Referendum

While the terms were employed throughout the pandemic, it became more noticeable during the Voice Referendum.

The Prime Minister, Anthony Albanese, sought to describe the view that the Uluru Statement from the Heart is more than one-page as a “conspiracy looking for a theory”. A number of prominent YES campaigners – including Professor Megan Davis – also argued that the statement was just one page even though she was on record as saying that it was “actually a very lengthy document”.



However if you look at the document, the page numbering, the headings and the way it reads, it certainly can be argued, as Peta Credlin sought to, that it is more than one page.

Perhaps nothing turns on it, but the main reason it became topical was because the Prime Minister appeared to avoid openly addressing what was in the longer form document.

Nonetheless, arguing that it was more than a page was not misinformation.

Throughout the Referendum and immediately after it, the same cohort sought to argue that the public had been deceived and misled by a “misinformation campaign” lending weight to the argument that we need to protect the public from false political statements.

### Communications legislation

The government’s proposed Communications Legislation Amendment (Combating Misinformation and Disinformation) Bill aims to give the Australian Communications and Media Authority increased powers to combat online information.

Under the legislation, amongst other things, criminal penalties could apply to digital platforms and individuals with information that is considered misinformation or disinformation. ACMA would also have the power to legally enforce or penalise a platform or individual. The maximum penalty for a corporation is \$2.75 million or 2% of global turnover and \$550,000 for an individual.

While the intention and rationale of combating misinformation is noble, it raises a number of serious concerns.

## Censorship

It is now patently obvious and proven that online “fact checkers” censored accurate posts and attempted to help shape the political narrative during the pandemic, the 2020 United States election and more recently during Australia’s Voice Referendum.

Representatives of Meta (formerly Facebook) and X (formerly Twitter) have admitted to this. In Australia, this year, the RMIT Fact Lab was also found out.

Like fact checkers, any group attempting to verify the truthfulness of statements can be hijacked to shape a political narrative and become an apparatus for censorship.

This is particularly concerning given that Federal and state governments and the mainstream media outlets are exempt from the proposed laws meaning they are not obliged to ensure the accuracy of their information.

Australian Human Rights Commission

The Human Rights Commissioner, Lorraine Finlay, in an article about why the Bill risks the freedoms it aims to protect argued:

- Terms such as misinformation, disinformation and “harm” are “overly broad” and “vague” and risk enabling “unpopular or controversial opinions” or beliefs to be subjectively labelled.
- The threshold for what is considered “harm” is “low”. The categories of harm are themselves “extremely broad” and reasonable people may have very different views about what constitutes harm.
- Although what is required is “serious harm”, the term is not defined. In addition to this it only requires that the content has to be “reasonably likely to cause or contribute to serious harm”. As such content can be labelled as misinformation even if it does not actually cause harm – it only has to be “reasonably likely to do so”.
- As government content is “excluded content” it means government information cannot, by definition, be misinformation or disinformation.

The Human Rights Commissioner made this observation: “This fails to acknowledge the reality that misinformation and disinformation can come from the government. Indeed, government misinformation and disinformation raises particular concerns given the enhanced legitimacy and authority that many people attach to information received from official government sources.”

This is at the heart of censorship. The framework the legislation is built on will seek to restrict the free flow of information on digital platforms but not hold the government or the media to account for lies they may disseminate. This will have the effect of increasing the information asymmetry thereby enabling greater censorship.

“Unworkable”

In her submission, the University of Sydney Emerita Professor Anne Twomey, a constitutional expert, said the Bill is “at best half-baked.” Professor Twomey went on to assert that whilst one can “sympathise with its aim, it is hard to believe that anyone has seriously thought about how it would operate in practice and the likely consequences. It also raises a significant risk that the ‘cure’ is worse than the disease – i.e., that the damage to the democratic system of government and Australians generally from the restrictions on free speech on digital platforms may be greater than the damage caused by misinformation and disinformation.”

Timeless problem

Information asymmetry and manipulating people through lies is not a new problem. It has always existed. The toughest part of the solution is: WHO gets to determine what is true or false? And, related to that, HOW is their independence and integrity maintained?

Humans are fallible, corruptible and inclined to be political motivated. Many things that were claimed to be misinformation during the pandemic and the Voice Referendum turned out to be either true, or at least, a credible and defensible view.

The real and tangible modern day problem is how quickly lies can proliferate with the use of social media especially with the rapid rise of artificial intelligence. This is a two-fold problem: how to assess when something is conclusively false in real-time and, secondly, how to stop its dissemination.

Empowering a body such as ACMA to assess in real-time what is true or false would, as Professor Twomey argues, likely impede free speech on digital platforms and cause greater damage than the lies themselves. The only solution to this problem is through education and a cultural re-orientation around critical assessment of how to verify accuracy rather than dangerously relying on one body to be the single source of truth.

Prath is founder of Capital Five Partners [www.capitalfive.com.au](http://www.capitalfive.com.au)



# THE INTERNATIONAL TECHNOLOGY ORGANISATION

How good are Optus? Anyone? Who's been called all manner of things on social media via anonymous X (twitter) accounts or being abused on Stalker book? Apparently Elon Musk is getting into Ai Chat GPT and what was the first thing he

By  
Ben Logan

asked it for? A recipe for cocaine. Who thinks social media companies have gone too far in their desire to infect our lives? Does anyone apart from Colombian drug dealers and bikies use Crypto? What are we actually doing with Blockchain and does anyone apart teenagers in dark rooms understand the dark web?

In finance we have the International Monetary Fund, in health we have the World Health Organisation, we have OPEC, we have the UN, we have the G20 and so on, but what do we have that looks over what the tech industry and online companies are doing? Well we have senate hearings with old senators who don't know what TIK TOK is questioning tech CEO's about what it is they're doing to protect their users from online bullying for one example, We are using laws from all over the world that bare no relevance to technology and when challenged in courts are thrown out as a result of clever lawyers. We are using parental controls on tech devices to help guide our kids away from inappropriate content, again we're asking the makers of a technology product to prevent our kids from seeing inappropriate content.

The point of all this is that the world is changing and technology is making huge inroads on our lives, but who's actually keeping an eye on it all? Who is making social media companies accountable? Who is saying to tech billionaires yeah that's enough of that now thanks. Please don't misunderstand me here I'm not sitting here suggesting any for of online censorship rather what I am suggesting is that isn't it time we had some kind genuine global organisation that oversees technology?

If I head down the street to my fish and chip shop pull a gun and ask for the money in the register I'm going to jail as I should but sell some Colombian pure to somebody via the dark web I get my crypto in exchange and we all disappear. Again I say I'm not suggesting what governments are starting to suggest in control of freedom of speech etc rather where the real rules by which technology can be or should be governed?

There are a vast number of tech people, Musk being one of them that are suggesting that Ai is the greatest threat to humanity in the history of the world. That's a pretty big statement from the guy that many people totally underestimated when it came to building a car company, buying X, building a space exploration company and now an Ai/Chat GPT tool, it could be time to take what he says seriously, but who is paying







The recent catastrophic failure of the Optus phone system which had been preceded by the hacking scandal shows things 1) Optus need better systems in place for hacks and failures, they could learn a thing or two about customer service as well and 2) Who whacks Optus with the baseball bat and says don't do it again! Optus are going to have to face a setae enquiry but how much longer can we tolerate what seems to be the Wild West show being played out in the tech world?

The tech world is changing everyday of that there's no doubt. We've gone from seeing the beginning of TV to now being able to stream whatever show we want on our phones. In the world of social media we canasta up to date with global events at a tap of a screen but who actually monitors all of it? Who is making tech companies accountable? Fines do nothing to bring them to heel so what is it? Why can't we have the International Technology Organisation that looks into telecommunication failures, that asks some hard questions of social media companies, that can talk to governments about what should and shouldn't be allowed.

There will be those saying that any interference in online comms or technology is the same as censorship or depriving people of their right to freedom of speech but that's not what this would be. It would be a body of people from all over the world who understand the changing world of technology, they would understand how crypto can be used to pay for all manner of things, spell out the responsibilities of social media companies and deliver real consequences for companies and individuals that don't adhere to laws or common decency.

The world is an ever changing place we all know that, but at some point we need to get balance back into it and understand that the online world needs some form of accountability as well.

# endeavour v bruce mathieson



Oh what a tangled web they doth weave. In the last few weeks we have seen first hand how much Endeavour and legendary publican Bruce Mathieson don't really see eye to eye on how Endeavour should be run and it played out in a very public share holder meeting in which the gloves came off, but the whole thing is actually a bit of a running commentary on the hospitality sector.

One of the key parts to the Endeavour business is ALH. ALH are a range of pubs located throughout Australia and the majority of them have pokies. Mathieson was and to some degree still is the Pokie King having made a fortune of the machines over the years. Woolworths bought the ALH venues a good few years ago from Mathieson which in turn lead to the formation of Endeavour because Woolworths didn't want to really deal with Pokies, Booze and hotels, which was all well and good, but it left the newly former Endeavour the issue of how to rebuild ALH in particular.

## HOODIES - ISSUE 8

ALH venues are usually bigger than the average pub and along with many of them having pokies, some are live music venues and nearly all of them have a bottle shop attached. ALH employees thousands of people but in the past have been seen as perhaps a bit old school in their operating models. With the advent of Endeavour who are a modern employer of diversity, equal opportunity etc they were tasked with bringing ALH into the modern hospitality world of wages, hours, accountability and so on. None of that is to suggest ALH hadn't been paying people properly rather the whole thing needed fresh eyes on it to make it a real employer of choice.

So armed with a box of modernities Endeavour brought in new menus, went over and beyond when it came to pokie operation hours, got tougher on how many hours a week people could work and so on, but all of it came at a cost and a fall in share price something Bruce was not too pleased about. Mathieson is a man who knows pubs and knows how to make them work. He has no issue with paying people what they're worth but like so much of the hospitality industry Mathieson is faced with the fact that the definition of hard work has changed leaving he and Endeavour at logger heads about how best to move forward.

At the share holders meeting where it got a bit nasty it was alleged that Endeavour CEO Steve Done personally rang Mathieson to ask if he wanted to buy back the ALH venues. Now that as to date hasn't happened so the answer was obviously no, but the point is that Endeavour aren't totally enamoured with owning ALH.

Actual pokie machines make a fortune which in turn makes lots of money for governments. I've seen a pokie venue do more than a million dollars a week only to see less than \$200k actually stay with the venue such are the taxes on gaming venues. Poker machine sin particular are a cash cow for governments which is why the regulations around them are so hard to change despite the impacts they can have on peoples lives. When the state government of Victoria were pressured into making changes to gaming operating hours Endeavour were the first ones to take up the new hours, which was way ahead of schedule for the state government. Endeavour were wanting to be the good guy and show that they cared about their customers are were being responsible within the community by supposedly helping problem gamblers. That may well be true but what it meant was a big loss in revenue.



Covid was a huge hit for Endeavour/ALH and like many other gaming venues they lost billions. When reopening came their ability to fill the dreaded graveyard shifts ie the overnight shifts became virtually impossible so again another loss of revenue. Endeavour started redoing bars, redesigning venues and made table ordering a permanent fixture in their venues all to no avail they were still losing money and the share price had not improved, once again to the displeasure of certain Mr Mathieson.

Both Mathieson and Endeavour are facing a similar problem to the rest of the hospitality industry in that they need people to do the hard work to make all the parts move properly but haven't found the new balance as yet. For me I think the whole thing sits in the middle somewhere between what both parties want. Pubs need to be pubs, you need to be able to get a decent meal for not a huge amount of money, betting and gambling needs to be readily available with certain conditions, people need to work hard to get paid properly and pubs are not the places you're bringing your rainbows and unicorns, but only time will tell if the balance can be found and I wouldn't necessarily be betting against old Bruce.



— *ben logan*

# the great hospitality rebuild



Staff are always a massive issue within any hospitality space and environment. In the post covid world it's even harder BUT there's a line in the sand that needs to be drawn up again. There's no doubt that restaurants, cafes, clubs, pubs, bars, events centres whatever can be brutal places to work. You have x amount of people come in and what food and booze now, not later, not tomorrow, now, it's your job to make it all happen. You take an order, you make the order, you give the customer the food or the booze and the customer pays. It's not really that complicated, but to make all that happen and depending on the venue it can take two people or it can take 150 and no matter how you get the order to the customer there is stress involved, there is time pressure involved, there is team work required, there is leadership required. There are all manner of things required to get the customer what they want, but the biggest thing required? Handwork.

Legendary hospitality owner and author Danny Meyer said hospitality on the surface is all calm, like a duck on a pond, but underneath the water there is flapping and chaos that people don't usually see. It's the flapping and the chaos owners, managers, ops managers etc...all need to again teach to their teams because at the moment some staff don't get it.



Let me explain, in my role as a hospitality recruiter I now have some great people looking for new roles. This time last year I was literally shitting myself because I had sous chefs wanting \$95,000 for 38 hour weeks and the venue needed to be close to their homes, I'm sorry what the fuck? It was impossible to find good people willing to do jobs for realistic money. The only ones that could afford such insane salaries were massive events companies and yes people were working hard for their money, but they were getting it. Meanwhile back out in the real world where venues needed five chefs and a kitchen hand to make the whole thing move they couldn't get crew. This year though yes there are still staff shortages and it's a whole heap easier to get people, but the hard part is getting people to understand that they still need to actually work hard.

Ok I know hospitality staff need to get paid, 150%, that's not in question. Yes they need overtime, yes they should get all their tips without giving a cut to an owner, yes they should have their super paid, yes they should have their tax paid and so on, but they actually have to do the work! Hospitality is brutal, it's hard work, it's up to 10 hours standing on your feet running. It's standing in a 50 degree kitchen on a summers day and not losing your shit, it's dealing with complete dickhead customers, it's dealing with an array of things most people can't understand, but that's all part of the job on the front lines of hospitality. If people can't do the work then they shouldn't be working in the industry! We're not reinventing the wheel here nor are we making rainbows and unicorns if it's not for you it's not for you, but the work has to get done.

What the industry needs to do is start training people to their ways, to what they need and making sure that they understand what their role is. In the past if a venue has struggled to get staff the leaders within that venues have trained kitchen hands to be commi chefs, or trained bar backs to be bar staff, food runners to be waiters and so on. Yes I know it takes time and yes I know that if you train a staff member to be something new they could piss off to another venue etc...but don't let it happen! Make sure you're looking after your people and make sure they want to come to work!



Technology is only going to play a bigger role in hospitality as time goes on. We've already seen the advent of robots carrying plates, of online ordering, of ordering at the table etc...I hate all of it! Hospitality is hospitable. Ask Caterina Borsato what hospitality is? I bet she doesn't say its a fucking robot carrying a plate to a table! Tech is great but seriously instead of spending money on tech, invest time in your people. I know owners, ops people etc will say we don't have to time to train, we are busy blah blah blah, well I'm sorry you're wrong. Make time, make time to invest in your people because they're the ones you need to make the whole thing work.

For more years than I care to mention I have been a hospitality person and I've loved it, hated it, told it to get fucked and leave me alone, but it is in my blood. From the days of sitting in Mietta's as a kid, to ordering wine as a 12 year old for my incoherent father at Stephanie's, to listening to the pontifications of lawyers at the Essoign Club to being a kitchen hand, to working in an Italian restaurant at uni, to having chefs blow torch plates before I picked them up, to working for the legendary Ronnie Di Stasio and witnessing first hand the utter devastation Covid had on the hospitality industry hospitality it is part of who I am. It is an industry not for the faint hearted but it is an industry that can bring sheer joy to so many people and it is time people in it or wanting to be in it long term understood that it is hard work and if you don't like it you should probably go and do something else.



# CALENDAR CLUB



# OUR advertisers



# WELCOME TO THE CITY OF WOKE

*by Ben Logan*



Welcome to the City of Woke. Remember when it was the role of local councils to pick up rubbish? To keep streets clean? To call when you wanted a hard rubbish collection? Or to call when you needed to pay your rates? Remember a time when actors, singers and semi famous people actually did what they trained to do? It's kind of hard to remember those days because local councils and so called celebrities are all now telling us how to live our lives. That we should stand with a certain flag, we should use this bike lane and that we should change our own living habits while they're off on planes to environmental conferences. It seems they want to influence every part of our lives at any opportunity and make us feel inadequate or selfish if we don't tow their line.

In recent weeks a local Melbourne council has announced it will be deciding what houses people can build once they've purchased their own blocks of land. The rules are that a house must fall within the design of the local area and, here's the kicker will not have more than a single car garage. Ok so now we're being told how many cars we can own? The Melbourne CBD ruined by Lord Mayor Sally Capp and her woke council have probably got a book somewhere to understand what certain flags mean and at what time they should raise it, this while bike lanes in the CBD continue to cause chaos for anyone actually needing to drive through the CBD. If you walk around the CBD you'll see that the streets of Melbourne are not what they once were, so much for keeping streets clean and bins emptied!

Then we come to the virtue signalling celebrity. Now I don't begrudge an instagrammer or an actor et al making a bit of coin off their image and or their endorsements, go ahead, but when these same people start standing in places like the UN, the European Parliament or anywhere else they have no place being I say get the hell out and take your narcissistic opinion of yourself with you.

If people want to make a difference go make a difference, but do not dictate how to be a better person to people you have no possibility of ever being able to genuinely understand let alone empathise with. It's the same for councils, we don't need your how to live guide book, come get the rubbish let us leave beers out for the bin men at Christmas, fix our roads, mow the grass in public spaces and keep your patronising rubbish to your town hall meetings where no one can actually hear what you're saying.

The whole voice debate ended up being a bunch of virtue signalling garbage which has put back indigenous rights for decades why? Because Albo couldn't come up with plan B and went to the celebrities who no one paid any attention to, people are sick of it!

Go woke go broke I think is the saying and hey look we're broke! Enough is enough.



*Lamaro's*  
HOTEL

[www.lamaroshotel.com.au](http://www.lamaroshotel.com.au)



# THE CREATIVE UNIVERSE

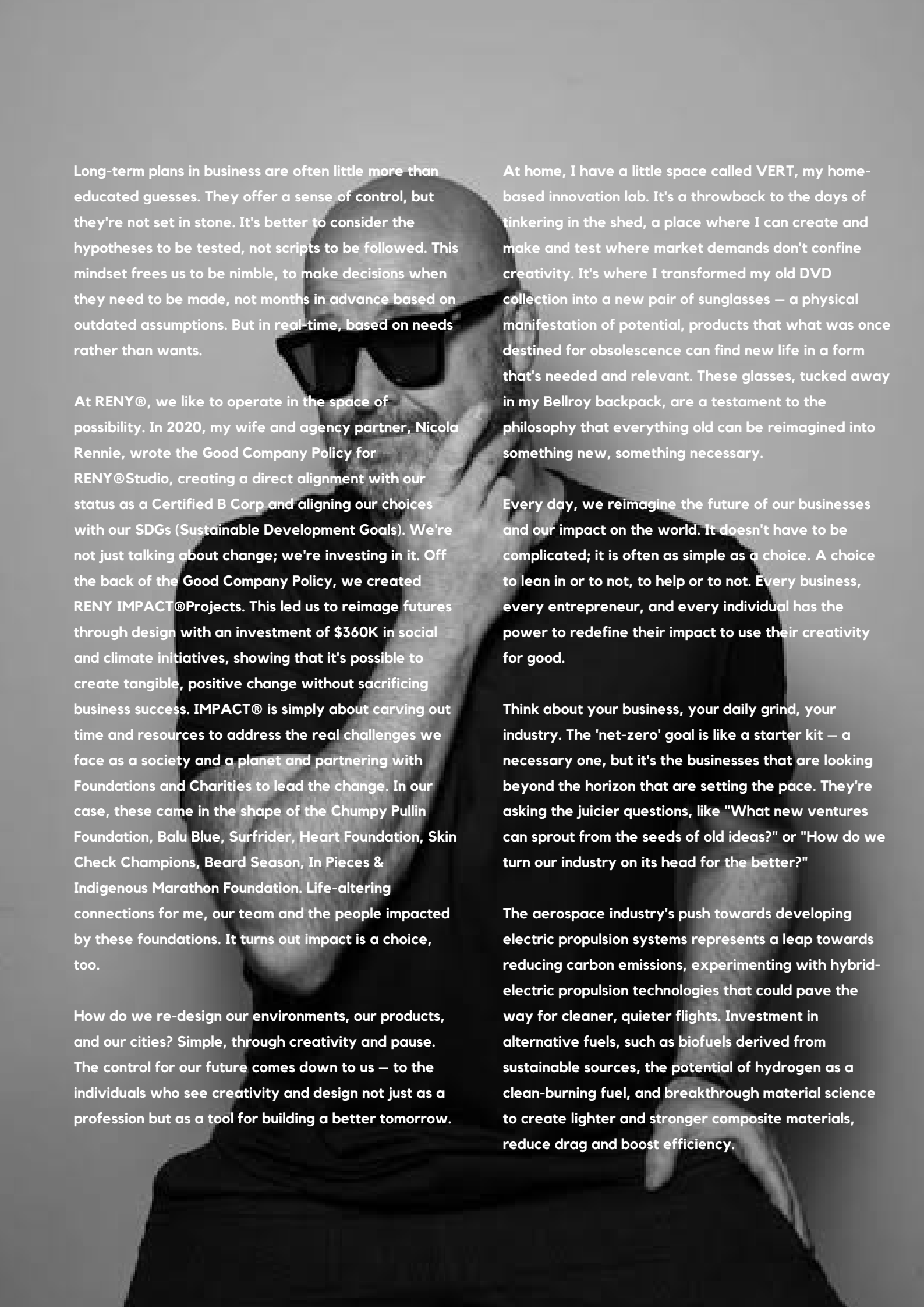


## ***Ben Rennie: positive change...***

In business, there's a tendency to equate complexity with value, to see convoluted solutions as a sign of sophistication. But real ingenuity? It's not about flexing intellectual muscles; it's about finding the most straightforward path to the solutions we need. Solutions is a double-edged sword. Whilst our business and our clients need solutions and the right course of action, so does our planet. And the earth, as we know, is dying. In the past, it felt slow, like we had some time to think, but that is heating up, too. When discussing transforming business, it's tempting to think we need grand, sweeping changes. But often, it's the most straightforward shifts that make the most significant difference.

As the design director for a Purpose Led Design Studio, I have been empowered to work on some of the most compelling projects of my 20-year business career during the past two years, from reimagining our shared futures through climate initiatives that reduce emissions and aligning to social or environmental impact. Business feels different now.

Simple projects like designing a future where every coffee cup is part of a closed loop, never seeing a landfill or visualising cars that are essentially computers on wheels, designed for efficiency and integration into a smart city grid. What denim jeans are you wearing? Born from the plastic that once littered our oceans. This isn't just wishful thinking; this is the work that drives us forward every day, powered by forward-thinking leaders managing our futures. As a human-centred design agency, we see firsthand the power of designing to reshape our planet, the things we use, and how we use them. This future, driven by ESG, is where we're headed, and it's being shaped by the choices we make in our businesses today. I am not talking about my business; I am talking about yours! Or ours!



Long-term plans in business are often little more than educated guesses. They offer a sense of control, but they're not set in stone. It's better to consider the hypotheses to be tested, not scripts to be followed. This mindset frees us to be nimble, to make decisions when they need to be made, not months in advance based on outdated assumptions. But in real-time, based on needs rather than wants.

At RENY®, we like to operate in the space of possibility. In 2020, my wife and agency partner, Nicola Rennie, wrote the Good Company Policy for RENY®Studio, creating a direct alignment with our status as a Certified B Corp and aligning our choices with our SDGs (Sustainable Development Goals). We're not just talking about change; we're investing in it. Off the back of the Good Company Policy, we created RENY IMPACT®Projects. This led us to reimagine futures through design with an investment of \$360K in social and climate initiatives, showing that it's possible to create tangible, positive change without sacrificing business success. IMPACT® is simply about carving out time and resources to address the real challenges we face as a society and a planet and partnering with Foundations and Charities to lead the change. In our case, these came in the shape of the Chumpy Pullin Foundation, Balu Blue, Surfrider, Heart Foundation, Skin Check Champions, Beard Season, In Pieces & Indigenous Marathon Foundation. Life-altering connections for me, our team and the people impacted by these foundations. It turns out impact is a choice, too.

How do we re-design our environments, our products, and our cities? Simple, through creativity and pause. The control for our future comes down to us — to the individuals who see creativity and design not just as a profession but as a tool for building a better tomorrow.

At home, I have a little space called VERT, my home-based innovation lab. It's a throwback to the days of tinkering in the shed, a place where I can create and make and test where market demands don't confine creativity. It's where I transformed my old DVD collection into a new pair of sunglasses — a physical manifestation of potential, products that what was once destined for obsolescence can find new life in a form that's needed and relevant. These glasses, tucked away in my Bellroy backpack, are a testament to the philosophy that everything old can be reimaged into something new, something necessary.

Every day, we reimagine the future of our businesses and our impact on the world. It doesn't have to be complicated; it is often as simple as a choice. A choice to lean in or to not, to help or to not. Every business, every entrepreneur, and every individual has the power to redefine their impact to use their creativity for good.

Think about your business, your daily grind, your industry. The 'net-zero' goal is like a starter kit — a necessary one, but it's the businesses that are looking beyond the horizon that are setting the pace. They're asking the juicier questions, like "What new ventures can sprout from the seeds of old ideas?" or "How do we turn our industry on its head for the better?"

The aerospace industry's push towards developing electric propulsion systems represents a leap towards reducing carbon emissions, experimenting with hybrid-electric propulsion technologies that could pave the way for cleaner, quieter flights. Investment in alternative fuels, such as biofuels derived from sustainable sources, the potential of hydrogen as a clean-burning fuel, and breakthrough material science to create lighter and stronger composite materials, reduce drag and boost efficiency.

***"The measure of our success is not just in the innovations we foster but in the positive change we impart to the world..."***

Car manufacturing doesn't end with electrification. We can shift cars to the circular economy with vehicle production, design cars with recycled & renewable materials, and ensure that end-of-life vehicles don't become environmental burdens. Using recycled plastics and materials sourced from sustainable processes is beginning to take hold, with companies like BMW incorporating recycled materials into their i3 model.

But it's not a solo act. Collaboration is the new competition. Industries are joining hands, sharing insights, and finding that together; they can tackle Scope 3 emissions – the trickiest part of the carbon footprint puzzle, each learning from the other.

This is like the early days of the digital revolution. Remember that buzz? The feeling that anything was possible? That's us right now, with the climate challenge. Whether you're a techie, a policy worker, or a venture capitalist, there's a piece of this puzzle with your name on it.

If you're a tinkerer like me, playing with designs and dreaming up sustainable materials in a lab (or a backyard), this is your golden age. We're on the cusp of a design renaissance, where our everyday stuff – from the threads we wear to the tech we can't live without – requires a sustainable makeover.

Our cities' Mayors and CEOs are meeting, plotting the green metropolises of the future. Public-private partnerships are the new power couples, and they're the driving force reshaping our shared futures. Are you in these conversations? You should be.

For the investors, it's time to place your bets on the green frontier. Banks take note: the portfolios of the future are as much about green creds as they are about greenbacks. And if you're into the venture capital vibe, there's a veritable Silicon Valley of sustainability waiting for you to take shape.

In the heart of RENY®Studio's philosophy lies a simple approach: impact-driven investment. The question we start with is straightforward – "How much impact can we generate by making a particular investment?" It's a query that belies the complexity of its answers. The impact is not a static measure; it's a guess, an estimation of potential that requires careful consideration and, often, a leap of faith. When we spend our time, how do we spend it and where?

While it's impossible to predict with certainty which direction will bear fruit, the philosophy at RENY®Studio is to equip these burgeoning ventures with the fundamental tools they need to explore and expand upon innovative ideas. Just like with our internal projects, the external ones we support are measured against the yardstick of potential impact. In our case, against our SDGs. Or, more simply, a better future.


In every sphere where we invest our attention and resources, the guiding principle remains consistent: it's led by purpose, but it is really about the impact. Whether it's internally driven initiatives or mentoring up-and-coming entrepreneurs, we weigh every decision against the potential to make a meaningful difference in line with our goals and the planet.

The measure of our success is not just in the innovations we foster but in the positive change we impart to the world.

It's your move!

Ben Rennie is CEO & Co-Founder of RENY

[www.renystudio.com](http://www.renystudio.com)



ABBEY  
ROAD NW8

CITY OF WESTMINSTER

# THE BEATLES LAST SONG

## THE BEATLES

**"Now and then I miss you, now  
and then I want you to be there  
for me..."**

Someone on social media said recently that in the last few months the Rolling Stones have released a new album, Robert Plant sang Stairway to heaven live for the first time in many many years, Jimmy Page played at the Rock n Roll Hall of fame gig, Paul McCartney is on a world tour and that the Beatles have released new material. It's pretty astounding really given most of the people involved are 75 plus or no longer with us, but out of all of the rock royalty the Beatles are King.

Yes I know there are people who'll be saying what the? But no other band in the history of modern music has had the impact John, Paul, George and Ringo had and continue to have. The Beatles new release 'Now and then' is unquestionably the last Beatles song and while it has divided opinion it gives the fab four their final epitaph.



Thanks to the genius of Sir Peter Jackson a badly recorded John Lennon demo from 1979 gave the remaining Beatles an opportunity to flesh the demo out and make it their last song. The group had had a go at putting 'Now and then' together while George Harrison was still alive but couldn't get Lennon's vocal forward enough to have a good go at constructing a song worthy of their talents with Harrison going so far as to say the song was rubbish, but with the assistance of modern technology it has now become a reality.

Via sound techniques I'm not going to pretend I know anything about Jackson managed to pull the Lennon vocal off the demo and cancel the ambient sound leaving a fresh Lennon vocal that could then be mixed into the track. Using guitar tracks from Harrison Jackson used Ai to create the Harrison like guitar track and the two surviving Beatles, McCartney and Starr put their respective vocals and instruments to it as well. The band then turned to the son of long time Beatles producer George Martin, Giles to compose, conduct and record an orchestral part for the track.

With all the parts constructed it was then time to mix the track and the final version is unquestionably a Beatles song. Is it Let it Be? No. Is it the 1960's anthem Revolution? No. But it is one of their best songs. Why? Because it's the culmination of everything the Beatles were and still are. The Beach Boys I think with Brian Wilson as their main composer were one of and still one of the most underrated bands in history. Wilson was and remains akin to Lennon and McCartney as a musical genius, but Wilson tells the story of the first time he heard Sgt Pepper. The Beach Boys were enjoying time with family and friends sitting around talking about their gold records and success when someone came in with a copy of Sgt Pepper and they all sat in awe of what the Beatles had produced.





With the likes of George Martin involved and under the guidance of Brian Epstein the Beatles played harder and longer than anyone else, they were really the first boy band and they composed music that took inspiration from Beethoven and Mozart. They changed music with their understanding of harmony, they could all play multiple instruments and wrote songs that captured a generation. The line from Paul McCartney about Ringo Starr not being the best drummer in the Beatles while made in jest was testament to the level of musicianship they all had.

The Beatles were at the cutting edge of what was possible in a recording studio and despite having worn tired of touring the screaming fans the band made studio albums that in the late 1960's were unable to be reproduced outside Abbey Road. Until the band got up on the roof off Apple Corp with songs from 'Let it Be' they hadn't made an album since Rubber Soul they could've played live.

'Now and then' is a homage to everything the band was and is. The duet between McCartney and Lennon during the song is astonishingly profound given one man is 81 and still with us the other been gone for more than 40 years and yet they share the line... "Now and then I miss you, oh now and then I want you to be there for me" It brings a tear to the eye of even the most devoted Stones and Zeppelin fan. It's the mix of the track that is striking. Guitar inspired by George Harrison with the clear and diligent reliable beat of Starr and the almost faded voice of McCartney all contribute to bringing the band back to life one last time.

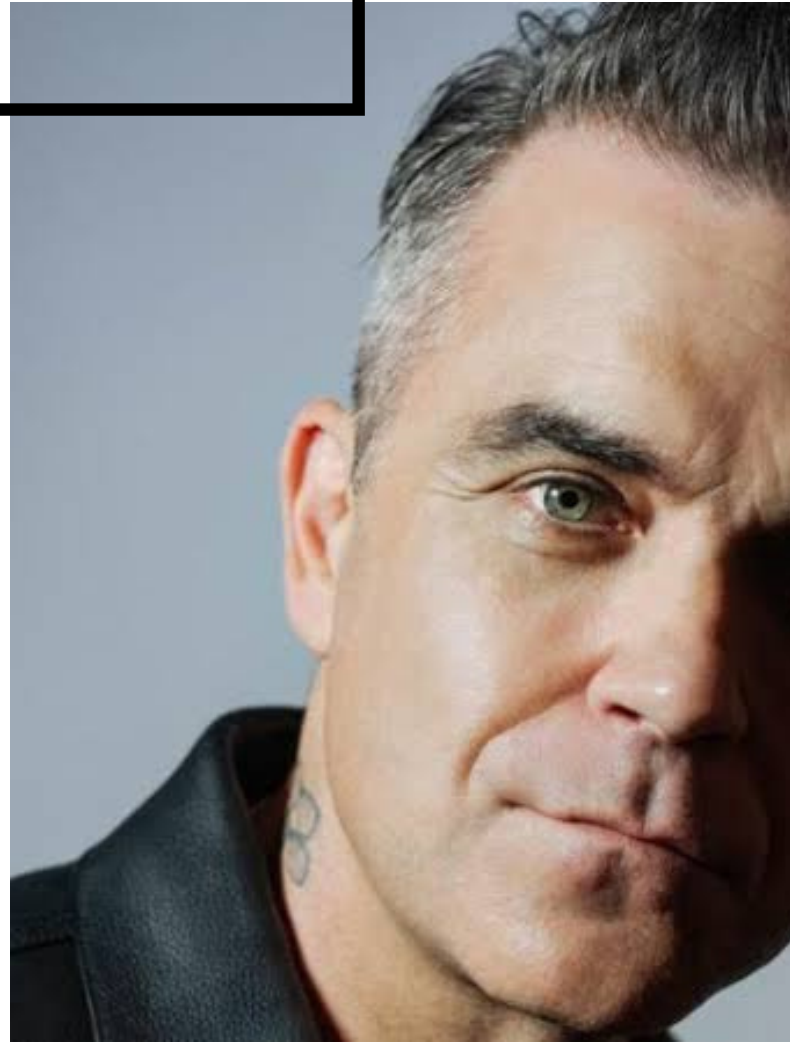
With the advent of Ai that has been used sparingly on this track it will no doubt at some point bring a world of possibilities to music composed or unfinished from years ago. Ai may at some point finish off Puccini's Turandot, we may hear the direction Prince may have gone in and we may hear the fab Four come to life once again and it will all be of great interest, but this song is it, this is the last Beatles song and I for one can say I was there the day the Beatles released their last ever track and how lucky I was.

# ROBBIE WILLIAMS & NETFLIX

Being a former Opera singer I have always been jealous of pop stars. Needless to say I don't have the personality or the talent to entertain hundreds of thousands of people but what a buzz it must be. I still think one of the greatest live songs ever to be played and performed is the Robbie Williams song 'Let me entertain you'. How unbelievable was it to see Robbie in full flight with amazing back up singers and even more amazing band and having thousands of people going absolutely mental for him and the song? But! Oh my goodness what a downside there has been to Robbie.

In a new four part Netflix documentary Robbie Williams quite literally bares his soul to the viewer and wow, we knew Robbie was in pain and without question sometimes a pain but I don't think many people would've quite understood how badly fame, fortune, gutter trash tabloids and a highly addictive personality affected the great man.

The four part series goes through Robbie's career from the Take That days right through his solo career up to his realisation that he couldn't go on the way he was. Possibly the most confronting episode is number 3 because while on his massive European tour he really does almost lose his mind via a combination of prescription drugs, massive work load, anxiety, too much booze and exhaustion. Even the man himself who does much of the interview in his Versace jocks while lying in bed found it hard to watch.



Parts of the documentary are reminiscent of Pink Floyd's movie of the Wall. The scene where Pink is out of it only to be coaxed back into the land of the living by prescription drugs given to him by a member of the entourage leads into the stunning song 'Comfortably Numb' and you can't help but see a striking similarity between what Pink Floyd wrote about in the 1979 and what Robbie actually experienced.

There are many concerned faces around Robbie in his hey day and there seems to be little doubt that the show had to go on no matter the consequences on Williams, but geees it was a pretty close run thing for the man himself not to absolutely lose his mind. There is no doubt many of the people around ultra famous stars facilitate the lives they lead or need to lead and the star themselves has to face some responsibility as well, but when it came to the British press that one was not the fault of anyone but the press themselves.

As in the David Beckham documentary also on Netflix Becks points out his faults and mistakes as best a man of his fame can, but the ways in which certain media organisations absolutely hung Becks out to dry at any possible opportunity was disgraceful at best. The same can be said for Williams, the ways in which he was written about and treated by media in his own country is truly disgraceful. Since the days of Robbie at his pinnacle the fleet street gutter press have pulled back a little but nothing can really forgive the ways in which they went after the likes of Williams for the sake of selling a few newspapers.

Williams by the looks of things nowadays understands how lucky he is. He actually did find a way through what ended up being depression, self doubt, anxiety and addition to becoming a Dad and a person that recognised his past mistakes and somewhat knows what to avoid to make the same mistakes or choices again.

I really liked the whole thing, it was confronting to watch a man rise, fall and rise again a changed person but from a very selfish point of view it was a journey that gave us such joy and entertainment. Knowing what we know now about how much he struggled with all manner of issues would we still want to be entertained? I don't think we'd inflict that kind of pain and suffering on anyone, but there is a saying that all greats have a story and Robbie's story is a story well worth telling. I'll leave it up to you.



# THANK YOU

*Another Issue done and another step in the right direction of seeing Hoodies become the new and rising voice of authenticity and accountability.*

*Thank you as ever to all our contributors, to our advertisers who are growing ever more in number and to you for reading our magazine because without you we are nothing.*

*I think back to the height of Covid watching the number of impressions my articles on LinkedIn would get and wondering how I could take that audience off that platform and onto my own, and now nearly four years after having written my first LinkedIn post here we are with a magazine that gets more than 35,000 hits a month on it. Don't get me wrong I still can't really afford petrol for my car or food, but to see where we are now from where it started is very humbling and it would never have happened without you the reader connecting with or empathising with the message I want to deliver, which is a message of authenticity and accountability.*

*So, thank you. Thank you for reading, thank you for sharing the magazine and thank you for being part of the Hoodies journey to authenticity and accountability.*

*Until next month*

*Cheers*

*Ben*

# HOODIES

BECAUSE IT  
MATTERS

since  
2022