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HOODIES



SOCIAL MEDIA & OUR KIDS

WAYNE HOLDSWORTH



AZZARO

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EDITORIAL

Welcome to Issue 26 of Hoodies magazine and thanks for reading.

In this issue of Hoodies we are highlighting mental health and in particular we hear from founder of Smack Talk Wayne Holdsworth. Wayne has been kind enough to write us an article about the suicide of his son Mac and the ask all of us to take up his campaign of going Unplugged from social media on October 24th. Wayne proves us with deep insights into the online world we and our children inhabit and how important it is we make sure they're safe.

We also hear from Professor James Elliot on his new book....and we talk to chef, Tv producer of Masterchef Australia and hospitality consultant, Glenn Flood about his new book, 'Secure Sauce'.

Naturally Paul Breen and Caterina Borsato join us as normal and with this issue being somewhat about mental health we are shining a light on the Male Hug 'Pass the mic' campaign during the month of October that they have renamed 'Talktober' in an effort to get more and more men talking about the issues they're facing.

All of that plus we discuss Andrew Hastie, Lee Hanson, we talk diplomacy in the Trump era and I start my count down of the top ten greatest albums of my time! Hey it's my magazine so why not!

This issue is a new look where the content is the focus, but where we also maintain a publication that is visually appealing.

Thank you as ever for reading and please enjoy issue 26 of Hoodies Magazine

Cheers
Ben Logan
Editor in chief

FEATURES



WAYNE HOLDSWORTH & HIS SON MAC

SMACK TALK

I'm Wayne Holdsworth and I am a sports Administrator by trade. I have worked in basketball as a CEO for the past 7 years and prior to that worked in sports Associations including many years with the AFL through AFL Victoria.

I have 3 passions in my life, the first is my family the second is my "work" I loosely call it work as I believe providing people with an opportunity to play sport and the benefits associated with that is a privilege, and the third passion I have is around suicide prevention.

On Tuesday 24 October 2023 my 17 year old son Mac took his life at home, I found him at 6.58am.

The sense of shock, sense of helplessness and the sense of failure wracked by body physically and emotionally, I screamed which is unusual for me. My then 14 year old Daughter Daisy heard me and said "what's wrong Dad?" I told Dais not to come into Macs room just ring 000 and get the paramedics here.

I have done some hard things in my life and I am sure I will do some hard things in the future but I will never ever do anything as hard as I had to do that morning and that was to leave Mac in a pool of my tears and go into the kitchen and tell Macs 14 year old Sister that her Brother had passed away. We hugged each other cried uncontrollably and we still do..

Calling loved ones, greeting loved ones, trying to be strong as the leader of the family are memories I have that were extraordinary for all the wrong reasons. The funeral attended by over 700 friends and family was incredibly difficult but paled into insignificance compared to the difficulties Mac faced that caused him to leave us.

I have met over 100 parents that have lost their children in a similar way in the past year or so, through suicide and they seem to fit into 2 categories, some choose to end their life too and then the vast majority turn to Drugs or alcohol to numb the pain. An angel called Adrian Price from Support after suicide saved my life..

I decided to research suicide and I was alarmed by the statistics 12 people take their lives everyday here in Australia, it is 2 and half times our road toll.

So after 3 months of extreme grief I decided to use Macs death as a catalyst to do more around suicide prevention. Everywhere I went I was told that the missing piece was education. So I put together a presentation together and got it sanctioned and then started to present to a few basketball clubs that morphed by word of mouth to Secondary Colleges, Primary schools, Corporations and Associations. The ATO, Amex, AGL, Macquarrie Bank, Viva Energy, Monash Uni and Ticketmaster have hosted me Nationally and internationally. I have now presented to over 25,500 people over 193 separate presentations and saved directly 8 people and we think many more indirectly. The 15 year old girl at a Secondary college in the Eastern suburbs sticks in my mind when after a presentation she was teary and simply handed me a piece of paper I opened it and I read her plan to take her life that night, we got her help immediately and she is still with us now..

I do not charge for the 45 minute session.

I talk about the lived experience without specifics, and very importantly talk about prevention. Identifying the signs, knowing the open ended questions to ask not just R U Ok? That is simply not enough, having the listening skills, to be in your friends moment, to listen to understand not resolve and of course knowing what to do if someone says to you they do not want to be here anymore.

One of the reasons Mac took his life was that he was sexually extorted on line. He thought he was liaising with an 18 year old woman but it turned out to be a 47 year old man from Liverpool NSW . These people that prey on kids are terrorists and do not share the same values as normal people. Money is their only motivation. I remember talking to the 47 year old terrorist after Mac had paid the first \$500 in exchange for his intimate pics not being shared and of course he wanted another \$500.. and the terrorist's parting comment to me was "I hope you die and I hope your son dies..." he got half of his wish right.

I educate kids not to send nude pics ever to anyone, mitigate the risk substantially of being extorted.

Newscorp contacted me around April 2024 and asked whether I would like to be part of a campaign they were formulating called "Let them be kids" a campaign designed to lobby and advocate to Government to raise the age limit to 16 for social media in Australia. I jumped at the opportunity and I am glad I did knowing now that the terrorists are targeting 8 year olds.. We lobbied hard to all Federal politicians and it was an historic time in the Countries history and the Worlds history when in December 2024 with bi partisan support legislation was passed to raise the age limit to 16 for social media here in Australia.

The implementation of the Legislation is not a silver bullet but in time will save lives and become robust. The European Union consisting of 27 Countries are considering adopting it as well. I had the very good fortune of meeting the Prime Minister recently and I shook his hand and thanked him. Regardless of political persuasion this is a good move.

On Macs first anniversary on October 24th 2024 we decided with very limited lead up time to ask every Australian to abstain from social media for 24 hours on the 24th October, 130,000 people registered to join us including 3 Premiers, Federal Communications Minister and many sports people. This year on Friday 24th October we want to have 1 million Australians join us to show that we are not addicted to social media and that we are in control of our social media and the tech giants are not in control of us, btw they think they are..

So please join in and register on www.smacktalk.com.au Unplug24 and register and donate.

The legacy I want to leave is when St Peter knocks on my door and says ok Wayno times up, I know I will meet Mac again and look him in the eye and tell him that his legacy has saved 100's and 1000's of lives.

Mac's Dad

Wayne Holdsworth.





THE SPORTS JOURNALIST THAT HAS HAD ENOUGH

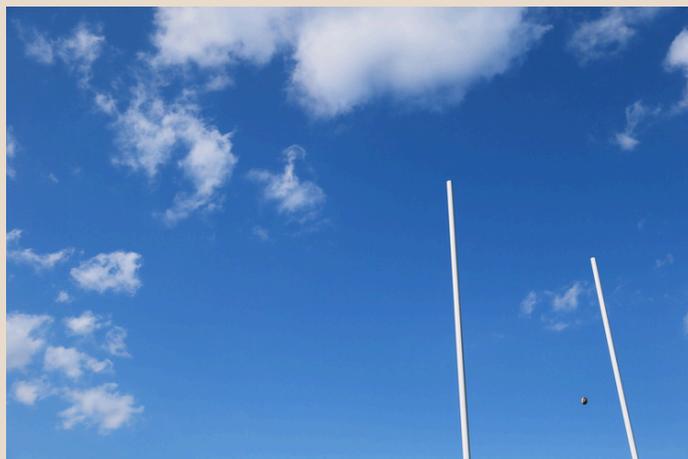
A LETTER TO CARO

Dear Caro,

Well, can I call you Caro given I don't know you, but let's assume I can. So I have to admit that I've not been a huge fan of yours in the past. I often thought, geees Caro give it a rest and why do you have to be so miserable? That was til I read your piece in The Age about Bailey Smith and my wife saying to me... "If you had to work amongst that bunch of misogynistic dinosaurs would you be happy?" To which I thought probably not and really it's time more of us stood with you and this article in our little magazine is for you.

I have to admit I don't actually watch much AFL anymore I think it's a game that is a shadow of it's former self. Played by a lot of young men more interested in their 'followers' than dying for their team mates and run by a boys club who think they are God's gift to the world of sport. Regardless of what I think there is still a lot of people that love their footy and so it has the media talking about it constantly. We have so many opinions on Footy and we have so many shows about it even in the off season if you want your fix of footy you can still listen to or watch something about it. With that attention though comes people who are better at reporting and covering it than others. Those annoying little twats who basically door stop players, coaches etc...at airports are not in the top tier of reporters but the likes of Caroline Wilson certainly are.

Caro as she is known has been a footy journo for longer than some the lower tier footy reporters have been alive and being the daughter of former Richmond President Ian Wilson she knows her stuff. She's won Walkley awards, been honoured with lifetime achievements and is revered in the industry, but not by one Bailey Smith.



Caro is critical where she needs to be and complimentary when required but last week she wrote about the simple fact she had had enough of the man called Bailey and those that protected his misogynistic little arse. See Smith is a seriously talented footballer, which by the looks of it in his world gives him licence to do as he pleases, but as Caro quite rightly suggested in her article in The Age enough is enough. See Bailey has form when it comes to having a good hard go at women. A long time sports photographer who was asked by the Geelong Football club to take photos of their players at training was sworn at by Smith who didn't like his photo being taken, funny given he doesn't mind posing for photos when he can show off his abs, beer, mates, products he's promoting, more abs and his football skills. Post the Geelong Grand final loss Smith decided he'd basically take the piss out of Caro, gay people and anyone else his little brain could come up with at the Geelong mad Monday celebrations. If we talk about Mad Monday quickly...boys, grow up. Have a beer, commiserate, celebrate, enjoy time with your mates and the club, but seriously grow the fuck up!

Anyway Caro being a woman in basically a man's world had had enough of Smith taking the piss out of her and called Smith on it. She not only called Smith out, but also the Geelong Football club for their defence of Smith. When Smith basically told the female sports photographer to fuck off, the club said bad Bailey! You no talk women like that! Bad! Now go kick ball run win game we give you banana! And that was that. The same thing when Smith and other cats players thought it was hilarious to take the piss out of a very successful female sports journo in Caro. The club said bad players, no more drinks drinky for you on Mad Monday we make it twat head Tuesday from next year and ban bad media people who spoil fun! A big grow the fuck up to the Geelong Football club as well!

See these clubs and the AFL go on about being all about rights for this and we have rules for that and we are showing the public how to behave is all really a bunch of absolute horse shit because where are any kind of consequences for players like Smith? There aren't any, if the AFL and the Cats had been serious about misogynistic behaviour then why didn't they suspend Smith after he'd told a photographer to fuck off? Why? Because if you're good enough your behaviours are tolerated and they shouldn't be!

So as much as a great number of people will read this and roll their eyes and say pull your head in dickhead I for one am 100% with Caro and she should be celebrated rather than criticised for taking a stand against the utter bullshit dished out by some players in the AFL and the organisation itself!

Congratulations Caro!



LEE HANSON

LEE HANSON

Love or loathe what One Nation and Pauline Hanson do you have to at the very least acknowledge that standing up for what you truly believe is something to be commended. Of course One nation divides opinion, but I'm pretty sure Pauline and her heir apparent daughter, Lee, aren't going to invade Poland anytime soon so why can't we have conversations with people that stand up for that they believe in and at their core want to make a difference. Now I can already hear the knives being sharpened and the anonymous keyboard warriors dusting off their hate speech for us here at Hoodies Media, but here's a tip...if you can't be part of genuine and open conversations then stay in your mum's basement.

I spoke to Lee Hanson a few weeks ago on the Hoodies Magazine Podcast after emailing One nation HQ to see if Pauline or Lee would be willing to have a conversation with me. They were indeed a little hesitant because Hoodies Media and I myself am pretty new to this whole media thing, but they agreed and we spoke to Lee. I wanted to speak to Lee not about click bait headlines or trying to create them for myself but rather asking her is One Nation the Australian version of Reform UK and can there be a common sense approach to politics in this country. Her answer to both these questions was a definite yes!

I never like trying to quote people in what they say in interviews so the best way to know what Lee had to say is head to our Spotify channel via the link below to listen to her unedited interview, but there doesn't seem much doubt that One Nation are indeed now filling the void that the major parties are missing. Whether Albo likes it or not that void is now categorised as 'populist politics', parties that are leaning into what the supposed forgotten are saying.

It is very easy for the progressive left to cast aside the populist right and say they're divisive and only have their own agenda in mind, but given both major parties can only ever get to about 34% of any kind of popular vote the reality is that if those same populist parties can get up near the same numbers and do deals on preferences then guess what?

On his recent trip overseas Australian PM Anthony Albanese gave a speech at the UN, had a selfie with Trump, met the King and hooked up with the desperately unpopular UK PM Sir Kier Starmer. Starmer has now admitted publicly that his major opposition at the next UK election will indeed come from the Nigel Farage lead Reform UK rather than the once mighty Thatcher lead Tory or Conservative Party, but up stepped our man Albo to the rescue of Sir Kier. Starmer invited Albo on the Australian tax payer dime to speak at the UK labour party conference and it must be said Albo showed his labour values in all their glory. Not only did he slot anyone who sat outside leftist thinking he gave the populist right a good smacking suggesting they created nothing but division and had no genuinely achievable solutions to the issues facing the world. Now that was of course politics at its finest and Albo has come a long way, but despite the fact Albo was a big hit at the Labour conference Starmer is faced with having to take Farage head on and is massively behind in polling with Reform UK out in the lead.

It begs the question back in the land down under could we see the same thing happen here? Every federal election we see labor offering the progressive way forward, we have Clive Palmer rolling into Canberra with a new party wanting to rule the country, we see the greens demanding action on climate change and freedom for another war torn country.

We see a slew of independent candidates with rainbows and unicorns in their eyes, the coalition of the middle aged to old white guys trying to hang onto some sort of conservative relevance and One nation all putting their hands up to get into seats in government and for some to ultimately rule the country. Til now the only parties actually able to get into government have been labor and the Coalition, but with the Libs so bereft of real direction and ideology could one Nation actually be that genuine opposition to Labor?

Conservative politics in this country used to be about moral values, empathy, freedom of the individual, the right to live your life the way you choose, faith, being nice to your grandma and while a lot of that is still relevant that Libs haven't moved with the times and have therefore lost their relevance. The big one that they have lost touch with and I will never understand why they have is freedom. In 2022 in the Victorian state election the word freedom wasn't mentioned once and what did Victoria feel it had taken away from them? Freedom. And we all know what happened.

Progressive views are indeed progressive and much needed in this changing world, but we need common sense strategies to achieve the goals. We don't achieve goals by being divided and unfortunately a key operational tool in the progressive play book is shock and fear, like the Chris Bowen announcement on the climate change report, like the Andrews playbook during Covid and so on. The issue for the progressives is that there are a lot of people sick of their messaging, sick of seeing power bills go up for what they think are totally irrelevant climate change targets, sick of being dictated to by corporations who genuinely rip people off when they shop for goods and services, sick of being unable to be proud of where they come from, sick of protests, sick of being fearful in their own homes and sick of cost of living pressures being added to by a progressive government trying to be everything to everyone but failing to recognise the issues faced by their own people.

Enter the progressive political party that says we get you, we understand and we can help. The next step for One nation is to start producing policies and people who can indeed take it to Labor and they have some way to go, but if there is a party to do what Reform UK is doing then no matter what you think about them One Nation is that party.



GOUT GOUT

GOUT GOUT

Now despite my somewhat dishevelled homeless and unfit middle aged dad bod look I used to be able to run 100, 200 and 400 metre sprints and I was ok at them. I could win or come second at local level but at state level got hammered and never in a million years was capable of national level, why? Because when I saw the national level runners do a 400 I thought I might have a heart attack just watching them they were that fast! Now Australia hasn't produced too many world class sprinters and when you do see our sprinters up close and personal you think OMG that's fast, but let me tell you world class is a whole new level.

Australia is very fortunate at the moment to have several Aussie male sprinters capable of running under 10 seconds for the 100, but with the greatest of respect to all of them there is only one that could, could be an olympic 100 metre world champion and that person is Gout Gout. With wind assisted personal bests of 9.99 for the 100, 19.84 for the 200 and a 46.20 for the 400 Australia has never seen anything like the potential this young man has.

The 100 metres is the blue ribbon Olympic event. It has been won the greatest of the great, Usain Bolt, Carl Lewis, Maurice Green, Jesse Owens it is the title of the fastest man on the planet and Australia has never had anyone make it to an Olympic 100 metre final let alone win it. To be a regular winner on the world stage of the 100 you need to be able to run sub 10, to make an Olympic final you have to be able to run sub 9.90 and to win it well, Bolt's world record stands at 9.58 so let's just say you have to run bloody fast and with all that in mind we could see our boy Gout win it all.

To run around 10 seconds for 100 as a 16 year old is just insane. Think of what you looked like and how you were built when you were 16. Gout is 6 foot tall and currently built like a stick insect, he's not dissimilar to the build of Usain Bolt at the same age but Bolt is 6 foot 5 so Bolt had the stride to assist his speed, Gout though just has pure speed. There aren't many 6 foot sprinters that aren't built like brick walls and so the young man is going to have to build muscle but he's going to have to do it in his own time and at a speed his body can cope with.

With the hype the young man brings there will unquestionably be sponsorships deals and the promise of riches, which he we deserve but that he will need guidance with. How many young prospects have we seen across the world not follow up with the extraordinary talents they had in their teenage years. The greatest quarterback in the history of the NFL will tell you while talent is important it's actually only a small part of what you need to be successful or to be great. Ronaldo, Messi, Bolt, Brady, Federer, Williams, Graf, Lewis, Jordan et al will all say, talent is important but so to is work ethic, so to is an almost obsessive commitment to what you do to fulfilling that teenage talent.

The people around Gout are also going to be a big part of his success. From all reports he has a family that keeps him grounded and a coach that also keeping him under wraps and the lids on, but at some point he will go to the US to train with the serious players and it's then that we will see what he's really made of.

At the recent world championships where he didn't make the final in the 200 meters, despite making it to the semis his races were some of the highest rating TV programs of the year, it helped he was being commented by the legend that is our Bruce, but the hype around Gout Gout is real and we desperately want him to succeed. In seven years time at the 2032 Brisbane Olympics Gout will be 24 years of age. Usain Bolt ran 9.58 as a 22 year old so our boy will be in the prime of his career and how good would it be to see him become Olympic champion on the world stage in our backyard?

Imagine the scene for a moment, one reminiscent of Kathy Freeman in Sydney in 2000...the country sits with baited breath as Gout Gout goes to the starting line, behind the microphone out of retirement is our Bruce, the gun goes off Gout wins and Bruce utters the words once again...when a champion becomes a legend...we wait and pray but in the meantime please god protect Gout Gout!



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THE POST



ANDREW HASTIE

ANDREW HASTIE

So what now for Andrew Hastie and the rebellion?

You'd have to think that maybe there's a well known miner behind the Hastie departure from the front bench of the Liberal party, but even if there is, again, what now? On Wednesday morning we heard Jacinta Price come out in support of pasties move and go so far as to suggest the Libs were basically a rabble with no direction. She may well be right, but again it's all well and good to criticise but where is the plan?

Hastie has been an MP for a decade or so and is ex member of the SAS so he's a man of obviously determination, but while the Libs are indeed a rabble now right across the country Hastie been too hasty in his departure from the front bench? The Libs need a plan and again while it's all well and good for both price and Hastie to fly paper aeroplanes from the back benches at some stage they're going to need to do more than just basically whinge.

I've said to a number of people before I still don't understand why the Libs don't look back their history to remind themselves that they once stood for freedom, the right to live your life the way you choose and so on. The party of small business, the party who stood up for the entrepreneur who thought less government control in peoples lives was important. With all that said what part of that original ideology isn't relevant today? What did people lose during Covid? Freedom. What do people want less of in the modern world? Government control. What is dying? Small business. People want to be able to live their own lives without being filmed, spied on and watched so less control over people's lives. It's not rocket science and for the Libs it's in their own original charter!

There is no doubt that conservatives is dying if not dead already. The days of god fearing white people where men worked, women cooked dinner, kids did what they were told or got a strap, where black was over there and men held secret business away from the women folk are over, but there are still those within the right wing conservative movement who think they should make a comeback. Conservatism still does have a role in society but not the way in which it was played out in 1950 rather it needs a modern update. God and country is all well and good, but what are demographics of the congregation at the local church?

The Libs need young people. If you go to a political meeting for either party but mostly for the Libs the people there are often retirees who want to have their last say on society before they die. They're opinionated and are a big part of the issues for the libs. When John Pesutto addressed the liberal faithful at the state conference he was met with shouts of Shame! If he had wanted to draw a line in the sand that was the moment to do it. He should've had anyone that wanted to yell shame thrown out and said if you don't like what this party stands for in 2025 then bugger off. Now given the libs seem to want to fight amongst themselves and not offer any kind of way forward he didn't do anything and what happened? Well John lost his job for reasons we know and the party is still fighting amongst itself.

If the Hastie/Price combo and possibly their miner are serious about rebranding the Libs then it's go time with mind you a clear plan. If the liberal party itself is wanting to be taken seriously and to start appealing to younger voters they need to stop thinking young people like Freya Leach are the answer. They need to take a stand not on migration itself but instead say, this country was founded on migrants and Australia is a proud multi cultural society but we want the migrants that come here legitimately to have housing, to be safe, to have jobs and to become Australian citizens who contribute to the multicultural foundations of this country. It's not rocket science.

Labor have a plan whether you like it or not. They are a well oiled machine of progression and unity unlike the Libs who are the said rabble. If we are going to have unity in this country, if we are going to adhere to the origins of democracy we need good government and good opposition, but sadly at the moment we don't seem to have either.



JACINTA ALLAN

ENOUGH IS ENOUGH

There's no cash here! No cash!

Seriously, when is enough enough? The state of Victoria with once the most liveable city in the world, Melbourne is so fried you have to wonder will we ever recover?

The Premier, Jacinta Allan is living in a delusional world of fantasy and even in recent weeks had the audacity to say she was proud of her achievements since she took over from one of the worlds greatest dictators in Daniel Andrews. A man who has born no consequences for a) what he did to the state and b) who stood on a stage in China with three bigger dictators than him!

It has been announced that the state government is more than likely going to throw \$1 billion into the kitty to help fund the rebuilding of the MCG. \$1 billion! I'm sorry what?!

Now we all know Victoria is sports mad and anything negative when it comes to sport is usually swept under the carpet, but this is insane! This state is more than \$200 billion in debt! Our roads are a disaster, we don't have enough homes for people, our youth justice system is broken, our CBD is dying, small businesses are closing everywhere, kids are quite literally being killed on the streets, homes are being invaded, cars stolen, shop lifting at record highs, crime state through the roof, infrastructure spending out of control, union thuggery, we have protests closing down the city and not only is the Premier proud of her achievements she's now supposedly going to hand over another \$1 billion to the MCG rebuild!

A friend sent me a video this morning of a protest closing down the top of the city over night. Top end of Bourke street shut for yet another mindless protest basically supported by government at what cost to local traders?

This is catastrophic! We cannot continue like this! We need voices to be heard, we need a better plan for the future and we need to start saying over and over again enough is enough!

The Premier is out playing happy families announcing free public transport over the summer, great! But who's paying the bill for that!?! That's not about anything other than don't look over there look over here at our shiny new transport system that cost us more than we could actually afford!

The utter ineptitude isn't limited to the state government mind you. Over at the ever off travelling City of Melbourne, Lord Mayor Nick Reece wants to get hold of all of the security cameras in Melbourne to stop vandalism, crime and rubbish dumping. No mention of the invasion of civil liberties by allowing a security team to tap into highly confidential video cameras, nope Nick says he's keeping people safe... where have we heard that before?!

See this whole progressive movement thing we have going in Australia and Victoria isn't a bad idea. Yes minority groups get their say, yes we hear from causes that we may not have otherwise and yes everyone gets free stuff, well sort of, but when you take the scrubbing brush to some of these policies and ideas that have got out of control you ask yourself where does this end?



Nick Reece was on the ABC the other morning suggesting that the council having access to video surveillance wasn't anything like a scene from 1984 rather it was helping the council crack down on bad people doing the wrong things, but Nick, where does it end? And who says when it's all gone too far? Are the council going to give back powers? Are the government? We've already seen Bunnings told to pull their cameras because they went too far so what of the council?

Working from home is a right according to the state government? Oh really? Who says? Them? Because the last time I looked not everyone works for the government and employers assuming they adhere to current employment laws have the right to ask their people to actually work where they need them. Regardless of what employment law says the state government ever on the path for preferential votes says they want to make it law and we ask do they not want to see the CBD get back to anything like it was pre covid? Do we not want to support businesses in the city? And do we not want to see less things made law that make it harder and harder for businesses and companies to do the things they do in Victoria?!

A year or so ago I knew I had to take Hoodies into the world of centrist and common sense opinion and while I know there will be people that say this whole Hoodies thing is a right wing mouth piece ask yourself this as a start...where is the money coming from to fund yet another project when the state is so heavily in debt? The state government isn't an investment firm they are the government there to provide safety, well being and infrastructure to support the facilitation of life not to make money so where's the money coming from? More taxes on already broken families and small businesses? Where?

I for one want Melbourne, Victoria and Australia to thrive but right now we are governed by people who are more concerned about preference deals for votes than doing anything that helps us remember why we were once called the lucky country. Stick your head in the sand if you like but don't getting too upset when the whole state goes bust.



NIGEL FARAGE

NIGEL FARAGE

If you'd told anyone ten years ago that Nigel Farage could be picking curtains for 10 Downing Street, they'd have laughed so hard they'd have spilled their pint of warm lager. But here we are, 2025, and the bloke once known for propping up Wetherspoons bars like a political barfly is now sniffing around the top job like a fox in a henhouse full of red boxes and ministerial cars. The man's done it all – beer in one hand, Union Jack in the other – and somehow, despite every scandal, slip-up, and self-inflicted political bonfire, the idea of Prime Minister Nigel Farage no longer sounds like satire. It sounds like next Tuesday.

Farage's rise has always been part circus, part pub debate, part fever dream. But in a country that's survived Boris, Liz Truss's lettuce, and Keir Starmer's charisma vacuum, chaos isn't a bug in the system – it's the operating manual. Britain loves a maverick, especially one who sounds like your uncle who starts every sentence with "I'm not racist, but—". And after years of austerity, Brexit hangovers, and politicians who look like they were grown in a lab to say "Sorry, I misspoke," Farage's scruffy authenticity suddenly feels refreshing. Like discovering your old Walkman still works – a bit rough, but it gets the job done.

So how could "Garage" pull off the impossible and actually get the keys to Number 10? Simple: by doing what he's always done – turning outrage into oxygen. Farage doesn't need policies; he needs vibes. He's not trying to convince the country he's right; he's trying to convince them everyone else is worse. And honestly? It's working. While Labour squabbles about tax bands and the Tories stage knife fights in the back corridors of Westminster, Nigel's out there doing pint diplomacy – shaking hands in pubs, ranting on GB News, and turning every migrant boat into a floating campaign poster.

Step one in the Farage playbook: weaponise boredom. Brits are exhausted – cost-of-living crisis, strikes, mortgages that cost more than a kidney, and politicians who talk in PowerPoint slides. Farage offers something they understand: plain-spoken chaos. You might not agree with him, but at least you know what he's saying – which is more than can be said for most MPs. He's not selling policy; he's selling personality. And in an age where politics is just another branch of reality TV, the loudest bloke in the room wins.

Step two: ride the anti-everything wave. People aren't just anti-immigration or anti-EU anymore – they're anti-politics itself. They're done with career politicians who say "we hear you" before ignoring you. Farage plays the outsider better than anyone. He's been "against the establishment" for so long, the establishment's forgotten he once was it. Every time he gets banned, booed, or criticised, his followers treat it like another badge of honour. The man could be denied entry to a Tesco Express, and within an hour it'd be trending as "FARAGE CANCELLED BY BIG RETAIL".

Step three: social media carnage. While Labour releases videos of Starmer looking confused in hard hats, Farage's clips go viral – him tearing into Brussels bureaucrats, roasting woke culture, or laughing at his own jokes. It's meme-ready politics for a post-fact generation. He's the first British politician who truly understands that being mocked online is as valuable as being admired. In 2025, attention is currency, and Nigel's swimming in it like Scrooge McDuck in a vat of lager.

Step four: the protest vote apocalypse. The Tories are imploding faster than a cheap deckchair, and Labour's "sensible shoes" approach isn't exactly thrilling the nation. That leaves a big, angry middle – people who want to burn it all down but still want their bins collected on time. Enter Reform UK, Farage's political pirate ship. It's less a party and more a middle-finger movement for disillusioned voters. Give it a few more months of economic doom and political farce, and Reform could start looking like the only party that hasn't yet broken a promise – mostly because it hasn't been in power to make any.

Step five: the personality cult. Farage is Marmite, sure, but even his haters can't stop watching. That's power. He's got the rare ability to make politics feel like sport – there's always drama, always a villain, always a headline. If politics is now about who can command attention rather than who can govern, Farage is already halfway to victory. All he needs is a few Tory defectors, a couple of Labour MPs having midlife crises, and suddenly he's the kingmaker. From there, it's a short hop to "accidental Prime Minister."

And let's be honest – after the past few years, what even is "unthinkable" in British politics? The lettuce outlasted a Prime Minister. A YouTuber's running for Mayor. Matt Hancock went on I'm a Celebrity. If there's one thing the UK has proven, it's that politics is just entertainment with worse lighting. And Farage? He's pure box office. You might not like the movie, but you can't look away.

If he pulls it off, imagine the first day at Number 10. The EU flags quietly removed from the cellar. The fridge stocked with English bitter. The podium out front polished for another "You didn't think I could do it, did you?" moment. The man who turned Euroscepticism into a national sport finally taking the trophy home. The irony would be rich enough to fuel the Treasury for a decade.

But even if he doesn't win outright, Farage's presence alone will twist British politics into a new shape. He's already dragging the conversation his way – tougher on borders, angrier on culture wars, louder on patriotism. Whether he's in power or just haunting the hallways of Westminster, he's setting the tone. Britain's future might not be Nigel's pub fantasy, but it's definitely being written in his accent.

So yes – it's ridiculous, hilarious, and faintly terrifying. But Nigel Farage, the man who turned populism into performance art, could genuinely become the next Prime Minister. And if he does, well... we'll all just have to raise a pint, sigh deeply, and admit that in Britain this is what happens when you don't move with the times.

For us here in Australia if Farage does win the next question will be can it happened here and will Albo play nice?



RUPERT MURDOCH

MURDOCH & TIK TOK

In the last issue of Hoodies I wrote about Rupert Murdoch setting up the Australian newspaper. He said in the first edition of the paper in 1964 that the Australian was the paper people wanted and would basically remain independent, whether it did or not is up for discussion but jump forward 61 years and it appears the third generation of Murdochs is about to again dictate the course of information for a whole new generation.

For those of us that went to uni in the 70's, 80's or the 90's a good portion of our time was spent in pubs, at parties and doing very little that resembled study. Yes many of us just passed but while we were drinking, smoking and partying we were also talking, in person, face to face. There was never any confusion on what we were saying to one another. There was never any mixed messages that can sometime be experienced on text or on social media, it was clear what we were trying to say. Today universities are a different thing. A lot of classes are conducted online and the days of being face to face are still there but not half of what they used to be.

A lot of our today's youth is getting their information online and that's great because we all do nowadays but what they're not getting is any real kind of face to face discussion. They post a comment and it can be liked or disliked or worse but there's no real discussion about it. A 20 year old might post an anti whatever comment and be hailed a hero or just told to get fucked, but where's the debate in the cafeteria on campus? Those of a certain age will remember the D generation, all very smart young people who went onto to be comedy legends and had it not been for Melbourne Uni we would never have heard of them or Utopia for one. Countless other well known comedians, writers, producers, lawyers, finance people, actors and so on learnt their trade yes by going to classes every so often but also by being around other people and? Talking in person.

It's no secret that corporations and anyone with the need to generate revenue has woken up to the fact that short form videos and advertising on the platforms that enable them sell product, but these same short form videos also sell opinions. Opinions on social media are fairly black and white...you're one side or the other and any kind of real debate is usually shot down in flames usually by the anonymous bots, by extremists or by algorithms and none of are offering any kind of genuine debate. We don't see boozy debates about the left and the right what we see are threats, hate and mostly vile behaviours that aim to divide and conquer rather than debate anything and come to a consensus of opinion.

Now I know who the Murdoch's are and the power they have and who are we to criticise, but we have seen that powerful media companies control narratives and are often in line with one side of the political divide or the other. The Murdochs have often been cast as perhaps somewhat rightward leaning and the likes of MSNBC maybe left so what happens to opinion of modern youth if and when the Murdochs thanks largely to Trump get their hands on Tik Tok?

Tik Tok for some time now has been the leader in short form video content, yes there's You Tube etc... but Tik Tok is the place to be if you're wanting to have a say, boost a product or connect your message to the masses. It is, like so many other social media platforms governed by algorithms that load your content preferences and serve you up hours of scrolling that encourages you to enjoy just one more video, the maybe one more after that, how about one more? It is an endless source of whatever you make it, or should I say, what they make it.

So if you do happen upon a sky news story on tik tok and you watch it and you watch another one your entire feed then knows you are perhaps right wing in your opinions and dishes up videos to suit your viewing habits. Habits that are now potentially going to be shared with one of the most powerful media organisations on the planet and who know that the youth of today go to social media for their news and opinions.

In the original world of Tik Tok many of the western worlds governments were critical of the control Tik Tok had over their children because it was owned by the Chinese, but now what happens when it falls into the hands of a global western media company that has form for sitting on the right side of the political divide. Will there be outrage? Will there be demands for change? Well it remains to be seen, but I'm pretty sure Rupert would've given Lachlan his contact list.

THE SOUL



YUNGBLUD & AEROSMITH

YUNGBLUD

In a collision of eras that few saw coming but somehow feels completely natural, British rocker Yungblud has teamed up with American rock icons Aerosmith on a new single titled “My Only Angel.” The track serves as the lead single from their upcoming EP *One More Time*, due for release on November 21, 2025. It’s a rare partnership that fuses the restless energy of a Gen Z provocateur with the timeless swagger of one of rock’s greatest bands, and the result is both explosive and oddly tender – a reminder that rebellion and emotion don’t age, they just change shape.

Yungblud, born Dominic Richard Harrison, has built his name on being the loud, unpredictable heartbeat of modern youth culture. His sound, which jumps between punk, pop, and emo rock, has always carried an undercurrent of frustration and freedom. He sings about mental health, identity, and the chaos of growing up in a world that doesn’t seem to listen. His songs aren’t neat or polished – they’re messy, emotional, and unashamedly loud. That authenticity has turned him into a generational voice, one who wears his heart and eyeliner on his sleeve.

Aerosmith, on the other hand, have been defining the rock template since the 1970s. Steven Tyler’s howling vocals, Joe Perry’s snarling guitars, and the band’s blues-soaked swagger have made them icons for nearly half a century. Their last release of original material was more than a decade ago, so this new project marks a genuine comeback. But it’s more than nostalgia – it’s a reminder that real rock, the kind that oozes both soul and sleaze, can adapt and evolve without losing its edge.

When Yungblud and Aerosmith come together, the chemistry is undeniable. “My Only Angel” begins with Tyler and Yungblud exchanging unaccompanied vocal lines – one a veteran rock god, the other a punk poet in training. Then the guitars crash in like thunder. Tyler takes the first verse, his voice still sharp and dirty, before Yungblud jumps in with his youthful snarl. By the time they hit the chorus together, the track feels like a generational handshake: both of them shouting into the same storm, neither trying to outshine the other.

Lyrically, the song is built around longing and release – a love that burns bright but can’t survive. “Gotta leave you one more time,” they sing, as if the relationship itself is a stage that both must walk away from. There’s a kind of ache that’s universal in that sentiment: the pull between passion and self-preservation. The guitar solo midway through, courtesy of Joe Perry, ties it all together with the kind of swagger only Aerosmith could bring. The production is clean but still rough around the edges, the way rock should be – not perfect, but powerful.

Critics have already called “My Only Angel” a triumph. It debuted at number one on Billboard’s Hot Hard Rock Songs chart, giving Aerosmith their first-ever top spot in that category. For Yungblud, it’s proof that his chaotic brand of modern punk can stand proudly beside classic rock’s royalty.

For Aerosmith, it’s a resurrection – a statement that they’re not done yet. The success of the single also signals that audiences are hungry for this kind of crossover: music that respects the past but sounds like the future.

The forthcoming EP *One More Time* will feature five tracks, including “My Only Angel,” “Problems,” “Wild Woman,” and “A Thousand Days.” It will also include a new version of Aerosmith’s classic “Back in the Saddle”, reimagined with Yungblud sharing vocals with Steven Tyler. Early reports from the studio suggest that the sessions were electric – Tyler reportedly described them as “like being plugged back into 1975, but with a 2025 voltage.” Yungblud, meanwhile, called working with Aerosmith “a dream and a challenge,” saying that the band treated him like an equal, not just a guest.

The partnership is more than just clever marketing – it’s a genuine meeting of musical minds. For Aerosmith, the collaboration breathes new life into their legacy. They’ve long been the kings of rock excess, but here, they sound revitalized, as if feeding off Yungblud’s reckless energy. For Yungblud, it’s validation that his brand of chaos belongs in the rock pantheon. He’s not just the punk kid screaming on TikTok anymore – he’s a bona fide rock frontman standing shoulder to shoulder with giants.

In many ways, “My Only Angel” represents what the future of rock might look like. Genre is no longer a boundary; it’s a language artists bend and twist. Yungblud’s generation grew up on playlists that mix Nirvana with Billie Eilish, Bowie with Post Malone, so it makes sense that a 26-year-old from Doncaster could make magic with a band that started playing before his parents were born. It’s proof that rock doesn’t need to be reinvented – it just needs to be reinterpreted.

The excitement around this release also raises questions about what’s next. Will Aerosmith and Yungblud perform together live? Will One More Time mark a new phase for both artists or remain a one-off spark of brilliance? Fans on both sides are eager for more, and the energy online since the single’s release suggests that a joint tour could become one of the biggest rock events in years.

Ultimately, what makes this collaboration so special is that it doesn’t feel forced. There’s mutual respect and shared purpose. Steven Tyler and Yungblud are cut from the same cloth – both theatrical, both defiant, both born to shout their truth into a microphone. “My Only Angel” captures that shared DNA perfectly: old-school fire meeting new-school fury.

It’s not just a song; it’s a statement that rock still has something to say. Yungblud and Aerosmith have shown that rebellion isn’t about age – it’s about attitude. Whether you grew up with vinyl or streaming, leather jackets or crop tops, “My Only Angel” reminds us that the spirit of rock ‘n’ roll is eternal. And if this song is anything to go by, One More Time might just be the spark that lights that fire all over again.

Yungblud is the future, Aerosmith are the legends who aren’t done yet and they come together in this brilliant way that isn’t often seen in rock music. Enjoy it because it may not happen again for some time.

The White Room

The KLF



THE KLF - THE WHITE ROOM

THE WHITE ROOM

THE KLF

I had every intention of writing a review of the new Jonas Kauffman recording of the Schumann song cycle 'Dichterliebe', but I'm sorry upon listening to it I decided against it. Jonas is probably the best tenor of his generation but as the saying goes, if you can't say something nice about something or someone then don't say anything at all.

So given I like having a musical and or cultural component to the magazine I thought, for the time being I have complete editorial control so I'd start a series on the top ten albums of all time, well, of my time! Welcome to the top 10 albums of my life! For the next ten issues of Hoodies magazine we will reveal each album until we get to number one, but for this issue we kick off at the beginning...

Number 10.

The White Room - The KLF

Jimmy Cauty and Bill Drummond of the 90's techno, trance, house and electronica group The KLF will be most remembered for burning a million pounds and for their firing of machine guns (with blanks) over the crowd at the Brit awards as a symbol of their exit from the music business, but for those of us that listened to their music they will be credited with creating a genre of music unlike anything heard before. The KLF weren't really musicians though, even though both men could play guitar and keyboards their genius lay in their performance art and in their music sampling.

The 1990's saw the birth of the great Dj's like Carl Cox and Fatboy slim many of whom used samples from other artists to create their tracks, but it was the KLF that really gave birth to the idea. They created their songs using general sounds and a whole range of artists as samples and were at one stage the best selling band in the world.

Their second studio album the White Room was supposed to be a soundtrack to a movie they made of the same name, but the movie was never released and so the group released the album of the same name. With several different versions released between 1989 and 1991 it was the 1991 release that was the one I knew and loved most.

The entire album only goes for 43 minutes but has some of the greatest techno and house tunes ever created, '3am eternal, last train to trancentral, justified and ancient and what time is love all go together to make this a brilliant album.

It wasn't just the music the White Room that made it what it was and still is today, it was also about the videos that went with the tracks. MTV was a big thing back in the 90's and the music video helped sell albums. The KLF were indeed performance artists and as such their music videos displayed everything they were good at when it came to being theatrical. The videos themselves today do look a bit dated given the styles of the era but the music sounds as fresh today as it did back then.

The group also played live and one of my greatest regrets in life was missing their one and only Melbourne show at the old Metro nightclub. I did see Two Unlimited at the Chevron but they were no match for the mighty KLF.

The White room was I think one of the first albums to combine a range of genres and also create its own. Country and western music thanks to the presence Tammy Wynette features on the track 'Justified and ancient'. The story goes that Bill Drummond was a fan of the country and western star and simply rang her up asking if she would be on their album. She said yes and despite what must have been some misgivings which she played up to on the video she sounds as good as ever.

Jazz, blues, country, hip hop, techno it's all on the White Room and it's done in their way. The KLF never made any apologies for their actions, their art or their music and why should they of?! They were pioneers in what was an era of manufactured music and boy bands doing what they were told. Plus when was the last time you heard of any kind of pioneer that didn't smash the mould of what had come before them in a thousand pieces?!

I know many reading this will have heard of the KLF and know the album so please go and have a listen to it again you'll find a piece of music history that did change the face of music and one that deserves to never be forgotten. I'm off to Trancentral!



ROBERT REDFORD

ROBERT REDFORD

When Robert Redford died I read some of his quotes and thought, geez was Rob a bit morose and did he like many before and after him represent the simple fact we shouldn't get to know our heroes too well? Quite possibly, but there is absolutely no doubt that with the death of the great man we saw an end of an era and the loss of a legend.

One of dearest childhood memories is watching 'The Sting' with my Dad. Johnny Hooker vowing to avenge the death of his mentor and dear friend Luther Cole that saw him team up with conman Henry Gondorf, aka Paul Newman. The Newman Redford partnership was as legendary as then men themselves. Two good looking superstars who radiated star power in everything they did. Their other legendary film together being, 'Butch Cassidy and the Sundance kid' with one of their great scenes being their epic jump from a cliff with the kid saying he couldn't swim.

Redford gave a speech about his dear friend Newman at a dinner honouring the actor and playfully re told the story of the letter Newman gave Redford when he was trying to get an apartment in New York...it was basically Newman saying he couldn't recommend his friend for anything given he'd owed him \$120 for sometime and happened repaid the debt. It was of course in good humour but if you ever wondered where George Clooney and Brad Pitt got their routine from look no further than Redford and Newman.

Redford was not only a brilliant actor but he was a humanitarian and one of those people who found great success and then wanted to give back. His gift to the film world was of course the festival he founded, 'Sundance'.

The Sundance Film Festival stands as one of the most influential events in global cinema, serving as both a launching pad for independent filmmakers and a celebration of creative storytelling. Founded in 1978 Redford, the festival began as a small-scale event in Salt Lake City, Utah, known then as the Utah/US Film Festival. Its primary aim was to showcase American-made films and encourage filmmaking outside the rigid structures of Hollywood.

Over time, it evolved into the Sundance Film Festival, named after Redford's famous character "The Sundance Kid," and relocated to Park City, Utah, where it became an international hub for independent cinema.

From its humble beginnings, Sundance has grown into one of the most prestigious film festivals in the world. Every January, Park City transforms into a vibrant gathering place for filmmakers, producers, actors, critics, and cinephiles. What distinguishes Sundance from other major festivals such as Cannes or Venice is its focus on fresh voices and unconventional storytelling. The festival has built a reputation for giving a platform to films that might otherwise struggle to find audiences within the commercial mainstream. Works like Reservoir Dogs (1992), The Blair Witch Project (1999), Little Miss Sunshine (2006), and Whiplash (2014) all premiered at Sundance before achieving widespread acclaim, demonstrating the festival's power to propel independent films into the cultural spotlight.

It has also given voice to humanitarian issues close to Redford's heart, the environment, cultural preservation in the United States, the support of independent voices in a range of areas and civic engagement.

We often suggest that Tom Cruise, George Clooney and Brad Pitt are probably the last of the great movie stars. The men who can do anything, the make us laugh, make us cry, inspire us, entertain us and of course look better than all of us combined! But while this may well be true the death of Robert Redford sees the end of a life that went outside the movie theatre and made a genuine difference in the world. Redford wasn't the guy who won an award or attended an event to bang his own drum or push his own ideology, he used his power, his influence to show what can be achieved through real celebrity and how it can inspire, teach and unquestionably change the world.

RIP Robert Redford.



THE FERRARI F40

F40 V F80

In the last few weeks motoring journalists from across the world have got their hands on the new Ferrari F80. At \$7 million and only sold to those who have a hotline to Ferrari big wigs it is according to some reports the greatest car ever made, for me though I say no it's not. It must be said I come at my love of cars from the perspective of being a rich person trapped in poor person's body. I drive a 1992 beaten up Landcruiser but I love it and while it's big heavy and drinks petrol like no tomorrow it actually makes you drive properly. It's not making decisions for you, it's not beeping at you, it's not telling you to do anything other than drive, change gears and enjoy. Now of course driving a \$7 million hyper car from possible the greatest automotive company on the planet would be a good thing to do they once made a car that was, like my land cruiser not telling you anything else but drive! That car was the F40.

Now it must be said that hearing Ferrari had released the F80 and having been alive when the F40 came out I did feel quite old, but if you compare the two cars, the F40 wins hands down. As I say I haven't driven the F80 nor the F40 but here we have two cars at the peak of engineering but one will kill you if you can't drive and the other will make you look like an F1 driver even if you're not. Of course sitting beside Lewis Hamilton in an F80 would be different to the average Joe driving it around Marranello, but the F80 has more electrics than Elon Musk and you have to say has it all gone too far away from actual driving?

Everything is so nice nicey today and cars are no different. Yes ok we get we need to save the planet but we also need to feel alive. I've said before the late 50's and the 60's seemed to be the peak for automotive genius. Ford, Chevy, Ferrari, Aston Martin, Alfa and countless others built cars that looked amazing, had in most case massive V8's and sounded like thunder.

Of course driving them was hard but having driven a 1956 Chevy ute with a 6 litre V8 in it, they make you feel alive. Yes you could die going into the next corner, no the brakes weren't great and of course they were heavy to steer but you were alive! You were in control (sort of) and there weren't any beeps, blips or flashing lights telling you to calm down or that you were going to die!

At a recent Sotheby's auction an original F40 sold for about \$3 million US, that's \$4 million less than the new F80 and while I'm sure the F80 is very clever I know where I'd spend my money! The F40 was from an era of the Lamborghini Countach with it's fold up doors, angry appearance and screaming engine. It was the poster on the wall of teenage boys and it was like the F40 a raw beast that couldn't be tamed. Today it's all about driverless cars, of staying in your lane, of beeps that tell you when you need petrol or to charge your battery. Warning signals that suggest you need a break and air conditioning that comes on when you get too hot, awww are you ok poor hot person? Ugh...what about driving for the love of it?

Like so much of the world we currently live in it's all about less is more. Make things easier, make the automated and while that is absolutely useful we can't forget what it is to live. Humans are wired to do stuff for themselves and while billionaire tech people get into car manufacturing we shouldn't celebrate it when it spills over into a world that was born out of the fact that humans need to feel alive.

If you can afford an F80 congratulations but I for one won't be kneeling at the alter of any company that takes away the rawness away from cars that were originally built to feel alive in. I'm off to the shops in my land cruiser that doesn't tell me what to do or how to drive!

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THE TRUTH



NIGERIAN SCAMS

NIGERIAN SCAMS

Remember we used to joke about the Nigerian online scams? Promises of riches and that Kings of far away lands knew your father and he left several billion dollars, but you had to leave your credit card number for transfer of payment. Yes we know some people did get taken for a ride, but the emails were mostly thought of as ridiculous and deleted straight away. Jump forward a few decades and gone are the Nigerian Kings and in come the highly sophisticated scammers that are now preying on kids as young as 8 and they aren't offering riches.

As we know from Wayne Holdsworth's article for us a key in the Nigerian scam nowadays is sextortion, where a young person is encouraged to take a picture of their genitals thinking they are talking to a genuine person only to find out that if they don't send money immediately their pictures will be posted online and or sent to love ones. Many of our kids aren't prepared for that kind of situation especially really young ones but this is what kids are indeed facing on line today.

According to an article on the Federal police website more than 20 teenage suicides have been linked to these extortion crimes since 2021 and the data doesn't get any happier. Between 2023 and 2024 the AFP-led Australian Centre to Counter Child Exploitation (ACCCE) received a total of 58,503 reports of online child exploitation, including 1554 sextortion-related reports.

A recent raid by the AFP and other international agencies on a Nigerian tower block saw 22 men arrested on sextortion charges. These men were tasked with hitting their quotas of the number of kids they managed to blackmail online for credit card numbers and or bank transfers. Kids who were left devastated and damaged by people who were just filling their quotas.

Ben Moses who is acting Commander of the AFP said;

"This global operation sends a clear message to those who exploit children online. Law enforcement is united and determined to find you – no matter where you hide," Acting Commander Moses said.

"These crimes are calculated and devastating, often pushing vulnerable young people into extreme distress. Thanks to the coordinated action of our partners, we achieved meaningful results including an immediate and significant reduction in sextortion reports across Australia"

The AFP don't name any of the social media sites these kids are on when the Nigerians scammers come looking for them but we know that thinks like Roblox and social media handles such as Facebook, Instagram and Tik Tok are all prime sites for scammers, perverts and criminals to go looking for easy child targets.

We have all heard about the objections to the upcoming social media ban for kids under 16 and while we know there are those that think it will be a denial of civil liberties blah blah it's actually not. It's actually doing something about these predators and scammers and in turn protecting our kids. Yes there is no doubt that parents play a huge role in protecting their own kids from harmful online content but we also need to give governments and organisations like the AFP a head start on protect kids when it comes to online content.

One step we can all take though comes around on October 24th when Wayne's organisation called 'Smack Talk' encourages all of us, not just our kids to get off social media and the internet in general for the day and go unplugged. The US motivational speaker Gary Vi when recently talking about trends for 2026 named Unplugged as being one of them. He thinks that people will begin to move away from social media and its doom scrolling and reconnect with one another outside in the real world.

We can only hope that more and more people come to understand that there is a balance between online content and the real world, but until we get control over the Nigerian scammers and the predators online let's all keep an eye on our kids to make sure they're safe online.



PAUL BREEN

PAUL BREEN

The most common reason why business fail.

Looking back on some of the failures (big and small) in my career, I can almost invariably track their cause back to one single theme—letting faulty assumptions slip through unchecked, untested, or just blindly accepted. It usually happened when someone passionately believed they were right, and convinced me and others their assumptions were correct. Mind you, when I was younger I was, at times, the one doing the convincing.

The failure was mostly due to being overly optimistic about what was possible. Yes, it's important to dream big. But you can't have your plans imploding because you overstated your assumptions by a factor of five. Nowadays I'm a bit older and hopefully wiser, and don't get too caught up in the hype and emotion any more.

I've lost money from believing in the 'next big thing' and so now I'm far more realistic, even slightly cynical.

My brow starts furrowing when I'm within a kilometre of anything that sounds fanciful or too good to be true.

I'm particularly suspicious of:

- Industry minnows that base their sales pitch on claiming their competitors are hopeless, outdated and have inferior business models. Try selling your specific benefits, pal.
- Johnny-come-lately types who immediately criticise everything and claim they have all the answers after a week in charge. 'Saviours' are (usually) dangerous.
- Business plans with big hockey stick curves in the future. It doesn't happen often.

- Assumptions based on statistics or experiences from other countries. Iceland, you say?
- Statements like, "Even if we only get five percent of the market we'll have a great business". Duh.
- Businesses that will crumble if favourable government legislation changes overnight. Governments do change their mind.
- Frontal assaults on entrenched market players. Try stealth—you might last longer.
- Teams that have no 'skin in the game'. Money motivates.

When I test assumptions, I stick to tried and true fundamentals:

1. What market problem are you trying to solve?
2. Is it worth solving? Why?
3. Why do you think you can solve it?
4. How will you make money from solving it?
5. Will you make enough money to justify your efforts and investment?

What these questions do is expedite a long-winded interrogation of assumptions, and find out whether the business is actually focused on solving a real market problem at the lowest possible cost. Any assumptions should be tied to these questions, and then thrashed to within an inch of their lives. If you still have a viable business after exposing the underperformance of your 'realistic' assumptions, then you've got a fair shot of success.

I also don't believe every opinion is equal. Some are more valuable than others. A considered opinion backed by a strong track record in the subject matter is more valuable than just a considered opinion. The difference is in the degree of 'speculating' vs 'knowing'.

To cut through the debate and, importantly, to save time, I ask a few simple questions when I am being pitched anything:

- What do you know? How do you know this?
- What do you think? Why do you think this?

What I'm doing is finding out the degree of speculation in their argument. Do they 'know' because they have done it before – i.e. their opinion is supported by their track record? Or they have come to their conclusions through logic and reasoning that is the product of their experience? Or have they limited experience in the subject matter but have an opinion they want heard?

Problems can emerge when each of these situations are treated of equal value. It's important to listen to all opinions open-mindedly but the assessment of the value of an individual's opinion needs to be based on both the quality of their reasoning AND the track record that supports it. Treating all opinions equally can lead you away from the truth rather than towards it.

I have seen on many occasions intelligent people, who lack relevant experience, produce logical hypotheses that seem sensible. They diligently research their subject, collect and synthesise data, benchmark against competitors, analyse industry trends and produce charts and reports that seem incontrovertible.

The problem is that that without a track record to support their claims they are speculating. It doesn't mean they are wrong, although they may be, and they might even demonstrate commercial savviness and intuition in coming to their conclusions. The danger is when their view is accepted as 'truth', rather than what it is – speculation.

Asking the questions listed above can be a great help in this regard especially if the intent is to make the best decisions possible. What I'm most interested in when analysing any situation is the underlying assumptions of an argument. I prefer, to start with, to get a bullet point list of all the key assumptions before I get anything else. Don't bother me with pages of facts or detailed financial models.

Later on when I'm convinced that the argument is solid, and not based purely on speculation, I'll have a look at this stuff but at the beginning I'm most interested in whether the assumptions seem credible and reasonable. What I'm also seeking to do is to back-track on the assumptions to assess whether the right (fundamental) questions are being asked – a critical factor for me.

Don't get me wrong I know that less experienced people routinely come up with good (or great) ideas and that is why it is important to retain an open mind when presented with something new. My point is that their credibility and believability needs to be built via a reliable track record of sound reasoning AND achievement in the area in which they are providing their opinion.

hoodies MEDIA.

hoodiesmedia.org

HOODIES MEDIA

HOODIES MEDIA

A few weeks ago I released a 3 minute video about the journey of Hoodies. Oh and by the way if you've ever seen Grease what was the name of the cafe in it?! They were obviously before their time! Anyway the video was released to show where Hoodies has been and where we are going to next.

Despite everything we have achieved with Hoodies and now Hoodies media what we want, what I want is a partner so I make no apologies for saying this is pitch for money and investment.

The world of mainstream media is divided up into the right and those that say their in the middle but really sit on the left. The progressives are very good at trying to be everything to everyone so long as you agree with them. If we do see the Murdochs get involved with Tik Tok we are seeing a new era of right wing opinions being pushed across a platform pitched right at the next generation of consumers and voters and that may be catastrophic or it might be good, but what is true is that there is no middle ground in the media.

There's is no doubt that social media changed the way in which we receive information, we have online news outlets, live streamers, you tubers, tik tokers, influencers all offering their opinions on a range of issues. Some of their opinions are absolutely insane and some are unquestionably toxic and dangerous, while others are extremely valid and do indeed help develop real common sense narratives, but there is no media company sitting in the middle. Yes CBS in the US has appointed centrist Bari Weiss as its new editor in chief who claims to be a left leaning centrist but it remains to be seen if she can make a real difference and deliver on genuine centrist commentary.

There is no media outlet dedicated to common sense, there is no media outlet dedicated to having authentic voices real voices, there is no media company offering any type of new accountability to nodding politicians and their minions at insufferable press conferences where the unquestionably lie and pander to minority groups for votes. There is no media company getting real answers to the real questions people want to know. When will my power prices come down? How have we seen inflation go up, put cost of goods up and then as inflation came down how are we still over paying for everything? Yes we want to address climate change but how we as a country with some of the planets most valuable natural resources paying more for energy than a good portion of the countries we sell our own resource to? We want a country and a world that is proud of its heritage, that doesn't tolerate hate, that stands together in the face of evil and defeats it for the betterment of the world not just a select few... why aren't those questions being asked? Unity over division peace over war and love or hate...we aren't selling rainbows and unicorns here what we are selling is an organisation dedicated, to its core to common sense, authenticity and genuine accountability.

People still want news and information but they are sick of getting it from untrusted sources and others that think a nice suit and shiny new teeth are the way to get credibility. This whole Hoodies Media thing is real, it is going to change the world and right now it stands on the cusp of great things but it also needs money and people who believe in it and me.

Email me directly benjaminjlogan@outlook.com and let's talk.

[HTTPS://YOUTU.BE/CEGBXMGB4Z8?SI=KYGRAQCASSEEKFGJ4](https://youtu.be/CEGBXMGB4Z8?si=kygraqcasseekfgj4)



DONALD TRUMP

DIPLOMACY & TRUMP

You know what Albo has going for him when he does finally meet Trump in the White House? He's the best PM we have ever had at nodding and smiling and what better way to deal with the unexpectedness of the US President. One minute you're talking Chinese foreign policy the next you're onto golf, well his golf courses. Insert Albo who will sit and smile asking so what about the subs?

But how does someone like Albo deal with Trump and how does he avoid being ambushed like Zelensky? Well as much as people might disagree it isn't about diplomacy it's about working out however best to play the reality TV show called The Trump Game. Because that's what it is – a game. A loud, unpredictable, neon-lit political circus where the ringmaster doesn't follow the rules, rewrites them mid-performance, and then sells the popcorn at double price. Dealing with Donald Trump on a political level isn't about diplomacy in the traditional sense. It's about survival, strategy, and spectacle. You don't outsmart Trump by playing chess – you outshow him by playing reality TV.

First rule: never let him smell hesitation. Trump feeds on uncertainty like a shark sniffing blood. The second you pause, the second you hedge your answer, he's already dunked you on Truth Social and branded you a loser. So, you've got to stand tall, smile wide, and talk like you've just discovered the cure for boredom. He doesn't respect calm restraint; he respects swagger. The key isn't being louder than him – it's being sharper. You don't punch Trump head-on; you sidestep, smirk, and make him look old-school while you look like the next season's release.

Politically, Trump's like a storm front. He doesn't move in a straight line – he swirls, destroys, rebuilds, he's totally unpredictable and then takes credit for the sunshine. Every leader that's had to deal with him learns fast that policy doesn't mean much when the show's running. You could have a 30-page trade deal, but if he wakes up in a bad mood because someone mocked his tie on Fox, that deal's toast before breakfast. So the trick is: keep it simple, keep it flattering, and keep him feeling like he's winning – even when he's not.

Playing Trump means understanding his love language: ego management. The man runs on applause. So, if you're a foreign leader, don't walk into a meeting with charts and reports. Walk in with compliments and a camera-ready smile. Say things like, "No one negotiates better than you, Mr. President," and then slide your actual agenda across the table while he's basking in the glow. Flattery opens the door; subtlety seals the deal. The danger, of course, is going too far – too much buttering up and you look desperate. But a well-timed "you're a tough negotiator" can move mountains.

But here's where it gets wild: Trump might actually like people who push back – as long as they do it with flair. Think Emmanuel Macron's firm handshake or Scott Morrison's blokey charm. He doesn't want doormats; he wants sparring partners who keep the energy up. The whole thing is theatre, and the audience (aka the public) is watching. If you look scared or boring next to him, you've already lost. So if you're an Aussie PM, you've got to play the part – confident, funny, matey – like you're the only other guy in the room who gets the joke.

Underneath the showmanship, though, Trump is transactional. Everything's a deal. He doesn't see allies or enemies; he sees opportunities. So to deal with him, you have to think in trade-offs. You give him something he can brag about, he gives you something you actually need. It's not diplomacy – it's barter with branding. "You build a golf course, I'll build a naval base." Simple. Forget morality plays or global visions; this is about headlines and handshakes.

Of course, there's always the danger of being sucked into his orbit – the gravitational pull of Trump-world, where chaos is currency and loyalty is temporary. Leaders who get too close end up talking like him, defending him, and eventually being steamrolled when he turns on them. So you've got to play him, not join him. Keep your distance, play your lines, and know when to exit before the music stops.

Because dealing with Trump isn't about beating him – it's about surviving him. It's about knowing when to smile, when to nod, and when to ghost. It's about performing strength while quietly steering the ship behind the curtain. You've got to be part politician, part psychologist, part entertainer.

And if you can't do that? Well, he'll chew you up, post about it on Truth Social, and sell the T-shirts with your dumb as on them! But welcome to the new world of populist politics and here's hoping Albo learns the rules and keeps his opinions about it to himself or suffer the wrath of Trump he will!



GUNS AT HOME

GUNS

You live in the US state of Florida, three masked youth break into your house armed with hand guns. At the moment they burst in the front door of your home you happen to be in the kitchen getting a glass of water. You hear them and get your shot gun from the gun safe in the pantry. You walk through the house and see them as you lift the shot gun one of them turns around to see you and you pull the trigger shooting the first one in the chest and as the second goes to duck for cover you walk towards him and put another shell into his back. Both youths are now dead and to cut a long story short you don't face any charges because you were protecting your family and home. Welcome to the US.

In Florida it is now legal for people to carry concealed weapons on their person without a gun licence, meaning anyone over the age of 21 can purchase a hand gun and carry it as they walk through the streets of Miami. Back here in Australia where gun laws are some of the strictest in the world if you had shot and killed two intruders here chances are you would go to jail but while we are watching the US gun laws get basically weaker what are we doing here?

We don't want gun laws loosened but if we are going to see weak bail laws and if we are going to see home invasions escalate there is going to come a time when people start taking matters into their own hands. When one police officer was asked recently about what someone should do to protect their home and family in the event of a home invasion and the police don't arrive til sometime after the invasion takes place their reply was? Learn self defence. Learn self defence because the police won't be on hand to save you.

We know that our police are under staffed and under the pump but given we don't want people to be playing dirty harry what we need are stronger bail laws and more police! But guess what? The second one costs more money, the very thing the state government don't have, well unless they need another billion or so for a very valid extension for the MCG.

In Carlton the other day we saw an escaped mental patient from the Thomas Embling centre running through the streets of Carlton bashing in car windows with a hammer. Terrified drivers tried to get away from the deranged nut job who was chased down by two passers by who couldn't stand by and watch people attacked. The two men grabbed hold of said mental patient and held him down til police arrived. A couple of things with this, 1. He was on day release when he took off, so maybe we should have a look at who gets out on day release and secondly had it not been for the two passers by who knows what would have happened. A prime example of people taking the law into their own hands.

The big one though of late though was the young fella who was chased down and killed by several machete wielding thugs. He didn't have anyone come to save him but he was yet another victim of violent crime and you have to ask where does it all end for Australians and more specially Victorians? Do we take the advice of place and learn self defence? Do we arm our selves with cricket bats and rolling pins, have the kitchen knife handy or go through the process of having guns in the home? In 2025 I can't actually believe we are asking these questions but they are the sad reality of life in this state and this country today.

What happens next? I don't exactly know but I do know that enough people have been deeply affected or worse and it is time for change before anyone is facing murder charges over killing the people that invaded their home.



GUNS AT HOME

LIVE STREAMERS

Ah the live streamer or the person who stands by as someone gets beaten up on the street as they point their phone at the beating saying..."I'm recording this" or "I'm live streaming this!" Most of them can go back to their mommy's basements and load their videos onto the dark web, but really what they have done is change how we get our information. Ok sorry they didn't change it the tech companies changed it, but these people and media companies throughout the world now do things differently when it comes to delivering content and news.

Remember when overseas correspondents wearing bullet proof jackets and helmets were the only ones who really gave us live news? Live via satellite from Libya we have Angus Wilson...Angus are you ok? Yes Jim we're fine...then boom! A bomb goes off near by and there are panicked shouts saying we are being told we have to move from our place as we are coming under enemy fire! Stay safe Angus! Cut to black. These kind of reports were common place in the 80's and the 90's but as technology advanced things got a whole lot easier.

Today reporters can face time to news rooms from battle fields or from major events with little or no issues and it's the same for bloggers and live streamers. We have more access to information than we have had at any other time in our history, but it's now about who can get the world information that's accurate, unbiased and delivers for wide scale audience.

I've said time and time again that there is this massive hole in the media landscape for a news and information service that base their delivery of content on common sense. One that isn't swayed by big corporate or government interest. When it comes to live crosses and or streaming you will unquestionably have mainstream media newsrooms telling producers on the ground to shoot a certain way. Make sure we get to see the blood and the gore or make sure we don't see the real number of people at the event. It's true the livestreamer to the ten followers they have might give the rawest of content but it's not produced very well and quickly forgotten unless they manage to show who really did what to who.

Despite the fact that the live streamer has given us better access to information and news in general via their somewhat inexperienced eyes it's still the mainstream networks that are producing content people watch and share. Until there is a competent media outlet available that produces live streaming that isn't biased and isn't controlled by major networks we are stuck with the attention seeking nuffties who only do what they do for clicks and followers, actually maybe they aren't too dissimilar to mainstream media after all!

THE LIFE



CATERINA BOR

CATERINA BORSATO

Well, I wanted to start off the month in a positive frame of mind.

Spring is here, we are gearing up for function season, bookings are rolling in and of course, that means that Christmas break is just around the corner.

I know that our very own Ben Logan, founder of Hoodies Media is dedicating some of this issue to mental health & the male hug as a means of raising awareness of depression & suicide.

To a much lesser degree I instead find myself experiencing grief like never before. Not grief from something sinister such as a death or a financial loss but grief from a purely emotional and selfish perspective. My one and only daughter has left home for an indefinite period of time and my emptiness is great. I recall when she first indicated that she was planning to have a New York adventure. To me it seemed improbable as it is just too hard to go and live in America with Trump at the helm of uncertainty. So much so, that Trump has recently added restrictions to the Australia-specific E-3 visa that allows for working rights. As of September 6th, all Australians must now travel back home to be interviewed at the U.S. Consulate to trigger the renewal. This will now be mandatory and must be reactivated every two years on Aussie soil. Why would she leave when she had it so good. Two parents that love her and are at her beck and call and living one courtyard away. I mean I was on tap for weekend dinners, washing, ironing, for any of her gorgeous friends that came by for advice, for a quick chat about nothing, although we love a robust political fight and of course the endless talk of the latest restaurant, cafe and bar offerings.

Our daughter worked in the field of hospitality events (specifically partnerships manager) and of course she drip fed me all the goss on the latest and greatest. We were out eating and drinking and tasting and complaining and we had so much fun. I just never contemplated that the time would come that she wouldn't be there, who, alongside her adorable partner, had both resided only a few meters away. I have had her for twenty-seven years and then suddenly nothing. The grief has overwhelmed me. Her father even suggested that we take up some dance classes together to alleviate my regressive mood. Now that's a first! My partner, a musician, has always had two left feet. Our Bengal cat, Laprada, named after my favourite designer, also appears to be experiencing separation anxiety. In the past, across a courtyard, our Jesse and Allegra had a presence with mood lighting in every inch of the apartment, candles burning, music on, skipping in and out of the garage door down the back lane to meet their friends or racing through our lounge room to caress and talk to the cat. From carefree youths to loving owners, she had the perfect mix of cat life.

My daughter rightfully said ... "hey mamma, your parents didn't stop you when you left home at sixteen & a half". She had rightfully waited an extra decade. Actually, as we reside in the inner north, she had actually moved two blocks away and rented for three months, just so she could say she had lived away from home! She was back soon enough. Isn't rent just a waste but at one stage or another, we have all endured this. I left home without a choice as I lived in regional Victoria and Melbourne University was one hundred and twenty kms away. My parents accepted this easily as I was only a train ride from home, which at the time, still took up to two hours, one way. However, when I went to Italy to study at the University, their response was a different proposition as the

physical distance was great and they knew if I met an Italian man, I would run the risk of never returning home.

I have been thinking about what it is that has affected me the most. One thing for sure is that life is always so much brighter when there are more than two people at the table. Cooking is more adventurous when dealing with young adults. Their palates are more adventurous than ours and our daughter has introduced us to modern Thai, adventurous Indian, Mauritian food and so much more. We actually eat those foods at cafes and restaurants but she actually researches recipes, makes a day of buying produce and then she loved the ritual of cooking, because actually loved the ethos that we so lovingly instilled in her. I admit that running a restaurant does not afford me much time to experiment at home. Technology is another story and understanding what's what. Our daughter is able to do things that I simply cannot. Rest assured that it is rare for me to purchase online unless they are hard to find products. I still love the touch and feel approach, be it clothing, footwear and even manchester. I mean when we talk thread count, the quality still has to be good no matter how high that thread count is. But suddenly, I miss the constant package delivery, which was happening on a weekly basis. The baby boomers were slow off the mark but Generation X, the Millennials, Gen Z, Alpha and soon to be Beta are all prolific online shoppers. What is actually hilarious is that my daughter probably buys better than I ever possibly could, as she searches the net discovering online bargains and flash sales. This is not so easily found on the ground. I want to get better at this and perhaps, rather than relying on quick fingers, in her absence, I will eventually get good at this.

But more than the sum of all of this, I have realized that only children must carry the burden of the overbearing parent. If one has a child late in life (that's us), then the future was always going to play out like this. Its not the letting go but rather the inevitability that time has flown. I must remember this when I get closer to retirement. My other great love is my restaurant where I devote so much time and one day, the same will happen.

Maybe taking up salsa dancing is not so ridiculous. Is it grief or is it a reluctance to accept change. At the moment its feels like grief but I am coming to terms with not being selfish but rather, experiencing Allegra & Jesse's adventures through their early morning face times & chats. I swear, as Allegra described Cameron Diaz as being not so tall and not being mobbed by the public, or the elusive Anna Wintour, I could have leant over & given them my business card, just in case they were to come to Australia and needed some good Italian food, I have just the place!

To borrow a quote by Rumi the great 13th century poet, 'The quieter you become the more you are able to hear'. Apologies to my partner ... I was just listening!

Alla prossima

Caterina xx



HOSPITALITY EMPIRES

HOSPITALITY EMPIRES

In 2025 with all that we are seeing in the hospitality industry you have to ask yourself are we seeing an end to the industry as we know it?

When I went to work for Ronnie Di Stasio and Mallory Wall I worked my arse off to show it to was worthy of the two legends! I knew that if I did a good job I'd be able to call myself one of the hospitality elite, laugh or roll your eyes if you like, but to me it was the best job opportunity I'd ever been given and I wanted to make the most of it. This is the difference to others in the hospitality sector, they think it's just a job, a stepping stone to something else, a waiting room til something better comes along. Yes it's true that the hospitality sector can be a transient industry but to a lot of people it is their lives.

The emergence of the mega venues isn't really about hospitality for all, it's about hospitality for a select few and it's about money via assets with the assets invariably being property. It's kind of like the McDonald's approach, they weren't in the food business they were in the property business and while their margins and costs are decent their primary focus was real estate.

So what do the mega venues mean to grass roots hospitality? Well it means in ten years a good portion of the ones in the CBD are gone, yes some will thrive outside the CBD, but we run the very real risk of losing the soul of hospitality. These mega venues paid for with daddy's money and via other questionable means are doing what ever they want because they can in most cases make any issues that may arise go away because money isn't an issue. While it is of paramount importance in the modern hospitality industry that all employees are treated with respect and fairness there are those that just make things go away via big bank accounts.

The smaller independent venues are the ones that are the real soul of the industry, yes we do need the big players, but its the smaller venues that are under massive pressure with cost. it's all well and good for the big players to pass on higher costs to their thousands of patrons but if you're a smaller venue and you stick up your prices by 10% you will lose your customer base.

The hospitality industry is a strange place really when you look at it. Restaurant owners are welcomed with open arms at various events, lorded even for their trendy venues and dazzling cliental but should any of them step outside the line or even come under a cloud of impropriety then it's all over! Yes if guilty hang draw and quarter the, but there are many who are subjected to Firework enquiries when they did nothing other than miss a lunch break payment or dare pay cash to someone on a student visa.

There is a lot of ego in hospitality mind you and I don't have any sympathy for those that do indeed screw people over or fund their stupidly over the top venues with less than legal means they deserve all they get, but it's the real people of hospitality that are suffering and that we could wave goodbye if we're not very careful.

So what's the answer? Well government support for small business would be a good start. Labor seems to have money to burn so why cant there be opportunities for small business to pay less on payroll tax? Or for their to be some type of reward scheme for venues that if they use local produce they get a government rebate? For owners of buildings with hospitality venues in them less land tax? There are countless ways the state and federal governments can support the hospitality industry and give it back some life!

For the big players and the mega venues nothing will get in their way and to some degree nothing should because they are big employers but it's the independent venues that need help and need it fast or we will lose the soul of the hospitality industry once and for all.



MID LIFE CRISIS MOTOR BIKES

MID LIFE CRISIS

Ok so look I'm 53. I have never and cannot in anyway shape or form ride a motor bike, but I want one. I even saw an L plater on a motor bike go round a simple round about in slightly wet conditions only to drop the bike and end up on his arse. Thankfully he didn't hurt himself or the bike, but he still fell off and I still want one.

I don't have the bank account to go after a red convertible, but I'd probably have one of those if I did, but maybe in black and it begs the question why do men go through a mid life crisis? I mean look at me. I'm a middle aged fat guy with bad knees and hair I couldn't care less about, but despite being totally unable to ride a motor bike and risk disability or death I'd have one tomorrow! Why is it so?

The idea of a mid life crisis in men was first discussed by a Canadian psychoanalyst, Elliott Jaques, who wrote a paper called 'Death and the midlife crisis' In that paper he basically said around the age of 40 to 50 men become aware of their own mortality, ie they realise they're going to die. Sadly that's true for all of us and we just get on with things for the most part, but us dudes can get to 50 or so and think oh shit there's quite a bit I haven't done yet and oh fuck I used to be cool and shit I better get a motor bike to feel young again! I don't actually want to be young I'd just like to ride a motor bike, but the point remains if we do get to 50 or so and have regret why?

We tell our kids to be who they want to be, that they can do anything and that if you dream big enough you can do anything, which is all well and good, but can they? Did we? The number of people I used to know who are now living a life different to what they thought it may have been is fascinating. Did they settle? Did they say it was all too hard?

Give up on dreams? Who knows but what while we do encourage our kids to be who they want to be is a mid life crisis such a bad thing? I don't think so, well I don't think 50 plus year old men should be running off with women half their age, that doesn't often end well but I think if you want to own a motor bike, drive a convertible and relive some of your youth while maintaining control and your sanity go for it.

We talk so often about mental health and I think one of the big issues for men over 50 is in some cases this unresolved trauma stuff. Men have lived with a crushing event for so long in their lives it has taken away part of their lives and changed them, but if they do face their past and come to terms with it why shouldn't they start again and be seen to be having the mid life crisis? For them and for a lot of men in their 50's its not actually a crisis it's actually a celebration of life. The kids are grown up, life has been decent you're thinking about the next chapter so why not buy a mustang and head off into the sunset?

For men that have worked most of their lives and have the where with all fuck it get the Porsche and enjoy! For those coming to terms with the past to them as well enjoy! But for the men who lost track of who they were and who are trying to cling onto a past best forgotten to them I say hold on brother and find a better way for yourself and those around you. The men who are out on a mid life crisis getting pissed up, chucking away whats left of their lives on shallow crap and equally shallow people they're the ones that need a bit of guidance away from the red convertible and Mustang.

It's never too late to start again, to find who you are, who you were meant to be because as far as we know we only get one shot in life and we need to make the most of even if it means going off to buy a motor bike!



45 PLUS IN HOSPITALITY

45 PLUS IN HOSPO

I remember helping run Di Stasio Citta in mid 2019 and thinking I was at the top of my game when it came to working in hospitality. It was one of those places where you needed to think quick, make fast decisions, be able to read dockets, throw orders at people and treat every service as if it was the Grand Final. Jump forward six years to where I'm 53, have the whole dad bod going, wear glasses most of the time to read and am not anywhere near as fit as I used to be there is no way on god's earth I could work at Citta or any other busy venue today and think I'd be able to work the way I did back then today.

So what does it mean to be 50 plus and still be on the tools so to speak in hospitality. From a chef perspective you're in the same boat as me. You have to wear glasses all the time to read dockets, you can't process information as fast as you did ten years ago, you fumble things on the pass, lose concentration every so often and can't keep up with younger members of the team. All of this means that if you are over 50 in the hospitality industry unless you've moved into a senior role where you don't have to cook as much or at all you are going to struggle to hold down a job.

Wearing my Staff Finder hat in the last few months I have seen a trend start to emerge where more and more chefs over the age of 50 are looking for jobs, any job. I will get a CV from a chef in their 50's who has 30 plus years experience looking for Chef de Partie role on \$77,000 because they can't get anything else. The sad thing about this situation is that there isn't much that the industry as a whole is doing about it. The media jump straight on any kid with an instagram account claiming wage theft but what about the crisis that's unfolding in the industry where people 50 plus are being left behind?

So given we know governments are fucking useless and the media will only get involved when there are clicks, likes and followers on offer it's an issue the industry itself needs to address. We know the industry has changed and that you can't ask staff to work 10 hours straight on a single day anymore, we can't have people work 60 hour weeks and we can't have people work 7 days straight. Given there is a whole generation of hospitality transient workers who couldn't work in an iron lung why not bring back some of these older chefs and managers to be part of the venues again?

We have an ageing demographic willing to work and given a greta portion of them have decades of experience they know the world isn't easy so why not stick them in as a CDP? Too many venues are still wanting the unicorn staff members. They have to be young, non Indian (sorry but it's true some employers say it, which we reject but still...) have to have worked in hatted restaurants and have to have a passion for cooking. Now if you are a venue and that's what you're waiting for to walk into your venue you are delusional, but! If the dream ticket is someone with experience, someone who understands the industry, someone that can cook and has a passion for it then why not try the 50 place chef or manager. No you're not putting them in to run the show on a Saturday night but they could cover Monday through Wednesday with no issues.

There's no doubt the good staff are spread very thinly across the industry nowadays but we have people on hand looking for work with decades of experience and it's about time we used them and looked after them rather than casting them aside.



GLENN FLOOD

GLENN FLOOD

When you talk to author, chef and TV producer, Glenn Flood about cooking and the hospitality industry at large you know you're talking to someone that has a genuine love and passion for the industry. It is very easy to be in the hospitality industry and be miserable, everyone is against you, management doesn't know what it's doing, wait staff are muppets, you're over worked underpaid and you hate every thing about it, but that's where someone like Flood comes in because as he says if you are miserable go and do something about it, make changes and do you.

With more than 30 years experience in the hospitality sector Glenn Flood who was one of the original producers on Masterchef Australia has taken his passion, his knowledge and his love of the industry and written a book called 'the Secret sauce'. The book is according to Glenn pitched at the Sous Chef who is wanting to take the next steps in their career, but it's really a highly valuable resource for the entire hospitality industry. It is an easy book to read because of the way its set out with each chapter summarised for the reader and then tasks given to help people remember what they need to.

The book I think will become one of those go to pieces of literature for the wider hospitality industry that gives it to them straight. You have to understand costs, you have to know how negotiate with suppliers, how to run all facets of your business, you have to inspire your teams, you have teach train and nurture and you have to invest time and money into your people. People are the key to any hospitality business and you're much better off training up your Sous Chef or CDP to be the rockstar you need rather than trying to go to market to find what doesn't really exist anymore.

Glenn is without doubt a busy man and spreads himself where he can across his consulting, his writing and his media commitments but what the hospitality industry needs is more people like him. More people that are prepared to put themselves out there and say hey I can help train your staff, teach you how to run your business and to help the whole industry not just survive but thrive once again. This is where Flood's book is such a valuable asset it does a lot of the work for employers and head chefs et al it shows how to get the best out of they people and to build a great business.

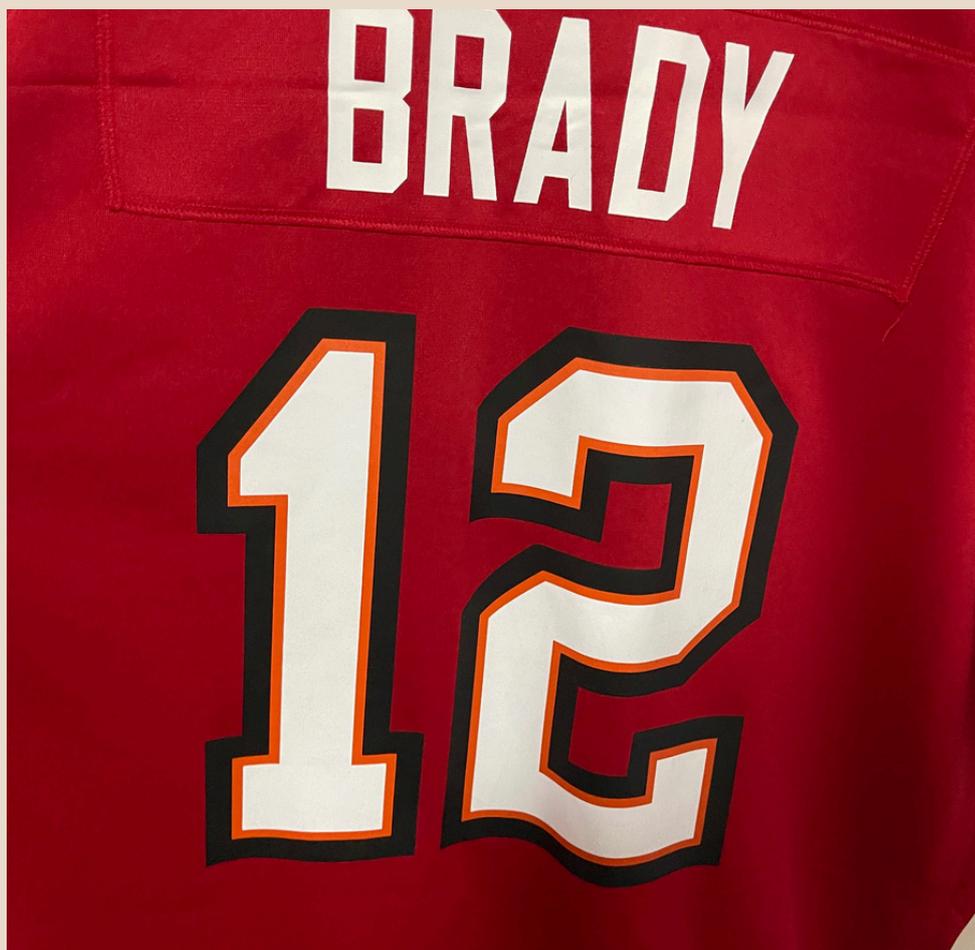
When we talked to Glenn on the Hoodies Magazine Podcast, which will be released on Monday 13th of October we discussed a range of issues but a key one was what does the future look like for the industry. Glenn is under no illusions times are tough but the point he made was that the hospitality industry has always found a way to survive and get back to what it's good at and he's right. The strong and smart survive and those that have been over leveraged with debt, risk or anything else sadly fall by the weigh side, but regardless Glenn isn't pessimistic about the future rather he's massively positive. He believes we have a chance to reassess the industry make the necessary changes and move forward inspiring staff to come on the journey.

The hospitality industry has changed massively in the last six years and while Covid had a devastating effect on the industry it has forced it to reset. We need leaders in the hospitality industry, people who set the new tone for it, who wear their Hearst on their sleeves and say this is the new world, this is the new way forward follow me and I'll help you get there and that's the best way I can summarise Glenn and his book. He is a leader for a new era in hospitality and he is unquestionably showing the industry the right way forward.

Go buy his book, read it, learn from it and share what's in it with your teams and people you know because it is a hugely valuable resource and one that is much needed throughout modern hospitality.

www.glennflood.com

THE INSPIRATION



TOM BRADY 12

LISTEN TO TOM

Being the NFL fan I am I'm a great admirer of the legendary Tom Brady. Brady is the greatest QB ever to play the game of American football and in his post playing career is applying his incredible intellect and drive to all manner of interests, business opportunities, broadcasting and is now a part owner of the Las Vegas Raiders.

New England patriot fans will remember the Falcons Patriots Super Bowl and Tampa bay fans will never forget in the era of Covid Brady delivered them a Super Bowl. The man was and still is a football genius. The way in which he played the game was a never say die attitude, he worked harder than anyone, he studied longer than anyone and never forgot that everything he had achieved took hard work and determination to get. From his playing life there aren't many that criticise him and while he is indeed taking a little bit of heat around his role at the Raiders wouldn't you want Tom brad on the head set offering advice? Now of course Brady has a multi year multi million dollar deal with Fox to broadcast games and he needs to walk the line of broadcaster and part owner but I say let Tom have his say!

A recent Amazon documentary called 'Built in Birmingham: Brady & the Blues' tracks Brady's involvement in becoming a part owner in the the Birmingham City Football Club in the UK. A key moment in the first episode was Brady meeting the then Manager former England and Manchester United player Wayne Rooney. Rooney who like Brady achieved great thing in his playing career was not long for the managerial role after his brief encounter with the GOAt who had him sacked pretty quickly because according to Tom, "I think we have a problem with the manager" In interviews after the documentary had been aired Rooney defended himself and accused Brady of not really knowing football, which may have been tru, but the man knows winning and thats what Birmingham did once Wayne had been shown the door.

The 'Built in Birmingham' documentary is a bit different to the Wrexham one funded by Ryan Reynolds. There's an entertainment aspect to the Wrexham doco and the whole concept of a better Wrexham FC will benefit the community. While that's still a part of the Brady version there's more sense of ruthless ambition in Birmingham and really it's that ruthless intent that made TB12 the legend he is.

The NFL and Tom Brady have had an interposing relationship especially during the deflategate saga so Tom will need to walk a narrow line between broadcaster and owner but he has so much to offer the game and the world at large in his post game career you hope the lines don't become too blurred.

It does beg the question though, do we pay enough attention to the sportspeople and people in general of the past who have inspired, entertained and given us joy? We live in a world of instant gratification and in some ways lost the idea that good things and rewards take massive sacrifice and work and it's people like Brady that remind us we should never lose sight of taking inspiration from the past and the people that made it.



JAMES ELLIOTT

JAMES ELLIOTT

(dis)Connected: Trauma Is Not Destiny –

Professor James Elliott's compelling memoir, (dis)connected: Trauma Is Not Destiny, offers a raw and deeply personal exploration of overcoming the devastating lifelong effects of childhood trauma, affirming that healing and recovery are possible. This story is dedicated to supporting and inspiring readers, particularly men who, like Elliott, knew they needed to "figure some shit out but had no clue where or how to start".

The Illusion of Achievement

The book presents a stark contrast between Elliott's outwardly accomplished life and his profound internal suffering. Professionally, Elliott built an extensive background in global healthcare, serving as a clinician, research academic, director, and leader with affiliations including NASA and Northwestern University. Academically, he co-founded the innovative MuscleMap Project, which uses AI and imaging technology to quantify muscle composition, leading to an appointment on NASA's Astronaut Spine Working Group. Athletically, he was an All-American catcher in collegiate baseball, set a career home run record, was drafted by and played for the San Diego Padres Baseball Club, and was later inducted into the University of Denver Athletic Hall of Fame.

Yet, this extensive list of external achievements, which he held up as a shield, hid a "chasm of doubt, depression and down-right despair". Elliott describes this constant pursuit of success as a coping mechanism for his childhood trauma, driven by a determined inner voice to "WIN, WIN, WIN at all times," ultimately resulting in an "exhausting journey of ongoing self-doubt" and a strong belief he was never good enough. He spent nearly four decades feeling disconnected, burdened by shame, suicidal thoughts, and isolation.

The Weight of Silence

Elliott reveals he is among the one in six (more likely 4, with latest stats pointing to a much more grim reality) men who are survivors of childhood sexual abuse (CSA). He delves into the corrosive, complex impacts of CSA, noting that this betrayal of trust left him deeply traumatised, influencing his behaviour and ability to form genuine connections throughout his adult life. The book explores the monumental barriers to disclosure, such as the fear of judgment, being seen as "less of a man," and the internalised shame that forces victims to lie and say they are fine. His need to avoid vulnerability profoundly impacted his marriage and family, leading to emotional absence and separation.

The book is structured in three parts: Part 1 introduces the supportive spirit of Aloha from Hawai'i, symbolising resilience and connection, which captured him as a young boy and provided a constant source of life and kindness. Part 2 details his "deathly relationship" with isolating himself in achievement, driven by grief and shame.

Finding Forgiveness and Connection

The path to healing, detailed in Part 3, involved intensively exploring therapy, journaling, and forgiveness. Elliott recounts a pivotal moment with his psychologist, Anna-Marie, who confronted him with his list of accomplishments, asking if he was finally ready to "get to work". This moment created a safe vulnerability that "broke" him, leading to the crucial realisation that not "one achievement, not one certificate, or congratulations" had made him happy or healed the pain, beyond the instant gratification.

Elliott's journey underscores the essentiality of breaking the cycle of intergenerational trauma. He shares insights into accessing critical resources, such as Lifeline and the Survivors & Mates Support Network (SAMSN). His recovery journey led to him being appointed a Non-Executive Director for SAMSN in 2024, providing strategic guidance and leveraging his own lived experience to help restore safety, self-belief, and joy to others.

Ultimately, (dis)Connected is a testament to embracing the present moment, self-acceptance, and the power of disclosure. Elliott transitioned from "paying rent in a shitty little place on the corner of despair" to "living large on the corners of vulnerability, control, and trust," proving that trauma is not destiny and that a purposeful life is achievable.

He hopes his story serves as a roadmap for others seeking available support systems.

Professor James M Elliott PT, PhD, FAPTA (He/Him/His)

Academic Director The Kolling Institute and Academic Director Allied Health and Public Health

Northern Sydney (Arabanoo) Precinct | Sydney School of Health Sciences | Faculty of Medicine and Health

LADIES & GENTS, THIS OCTOBER
'WE'RE PASSING THE MIC'



COMING SOON!



#TALKTOBER™

PASS THE MIC - THE MALE HUG

PASS THE MIC

This year as part of Talktober for the Male Hug, this brilliant men's mental health charity, is running a campaign called, 'Pass the mic'

Pass the Mic is all about getting more and more men talking to one another and getting them to call out their friends, family or work colleagues to talk to one another. Here's how it works.

You go to the talktober website www.talktober.com.au and register that's step one. From there you head to your social media platform, instagram, tik tok or Facebook and post a short video of yourself talking about why mental health for men is so important. You might have a lived experience around your own mental health or you simply want to encourage men to talk. So you record and post your video with the tags line of, "...and I'm passing the mic to my friend Joe" You then tag Joe in your post so he sees it and then it's over to him to do a video and repeat the process.

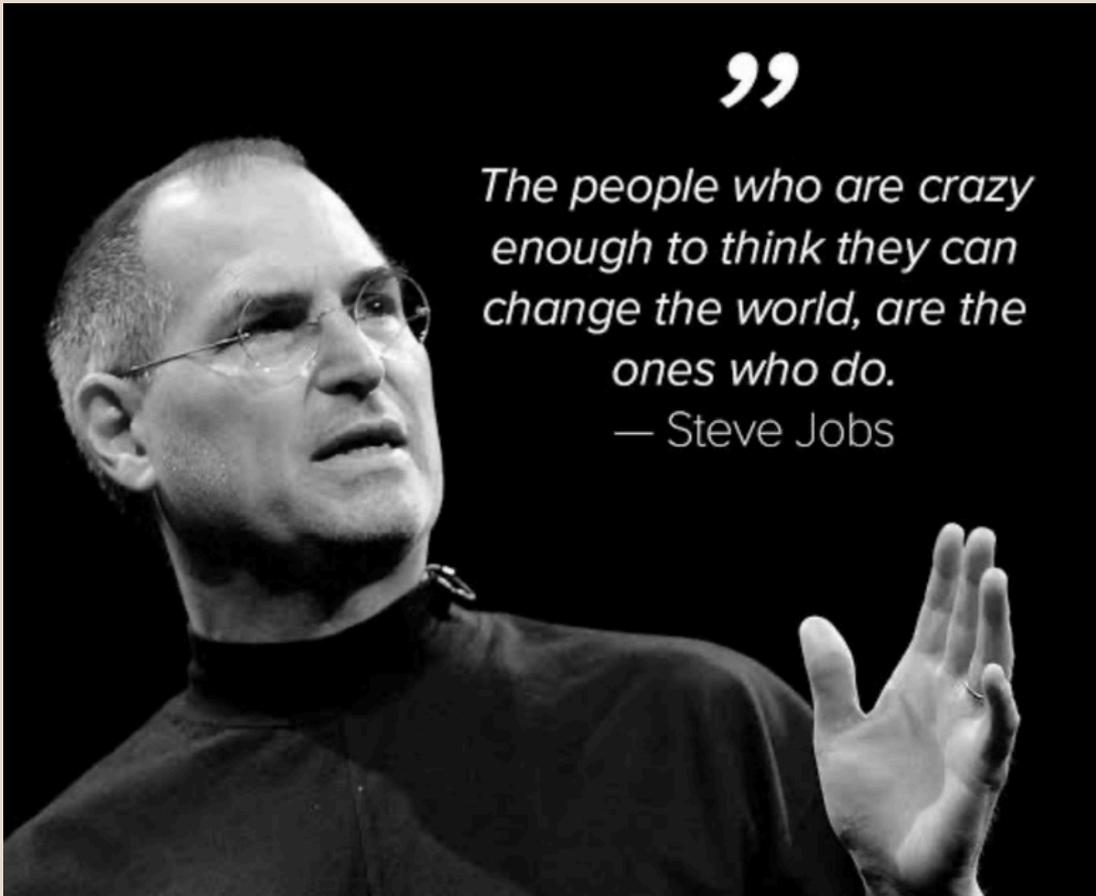
The aim of talktober is to not only get men talking but to also to raise much needed funds for the Male Hug to develop their Buddy help line, to stage events and to develop their corporate training programmes. This talktober the plan is to raise \$200,000 so every dollar counts, every registration counts and every conversation counts.

Please head to talktober.com.au to register and please get behind this fanatic organisation that gets no government funding and is making a difference in the lives of men throughout the country.

”

*The people who are crazy
enough to think they can
change the world, are the
ones who do.*

— Steve Jobs



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That's it for Issue 26! Thank you so much for reading and being part of the Hoodies media world. We genuinely appreciate people sharing our content and following us across our socials.

So thanks again and until next time take care.

Cheers

Ben