

April 19th 2026

SUNDAY HOODIES

JUST ANOTHER ACT OF
VIOLENCE ON THE STREETS
OF MELBOURNE





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EDITORIAL

At approximately 5pm last night a small hatchback car mounted the curb outside the Showgrounds aimed directly at pedestrians. That car hit several people killing one, seriously injuring another and leaving numerous others bruised and battered. The initial statement from Victoria Police is that they have a 33 year old man in custody and he is known to Police.

The nationality of the alleged suspect has not been released but what is clear is that a car has been again used as a weapon and given that the man is known to police, why exactly has he done previously to attract the attention of police? We have got serious issues in Victoria with law and order and if this person does turn out to be from a migrant background look out for civil unrest, but regardless of ethnicity can anyone else smell a mental health crisis excuse brewing? What has become of our once great city?! But hey we've got free public transport for another month, that's a good diversion tactic and should solve everything.

First it's open, then it's closed and then protected by a coalition of countries trying to keep the Strait of Hormuz open, but what is becoming clear is that the world has had enough of the Iran US conflict. What exactly was the end game here for Trump? Oil company profits? Changing the ways in which the US deals with the world? US self interest? Trumps self interest? What ever it is the world's had enough. What is clear though is that it won't be the US that's responsible for keeping the Strait of Hormuz open, which to be fair was what Trump said he wanted. Regardless of whether Trump or smart or not we're pretty over the Don!

One Nation leader Pauline Hanson has been on the Mornington Peninsula to campaign for her party at the upcoming Nepean by election. The crowd that came to see Pauline was quite pro One Nation but the political crusader did get ripped by a number of locals who weren't all that happy to see her. Hanson did say to the media that while she hasn't yet spoken to Liberal party leader, Jess Wilson she is unquestionably up for a chat, to talk about the future and getting rid of Labor. Will Hanson and Wilson meet? It's unlikely but gees the libs need Pauline more than she needs them at the moment!

Speaking of Please Explain, the AFL want an explanation from Carlton to understand why Elijah Hollands was on the ground at all during Thursday night's game against Collingwood. Hollands looked out of it and given he had one possession to three quarter time the AFL want to know what's going on with the player. Carlton coach Micheal Voss was seen next to Hollands at three quarter time but while he didn't play again after the last break the AFL are concerned for the player and the support around him. The real question is do clubs take mental health seriously enough? Yes mental health issues can be brought on via all kinds of events and happenings but to see a player as out of it as Hollands was it's time the entire competition to mental health seriously.

We should clarify that mental health issues are not the ones that you get when you broke a pencil nor are they the ones that happen when you miss a train and you inform you're employer you need a mental health day, no! These are instances where people become mentally ill, where they are confused, where they can't accept reality and when they don't know where they are. It never ceases to amaze me that some sporting clubs think they're much better than they are but then throw their players to the wolves...here's hoping Hollands gets the support he needs.

Gout Gout won his under 20 100 meter national title yesterday. The boy from Queensland got out very slow from his blocks but by 40 meter mark he was back in the race and moving through the field. He got to the lead and switched off at 80 meters to cruise to the line in 10.21. As he crossed the line he looked exactly like the Aus showboating sprinter...it wasn't pretty! So while Gout has won the under 20 100m he's now got to beat the best of the world at his age group at the junior world championships! Gout is the best sprinter we've ever had and he will be Olympic champion if he knocks off the show boating but it's a long road and we hope he sticks with it!

And finally Coachella 2027 we're going! And we're going as Hoodies Media! Despite my long time misgivings of the festival this year has been epic! So epic that Madonna has been on stage with Sabrina Carpenter! Look out Coachella! Hoodies Media is coming in 2027!

CUSTOMER SERVICE

In recent weeks we've heard that David Jones could be in trouble. They're not unlike a number of other retailers struggling under the weight of online shopping and changed habits of customers, but not all of the retail sectors failings can be blamed on the economy and changing habits. Another key reason retailers are failing is that customer service is barely a thing for a good portion of retailers. Profits ahead of having staff on shop floors or having staff with zero interest sees retailers missing out on actual customer engagement and revenue.

When I was 19 I went to work in a very cool Italian bar just outside of the Melbourne CBD. It was very busy and full of very cool people including most of the staff, that didn't really include me, but I tried my best. One of the senior waiters that worked there, who to this day is still one of the best waiters I've ever worked with wore a Breitling Chronograph that was given to him by his father when he left Hungary for Australia. He wore it all the time and he said to me I should get one as well. At the time not knowing really what it was I went looking for one and found one! But even in 1991 they were hellishly expensive and needless to say as a struggling opera singer working in a bar didn't buy one.

I should say at this point this is not a paid promotion of Breitling, far from it, but I do need to tell this story which is all about the brand in relation to customer service.

Since 1991 I have been a Breitling fan, I nearly bought a second hand Navitimer five years or so ago but even then couldn't bring myself to hand over the money that I knew I could use elsewhere. So I have watched the development of the brand, seen the evolution of the watch, seen what former IWC CEO Georges Kern has done since taking over in 2017 and seen it go from solely an aviation brand to a global leader in the watch market.

There is a Breitling shop in Collins Street in Melbourne nowadays and as my daughter and I walked past it the other day we of course stopped to look at the new ranges. Standing at the window of the shop we heard the door open and a man saying we could come in to have a look. Not in any real hurry we accepted. The shop is of course very appealing to a Breitling fan such as myself and when asked if there was a specific style of watch I liked I of course said the Navitimer. Within a few seconds of me admitting my love of the Navitimer the salesman, Robert had a gold version on my wrist. It wasn't pushy salesman stuff, it felt to me like a shared experience of watches that we both liked. He even suggested one for my daughter who of course wanted the pink one, worn by Charlize Theron.

Now as many people know I look like a homeless person, yes we were having a day in town for school holidays and so I made a bit of an effort, but still not fitting in with the Collins Street crowd. There is always something to be said for not judging a book by its cover and Robert did exactly that with me, but I felt I could've pulled up in a Bugatti and he would've been the same. Needless to say I didn't buy the gold Breitling and made it clear it was aspirational to own one rather than I'll be here tomorrow to pick it up, but he was there saying no problem.

Having felt we'd taken up too much of Robert's time and with an 11 old wanting the pink one it was time to go, but not before we were given the latest hard back history book of Breitling in a branded bag. It was without question one of the nicest retail experiences I'd ever had in my life, so when I can afford to buy one I'll never go anywhere else to get the watch I've wanted for so long. That's the whole point of retail sales! You might not get the sale there and then but if you deliver on the experience from the first point of connection then you're more likely to see that person again.

Collins Street is full of branded boutique's all with suited people holding iPads or standing guard at doors you feel you can never go through. Yes ok these are luxury brands that don't really care about small fry customers, they want the exclusivity, but it's not just luxury brands making you feel inadequate. Retail stores are dead because people have terrible experiences. Staff are disinterested, have zero interest in selling anyone anything and would often play on their phones rather than engage with customers.

Buying a cheap fridge at Harvey Norman recently they were the same as Brietling, engaged, knowledgeable and keen to sell us a fridge! The result? We will never go anywhere else again to buy electrical goods!

Yes, retail is hard and yes it's changed but like hospitality retail is about delivering an experience and a service customers want to come back time and time again for! That's called good business and both Brietling and Harvey Norman could teach some retailers what good customer service is all about...and my thanks again to Robert, I'll be back!



DID THE SMART PHONE RUIN OUR LIVES?

I'm from that generation where we didn't have smart phones or computers. When I was a kid we had a TV you had to stand up to change the channel on. We had phones you had to dial numbers on, we had to hand write letters to people and if we made plans we'd have to be there on time because we didn't have a phone to text or call on to say we were running late.

The mobile phone has changed our lives. It's a phone, it enables texting, emails, messaging and even TV, all in the palm of our hand. When Steve Jobs announced the arrival of the iPhone I can't believe that he imagined it would have the positive and negative impacts it has had on our lives.

Jobs was of course a genius and maybe he did see a future of social media apps that enabled better communications and access to masses of information but if he'd known how much the smart phone was to be abused would he have done something different? The smart phone is genius, like Jobs, it gives us the entire world in our hands, but it also gives us access to things we simply don't need to have access to, especially things kids don't need.

While the internet has also enabled great things with a smart phone it's the doomscrolling that in the last few years that has become a massive issue plus its online bullying, it's enables a realm of misinformation and hate, things Jobs was simply not about. Jobs wanted the smart phone to change communication and he did that but it was the rest of the world that then turned it into a weapon against humanity.

Now that does sound a little over the top, but let's face facts here nearly every teenager on the planet has a smart phone. They have social media accounts and post in a lot of cases wildly inappropriate content, hate, sexism and violence and none of it is good.

On the contrary to all that's bad with smart phones they do keep us connected, they do make it easier to look back at photos, send emails, texts or messages and they make international communications easier than at any other time in human history, so they can be incredible but right now it's all gone too far. People are slowly becoming less interested in their smart phones and buying old school phones that can't do 95% of what a new one can.

So has the smart phone ruined our lives? Yes and no, yes we are all so much more distracted and unconnected and no because we have been given an opportunity to stay connected wherever we are in the world.

Jobs was a genius and right now we need someone like him to sift through the madness and bring back some much needed clarity, but I think it's now just up to us how best to navigate a world lived on a so called smart phone.

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CULTURE

Music as a unifying force

At the start of Coachella I was all pfft as if I'd seen dead there! What a bunch of wankers! Now while some of the wankers may remain I'm thinking right now we're going to Coachella in 2027! Not because of the wank factor but because the music this year has been extraordinary and the experience of live music on such a scale shouldn't be missed!

Moby and Jacob Lusk was astounding but then Sabrina Carpenter brings in Madonna? These two plus the countless other artists have all showed that no matter what's happening in the world music is an all unifying force!

Music is so many different things to people. If you watch Rocky you'll be air punching and feeling a million dollars. Listen to the music from Schindler's List and you'll be crying for days. In Puccini's Madam Butterfly you know how devastated Butterfly is about Pinkerton not coming back to see her for so long and then for it to end so badly. We know when Darth Vader is about to enter and we know what memories music of the past can conjure up for us...music makes us feel everything.

While we all have our individual musical memories and favourites shared musical experiences are something to cherish. Festivals, concerts, live gigs anything in person rather than online is the way a good portion of music needs to be enjoyed. The band in a pub, the DJ in a club, the rock band in a stadium or a solo performer in a small room...all of it appealing to different people of different tastes and passions. Music is the great leveller of all sorts of issues and we can only hope that music gets the opportunity to see us through the hard times we are all having to deal with.

See you in 2027 Coachella!

SOUL

Mindset

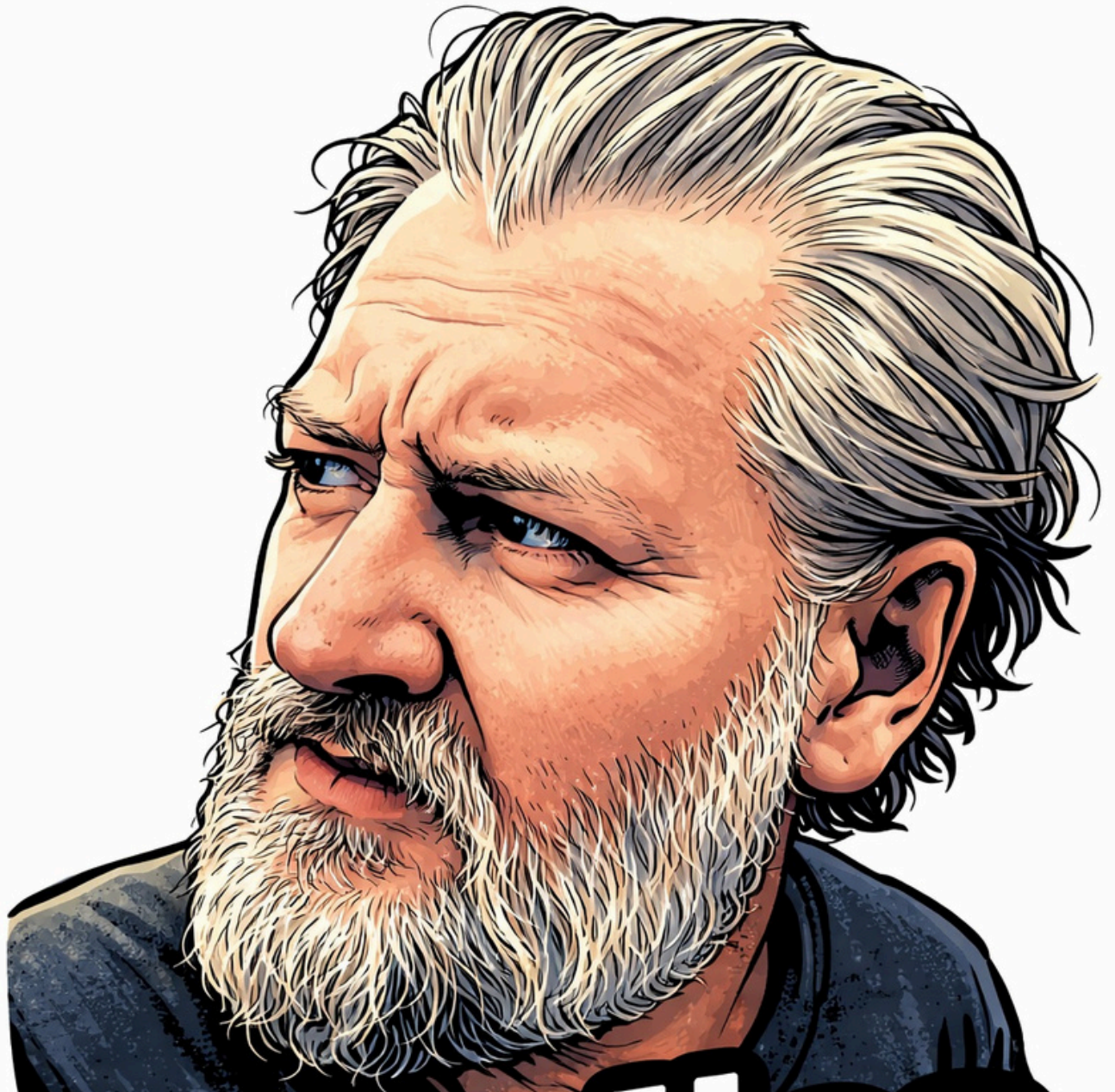
How many times have we heard the line, success is a mind set? That the power of the mind is what sets those who succeed apart from those that fail? Well no matter what anyone thinks about the idea of mindset it's true because without the right mind set you're never going to get to where you want to go.

Mindset is made up of so many different things it's not just about a couple of hell yeahs we've got this, it's about goal setting, planning, execution and delivery. It's about thinking like you are the person you want to be and then actually being that person. If you want to be an entrepreneur then start acting like one, a race car driver, live like one, you want to train horses go live it. Don't misunderstand me here, acting like the person you want to be isn't about an aspirational life style, rather its about doing all the hard things that go with what it is you want to do.

You want to be a horse trainer, go work at the local horse stables, clean up horse shit, watch what trainers do, ask questions, read, learn and immerse yourself in the world. You want to be an entrepreneur? Read, listen, write, talk to people that have done it, lived it and are passionate about it. It's all well and good for the great Tom Brady to say let's fucking go, but the work he put in to getting to that point before games was barely comprehensible to the average person.

Success is a mind set and it starts from what time you set the alarm for, it's what you do when your feet hit the floor in the morning, it's what you eat, how you talk to people, what your daily goals are and what your longer term plan is to make what you want a reality. Without a plan you don't have success and without the right mindset you will struggle to get out of bed in the morning.

Get your head in the game, start with what it is you want to do, who you want to be and tune your head into it...do it now because having the right mindset is realising that it's you that affects the outcomes not anyone else, it's all up to you. Let's fucking go!



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