

THE

NEST



ISSUE #003 / JULY 2013

MAGAZINE

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POOR PUPPY DOG

Love the magazine and love the pet section. However I saw the most stupid thing in Erskineville the other day, which I think all dog owners need to read this and take note. If you're taking your dog for a walk to the shops, café, bar or post office, don't think that by tying your loved one to a café breeze way, [you know the barriers that separate the customers from the next door café, the ones with coffee brand on it], is going to stop your dog from running away. This poor dog, got scared as its owner went into the post office, then it realized it had this big black monster (barrier) chasing it, little did it know that it was actually pulling it. With every step it was more scared and then quickly ran out onto the middle of the road and luckily the traffic stopped after everyone was screaming, otherwise it could've been the most upsetting scene for the owner, the driver and anyone witnessing it! So lesson here for all dog owners – tie them up to something like a tree, a bike post, a lamp post or to someone's leg!

- David from Alexandria

SLIGHTLY HORRIFIED

Hey, love the new read in my box. It's different from every other bit of junk that gets delivered. Just wanted to touch base on your article 'remember when' in the June issue. I know all those years ago, we use to do things a little bit different, but since when did anyone throw a cat

into an incinerator and get away with it? I think that maybe that was a little bit over the top and I am now a little bit worried as sometimes my cat goes missing for a few hours, sometimes days, and now when I see the old man down the corner doing some burning, should I get worried? I love the article besides that as it really takes me back to the good 'ol days.

- Sarah from Balmain

GO GO GADGET GIRL

I just wanted to write let you all know that I love the mag and all its articles. The one that stands out for me is the gadgets section by Frederique Bros. I think the idea is really good and I've already gone out and picked up the waterproof camera case. Its great and even though its social medias turn next month I'm looking forward to seeing what other quirky gadgets she has in store in the future and of course anything else she comes up with for the not so technically minded people like us. Keep up the good work Frederique.

- Mel from Camperdown

CHEERS YOUNG HENRY

First of all, I just love the magazine and look forward to receiving it every month now. After reading your article "Young Henry's" I was intrigued to take a visit and discover what all the fuss was about. So we thought we'd stop by on my day off. As the article read, a welcoming environment was what I received.

I was able to pop a seat on the stool, kick up the feet and catch up with my girl. The cider was fresh and left me wanting another, which I got. Its great that there are still these places to discover in my area, I would recommend it for any local.

- Nikki From Newtown

FORMALITIES

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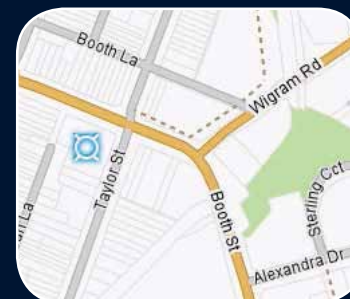


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editor's NOTE

WELCOME TO THE JULY EDITION OF THE NEST THE MONTHLY MAGAZINE FOR EVERYONE IN SYDNEY'S INNER WEST.

And so another month has past and there's one thing we've all noticed as we've been running around compiling The Nest is that winter has hit with a bang. So as we are all staying in with the heaters on a little bit more than usual and sifting through the channels to see that reality TV season is here, why not

put the kettle on and pick up The Nest and enjoy what great things the Inner West and your local community can offer you in July.

This month we meet Aaron Glenane, an up and coming actor and all round good guy who is heading for the big time with his new movie 'Drift'. The 'what's on' guide is here and as usual we would always love to hear from you on any events you may have that may not come across our desk otherwise.

The big Scooteria Sym Classic 125 giveaway ends this month so please get your entries in and you could be scooting your way into August.

The July edition is bursting at the seams with new locals to meet, lots of new articles and some sections that have already become local favs. Our section for our four legged friends is continuing and to all pet owners out there we would love to hear some of your feedback or stories you have with your cherished companions.

By now I guess the uggs are on, the kettle is boiled and the heater is turned up to cozy so enjoy the read and have a great month of July.

- Lachlan, Naomi and Scott

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[PICTURE / ANDREW BOBADILLA]



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marketing your business LOCALLY

[WORDS & PICTURES / MICHAEL GRIFFITHS]

NO MATTER WHAT YOUR BUSINESS IS - IF YOU DON'T HAVE A SUCCESSFUL LOCAL MARKETING STRATEGY THEN YOU WILL FIND IT HARD TO KEEP THOSE DOORS OPEN.



Marketing can be fun, so take advantage of the thousands of *opportunities* available for communicating your value to *customers*

Quite often, with the power of the internet and how much closer that has brought us all together - we forget about all those people who are within 1km of our business.

Whether you have a shop front, are just an online business or have a home business - don't forget the thousands of people who are just around the corner. Here are some ways that you can reach your local target market.

01 DO A DIRECT MAIL PIECE

When was the last time you received something in the mail that wasn't a bill? With the popularity of email marketing, we have forgotten how powerful getting something interesting in the mail can be. Direct mail works and it is why the big brands spend thousands on this form of marketing every month.

02 ATTEND LOCAL EVENTS AND MEET PEOPLE

Whether it be a networking event, a local council meeting or a school event - get out and meet other people. The benefit is two-fold: not only are you meeting potential customers but you are also meeting potential business partners who could promote your products or services to people they know.

03 LOOK AT SPONSORING LOCAL SPORTING TEAMS

This is a great way to get quick exposure to a lot of people. Find local associations where you can market your business and get newsletter exposure, website exposure and exposure on playing uniforms. Often local associations are crying

out for support and the community will certainly show you support in return.

Remember whether you have a local or national product or service, there are always paying customers just around the corner.

Michael Griffiths is the CEO & Founder of My Small Business Marketing Guru - a full service marketing company that helps businesses to get in front of their target audience with online and offline tailored marketing programs.

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microchipping & REGISTERING PETS

[WORDS & PICTURES / JANET PORTER]

A DOG'S STORY...

"My early years were spent in the outskirts of Sydney. One night there was a big thunderstorm, I got frightened and I ran away from the loud noise. By the time it stopped, I was lost. I was four years old, I wasn't wearing a collar with my name and number and the vet who saw me said I had no microchip. So I was sent to the pound. No one knew me. Some of my other kennel mates had microchips, but they couldn't find their homes either, because their address was wrong!

I got lucky: I received a microchip and I stayed at the pound, until one day my new family walked past and said 'she's perfect'. I got a new home but lots of my kennel mates weren't so fortunate. Please learn & abide by the rules for us. We're relying on you."

Under the Companion Animals Act 1998, all owners of puppies and kittens must do two things to provide lifetime protection for their pet:

1. Microchip
2. Register them

Microchipping must be done for every kitten and puppy by 12 weeks or before they are sold or given away.

Some Councils, vets, animal welfare organisations and other authorised persons can microchip your pet.

Lifetime registration must be done for pets over 6 months at your local council. You will need:

- A certificate of microchipping or a letter from your vet
 - Proof of desexing from your vet or a statutory declaration.
- Once-only registration fees are:
- Non-desexed cat or dog - **\$150**
 - Desexed cat or dog - **\$40** (Pensioner **\$15**)
 - Assistance / Working Dogs - **No fee**

If you move or give your pet away, you must complete a Change of Address / Ownership Form at local council. The more information on the Companion Animals

Microchipping must be done for every kitten and puppy



Register will increase the chances that your pet will be returned to you, if they get lost, hurt or stolen.

Impounded animals that aren't microchipped or registered will be held for seven days before they are put up for adoption. If the animal is microchipped and registered but the owner cannot be contacted or there is no response, the pet will be made available for adoption after 14 days.

Links to local councils can be found at www.porters4pets.com.au



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meet the LOCAL BUSINESS



CHRISTOPHER YIALLOUROS

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What made you start your business in the Inner West?

Kellys Property has been around for over 100 years. But my reason for joining the company was the vibe that brings the Inner West to life - King Street.

What is your target market for your business?

Commercial/retail in the Inner West.

How long have you been in business for?

I've been working with Kellys Property since 2007.

Best piece of advice you have ever received?

Do your research, whether it be on an owner, property, tenant or area.

Person who influences you the most?

I'd have to say my colleague Emmanuel Zinopoulos who has

been in the industry for over 30 years. I learn something new every day.

What was your worst decision in life so far?

That is a tough one. I don't really have a defined worst decision, maybe those bad decisions have helped make the right decisions now.

Kellys
Property has been
around for over
100 years

What unique experience do you offer your customers?

It's debateable... I suppose showing that the right tenant, in the right property goes a long way to saving and making money.

What's your favourite thing about your work?

Meeting new people in different businesses and the ideas people come up with.

Where is your favourite place to go and grab a coffee?

Being in my industry there is always a new cafe popping up... currently it would be Hoochie Mammias.

Do you have a favourite sporting team?

Your not going to like it but the Roosters.

Favourite holiday destination?

Greek Islands.

Do you have a favourite Quote?

You have to make your own investigations.

What music are you into at the moment?

Anything you can sing to, 80's music most of the time.

What's your favourite thing about the Inner West?

All the new bars and restaurants opening up on the south end of King St and Enmore Rd.

What suburb do you live in?

Newtown.

How long have you lived there for?

I lived there for 3 years.

rainbow girl LOOKING FOR GOLD

[WORDS & PICTURES / PETER WARRINGTON]

THREE ARTISTS IN SYDNEY'S INNER-WEST ARE USING A CROWDFUNDING CAMPAIGN TO COMPLETE THEIR NEW PROJECT, A STREET ART PHOTOGRAPHY AND DRAWING BOOK FOR CHILDREN CALLED THE GIRL WHO MADE RAINBOWS.

Author Peter Warrington said, "the great thing about crowdfunding is that it is not just about raising money - it's a terrific way of getting a lot of people involved in the success of a project. And there are great rewards available such as creative workshops for children, limited editions of the original artworks and rainbow-themed jewellery."

The Girl Who Made Rainbows is aimed at children aged 5-12. 40pages, full colour, with a hard cover. The book features a story by Peter Warrington, drawings of the Girl by Robyn Chiles, and photographs of inner Sydney by Rachel Williams, who also designed the book.

"We've kept the look and feel of the Strikey Street Cat, have added brilliant original drawings by our artist friend Robyn, which blend beautifully with the photos of inner Sydney

by Rachel. We want to help kids appreciate the beauty of urban places. There's not many childrens' books which focus on that," Warrington said.

Peter's story centres on a girl who takes it upon herself to make rainbows for her community, because the climate is drying and there are no more natural rainbows.

He said if the funding campaign on Pozible.com was successful, The Girl Who Made Rainbows would be released in July.

More information:
www.pozible.com/project/23680/

Crowdfunding is a relatively new funding and campaigning model, used increasingly by artists and community groups. It allows supporters to pledge funds upfront, in return for rewards that are gifted if the funding target is met. It also builds grassroots support for projects in their early stages.

Crowdfunding
gets people *involved*
in the success of
a project

The Girl Who Made Rainbows is the follow-up to the popular The Strikey Street Cat, Australia's first street art photography book for children.



getting personal WITH YOUR BRAND

[WORDS & PICTURES / PENNY RANSBY]

YOU MAY ALREADY KNOW MORE ABOUT YOUR BRAND THAN YOU THINK YOU DO. UNCOVERING THE HEART OF YOUR BUSINESS WILL MAKE IT STRONGER.

Every day we are bombarded by sensory information that competes for our attention - music, radio, jingles, posters, magazines and TV. The brands that we remember are the ones we emotionally connect with. This is the job of a good brand. A brand understands us, it knows what we need and want. You can liken a brand to a good friend: someone you understand, someone you can trust and rely on.

A brand understands us, it knows what we need and want

SO WHAT IS BRANDING?

It is much more than a logo or a marketing campaign. Somewhere between a feeling and the company itself, a brand is a promise. A brand needs to keep trying to understand their customers and give them what they need, and live up to that promise.

WHERE'S THE HEART?

You'd be surprised how many business owners think they know what branding means. Often their ideas are skewed. I often see business owners who want a logo without knowing what's behind it. What are the values or beliefs of the business? Where is the heart and soul?

This passion lies at the foundation of a great brand.

WHY DOES MY BUSINESS NEED A BRAND?

Every company needs a brand, as this is what sets you apart. How else can you communicate your differences in the market without one? The stronger the emotional

connection your customers make to your name - the stronger your brand will be.

DO I HAVE TO SPEND A LOT OF MONEY?

It's not about spending more money, it about spending money more wisely. Take time to speak with creative agencies, ensuring you have a good fit. They need to understand your business and feel your heart.

GET ORGANISED

No matter how small or large your business is - consistency is the key. This consistency will reinforce your brand, and help increase the odds of driving sales and building your brand. When done well - your customers will happily validate your brand again and again.

Penny Ransby is a designer and director of Bench Creative, helping bring brands to life by creating their visual identity. We call it designing business growth.

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know your NUMBERS!

[WORDS & PICTURES / PHILIPPE BRACH]

CREATING WEALTH THROUGH PROPERTY IS NOT ABOUT PROPERTIES, IT IS ABOUT NUMBERS. IT DOES NOT MATTER WHERE YOU INVEST AND WHAT TYPE OF PROPERTY YOU CHOSE, PROVIDING LOCATION AND PROPERTY TYPE GIVE YOU CONFIDENCE OF A GREAT RETURN.

TIP 03

In my mind, this is probably the most important of all tips:

Creating wealth through property is not about properties, it is about numbers.

A share market investor does not necessarily care about the company he is investing in, he needs to have confidence that this company is sound and has a bright future. It is similar with properties, it does not matter where you invest and what type of property you choose, providing you have confidence of a great return.

You need to be able to know:

- How much do I need to invest in a particular property?
- How much will it cost me to hold this property every year?

- What is the expected capital growth over time (10 - 15 years minimum) for this property?

To work this out, there are various tools available, but most of the answers can be worked out using a spreadsheet, researching and having the right mentoring (this comes back to the "trusted experts" we talked about in the last issue). Whoever is selling you a property should provide you with the answers (and evidence) for the above questions. If they can't, walk away and find someone who can.

As an example, to calculate your holding costs every year you need to know:

- Weekly rent amount
- Loan amount, interest rate, monthly repayments,
- Strata levy if it is a unit
- Managing agent fees
- Council & water rates
- Depreciation
- Insurance costs
- Other small expenses

Find out these numbers before you commit to a property and then verify them whenever possible. For example, just call



a local real estate agent and ask them about renting the property, and how much they would charge for managing a property.

Once you have these, you can calculate your tax rebate (your accountant can help with this, if you can't) and work out your

Creating wealth through property is not about properties, it is about numbers

cash flow to hold the property.

In next month's column we will look at research and emotions. In the meantime if you have any questions or want to discuss a subject, just contact me or visit our website.

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is organic food REALLY WORTH THE EXTRA \$\$\$?

[WORDS & PICTURES / KRIS COCHRANE]

ORGANIC VS. NON-ORGANIC. LONG-STANDING DEBATE, PLENTY OF EXTREMIST VIEWS, LOTS OF DIFFERENT INTERPRETATIONS OF VARIOUS STUDIES.

There is a lot of information out there telling us that there really isn't a difference between the two. So what do we believe?

The argument for organic foods is strongly backed by the fact that it's free from harmful chemicals and all sorts of rubbish before it hits your plate:

- herbicides
- pesticides
- hormones
- antibiotics
- cheap grain (to feed cows)

Why is this all bad? The chemicals and hormones are said to be highly estrogenic (the female sex hormone is raised in your body) and the toxins in the foods are said to be nearly impossible to remove from your liver and fat cells, meaning they accumulate over the years causing an increasingly toxic environment within your body.

A toxic body full of estrogen generally is sicker, mentally slower and stores more fat. Not cool.

THE ARGUMENT FOR NON-ORGANIC FOOD:

It's way cheaper! Leaving more money to put towards your mortgage, the children's education or a new pair of shoes.

Here's a breakdown:

Meat:

Cooking meat at high temperature kills bacteria and the estrogenic hormones which are present within non-organic meats.

However the animals are raised on Genetically Modified corn grain. And I don't recommend eating GM corn.

Organic WINS.

Fruit & Vegetables:

The toxins associated with the chemicals sprayed on fruit and vegetables are a worry.

However it's a busy world we live in and we don't always get to the Farmers' Markets on a weekend.

It's a tie – convenience sometimes outweighs everything. But if you can, go organic.

WRAP UP:

Your body is the only house that you must live in for life,



so trashing it with toxins, estrogen and GM Genetically Modified Corn-fed meat for the sake of a few extra dollars and convenience may just see you spending those extra \$\$ you saved in your 20s, 30s and 40s on medical bills in your 50s, 60s and beyond.

Choose organic!

Kris Cochrane is a Sydney based Fitness Model, writer and the Director of Rapid Personal Training; widely regarded as Sydney's #1 results based PT Company.

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What made you start your business in the Inner West?

There are a lot of small businesses in this area and it's easy to network locally, everyone is growing their business, making connections and building great business relationships.

What is your target market for your business?

I really enjoy booking honeymooners, sending them to romantic island destinations, overwater bungalows and obscure places for special occasions. But I love all kinds of travel so I enjoy booking anything that comes my way.

How long have you been in business for?

Since July 2012. I've been in travel, retail management and corporate travel for the last 10 years.

Best piece of advice you have ever received?

Learn as much as you can, whenever you can, all the time.

You can never know everything, so take every opportunity to keep learning.

Person who influences you the most?

My partner. He's the best kind of support anyone could ask for. I couldn't be in business if it wasn't for him having my back every time through every decision.

What was your worst decision in life so far?

I don't feel like I have one because even if it seemed like a bad decision at the time I wouldn't be where I am now.

What unique experience do you offer your customers?

My unique experience is actually caring about my clients and their holiday. I learn everything about them, what they like and what they don't like and I'm available anytime to share their excitement or concerns. I give as much advice and help as I can and book the dream holiday they want.

What's your favourite thing about your work?

Getting to go on free holidays of course!

Where is your favourite place to go and grab a coffee?

The Cove in Drummoyne has

such a great view, it's perfect on a sunny day.

Do you have a favourite sporting team?

The Sharks are my team. I enjoy watching the NRL but I love all competitive sports, boxing, surfing, soccer.

Favourite holiday destination?

So hard to pick one, but anywhere Asia. It always delivers on amazing culture, great food, affordability, luxury and relaxation.

Do you have a favourite Quote?

"Happiness is when what you think, what you say and what you do are in harmony" - Ghandi.

What music are you into at the moment?

Triple J have been playing their hottest 100 from the 90s. I'm not sure if I like anything new these days.

What's your favourite thing about the Inner West?

The ferry ride to the city. Amazing!

What suburb do you live in?

Balmain.

How long have you lived there for?

2 years. ^N

to run a MARATHON

[WORDS / SCOTT DUNCOMBE]

[PICTURES / ELLIE PRODRAMOU]



FOR ALL YOU PET OWNERS AND LANDLORDS IN THE INNER WEST, THIS STORY OF ELLIE AND HER MISSION TO SAVE THE DOGS AND CATS OF THE WORLD ONE BY ONE IS AN AMAZING STORY, AND ONE THAT IS MAKING IT GLOBALLY.

Why did you choose to support this cause?

The issue came to a head for me when I lived and worked in southern Europe. There were stray dogs and cats trying to survive on every street corner. It was heart-wrenching.

When did this all start?

In 2012, my sister and I were invited to a friend's summer wedding in Marathon, Greece. We decided to run the original marathon route back to Athens as a way of raising money.

There were
stray dogs and
cats trying to survive
on every street
corner

Once word got out, we were joined by local runners, cyclists and a convoy of cars.

What's been the hardest part of this duty?

Seeing the horrific cases of animal cruelty and the realisation that our shallowness extends to the choices we make of our pets – only the pretty ones get to live.

How many animals in Australia are put down?

Around 250,000 cats and dogs that can't find homes are euthanised in this country every year.

Tell us about your latest mission

The Penny Marathon is an annual event to raise awareness of the plight of stray, neglected and abused companion animals in Australia and beyond.

When is the next fundraising event?

Sunday 14 July 2013. We've got two teams: one in Athens and one here in Sydney.

With so many pets in the Inner West, what can we all do to help?

If I can get one message out, it would be to landlords in the area: due to discrimination

against them – pet owners can actually make very trustworthy and committed tenants. Give them a chance.

How can we support you?

Donations (however small or large) are welcome at: give.everydayhero.com/au/the-penny-marathon-2013.

What's the end goal of the marathon this year?

We hope to raise \$3,000 for the Australian marathon. This money goes directly to Monika's Doggie Rescue, a shelter that saves dogs on death row.

How and where do people go to get more information?

Like 'The Penny Marathon 2012' on Facebook.

Do you have any pets?

Two dogs. I found Artemis when she was living in the streets of Athens. And I found Ajax on a main road in Sydney; he had escaped from an abusive owner and was in bad shape. He's doing brilliantly now. ^N

it's TAX TIME

[WORDS & PICTURES / CON XANTHIS]

TAX TIME IS APPROACHING. YOU SHOULD PREPARE FOR IT NOW. BY MARK BOURIS, EXECUTIVE CHAIRMAN OF YELLOW BRICK ROAD.

Most of the panic around tax time happens because people wait until the last minute.

Then it becomes a mad dash to get everything done in time, which is when opportunities slip through the cracks.

To get the best out of tax time, you need to plan ahead. Here are some tips.

To get the
best out of tax
time, you need to
plan *ahead*

1. INCOME

Are you expecting any large amounts of income prior to 30

June? If it is possible to legally defer them until July, this would also defer the resulting tax payable.

2. INVESTMENT PROPERTIES

Have you had a depreciation report prepared? Depending on the age of your property, this can result in extra tax deductions. Try to prepay your loan interest for the next 12 months before June 30.

3. SHARES

Have you made any capital gains during the year? If you hold other shares in loss positions, you could consider selling before 30 June, crystallising a capital loss and lowering your tax payable.

4. SUPERANNUATION

Have you considered a transition to retirement income stream? If you are between 55 and 65, this may reduce your tax payable for the next year without reducing the cash you receive. Have you made the most of your super contribution cap limits? You may be able to make extra deposits and claim a tax deduction before 30 June.

*A professional
will be able to give
you the best advice
based on your
situation*

5. INCOME PROTECTION INSURANCE

Most policy premiums are tax-deductible.

Finally, make sure you have a good accountant. A professional will be able to give you the best advice based on your situation.

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Peter Kasavetis

shooting for WORLD GAMES GLORY

[WORDS / ANDREW TILLEY]
[PICTURES / SYDNEY UNI]



*Playing beach
handball seemed like
a great way to spend
a lazy Sunday*

REPRESENTING YOUR COUNTRY IN YOUR CHOSEN SPORT IS A DREAM THAT MANY CHASE, BUT VERY FEW OF US REALISE. HOW ABOUT REPRESENTING AUSTRALIA IN TWO SPORTS – ONE IN THE WATER AND ONE ON LAND?

Meet 24 year old Enmore resident Scott Nicholson. Nicholson – a former junior Australian water polo representative and veteran in the pool with Sydney Uni – will become a dual international when he suits up for the Australia Beach Handball team at July's World Games tournament in Columbia.

After being convinced to try out the sport by his girlfriend's sister, Nicholson attended his first beach handball session less than six months ago with very few expectations.

"Playing beach handball seemed like a great way to spend a lazy Sunday," explains Nicholson. "It sort of snowballed from there."


His rise has been meteoric. After impressing at the Nationals in February, Nicholson earned a call up to the Australian squad to play games against New Zealand. While he was unable to attend, due to water polo commitments (his main focus is still in the pool), Nicholson excelled at the last Aussie camp and was selected to travel to Columbia in July.

While acknowledging that he still has plenty to learn, Nicholson has transferred some of his water polo skills to beach handball.

"My shot from water polo seems to have helped carry me a lot of the way, as I have a lot of flexibility and power due to it. And playing with a smaller ball than the one we use in water polo definitely makes things easier."

It hasn't all been smooth sailing, though. "I get into a little bit of trouble when my water polo habits creep in – like catching the ball and blocking with one hand instead of two – I'm getting better though!"

Nicholson and the rest of the Australian Beach Handball team will arrive in Cali, Columbia on 25 July where they will go up against Brazil (World Champions), Russia (who finished third at the World Championships) and the hosts, Columbia.

For Nicholson, the challenge of mixing it with the world's best is proving to be as exciting as it is daunting. "The top two teams go through to the semi-finals, so if we can beat Columbia and have a bit of luck against Russia then we could go through to the semis!" 



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food is GOOD FOR THE SOUL

[WORDS / JACK PEACOCK FROM JACKOFTHEKITCHEN]
[PICTURES / MISS PEACHES]

MISS PEACHES IS A COOL, LAIDBACK DINER SERVING TASTY SOUTHERN AMERICAN 'SOUL FOOD'. DECKED OUT WITH EXPOSED BRICK AND ICONIC PRINTS FROM THE US, AND PLAYING SOME COOL CLASSICS FROM THE 50s AND 60s - MISS PEACHES DELIVERS A NEW AND EXCITING EATING EXPERIENCE TO THE INNER WEST.



This is a well-researched and designed menu.

To add to the ambience and fabulous grub, the staff are young and enthusiastic; they are all keen to explain the food and beverage menus.

We started with some Tater Tots. Crispy little potato gems with maple bacon ketchup,

served in well-designed boxes and takeaway style red baskets wrapped in patterned prints.

Next up were some sliders. The burger buns are a soft, sweet, buttery corn bread made in-house. The beef short rib was my pick with a smoky BBQ sauce and shredded cabbage coleslaw. Yum!

Po' Boy Sliders had two huge succulent prawns on a soft white hot dog bun with maple bacon ketchup. The sauce is a sweet maple BBQ sauce with a hint of smokiness.

The Crawfish Pies are a parcel of deliciousness. Chunky crawfish pieces in a creamy sauce, fried in a flaky pastry.

The Crispy-Skinned Turkey Drumstick is massive – but don't be intimidated by its size! With a crispy spiced coating, this big boy is fried to perfection!

The burger
buns are a soft,
sweet, buttery corn
bread made
in-house



The Gumbo changes weekly. The night we visited, it was a Smoky Prawn Gumbo with tomato and okra. It's great, it's like something your Gran'ma might make.

The Slice o' Sweet Pie also changes regularly. We sampled the Pumpkin Pie. Something I love but not necessarily for everyone. Short crust pastry encasing a caramelised pumpkin. Plenty of nutmeg and whipped cream. The slice is so big you could feed the whole table.

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[monday]

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[thursday]

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[saturday]

[sunday]

01

» DRY JULY

A not-for-profit organisation improving the lives of adults living with cancer through an online social community giving up booze for the month of July. Sign up online: dryjuly.com.au or 1300 379 585

02

» WAX MODELS

5 years and above. Keep the kids busy these July school holidays by discovering how scientists use models to understand the world around them. **Sydney Uni**, Gosper Lane, Camperdown. 9036 5253. Price from \$1

03

» NEWTOWN JETS vs WENTWORTHVILLE MAGPIES

Fun for the whole family - See inset at left. Kick off at 1pm. Tickets at the gate.

04

» NOT QUITE CABARET

Exchange Hotel Balmain. It's a great night out with your friends, it's pub entertainment with a twist, it's a dinner theatre show but most important of all it's a whole lot of fun in Balmain. \$34 - exchangehotel.com.au

05

» EXPERIENCE JIMI HENDRIX

This tribute concert brings together an all-star lineup of some of Australia's musical guitar greats each performing their 2 favourite Jimi Hendrix songs. **The Factory Theatre**, 8pm - factorytheatre.com.au

06

» WALLABIES vs LIONS: 3RD TEST

ANZ Stadium, 8pm. Last time that they will be playing each other until 2025. Tickets from \$95 for adult @ ticketek.com.au

07

» THE WEST TIGERS vs MANLY SEA EAGLES

in the last game at Campbelltown Stadium for the 2013 season. Monday night will conclude Round 20 as we head into the business end of the season. Book early! ticketek.com.au

08

» BLACK SCREEN SHORT FILMS

Flour, Sugar & Tea tells the story of John DeSage, an inspiring Aboriginal man who should not have died so young. **Waterloo Library** 770 Elizabeth St, Waterloo 10.30-11.30am. Free.

09

» 60 ON THE ROAD

Presented by Art Est. Gallery. 6th - 18th. It is an exhibition of photographs by the crew and journalists of 60 minutes. artest.com.au

10

» ARTHUR B'S FRINGE AFFAIR

Open mic variety show. Every Wednesday night from 7.30-9pm at **The Hive Bar** 93 Erskineville Rd, Erskineville. Free Entry. More info thehivebar.com.au

11

» THE WIGGLES

Enmore Theatre - 10am & 12.30pm sessions. The Worlds most popular children's entertainment group. Beginning of a new era for The Wiggles as they head out on their 'Taking Off' Tour. enmoretheatre.com.au



13

» BINGO UNIT

2nd - 13th. An interactive, multimedia police drama experience, inviting you to explore your inner good or bad cop. \$35, stay as long as you like (closes 2:00pm) performancespace.com.au

14

» ADAM HILLS - HAPPYISM

One of our greatest comedy exports is back from the UK and live onstage with his first solo show in three years. **ticketek** or **Enmore Theatre** \$50 enmoretheatre.com.au

local footy
NEWTOWN JETS vs WENTWORTHVILLE MAGPIES

WEDNESDAY 3 JULY

There will be lots of fun for the whole family with face painting, jumping castle, pass the ball competition and a visit from Syd the Pig!

Kick off at 1pm. Tickets at the gate.



16

» TUESDAY TRIVIA AT THE SACKVILLE HOTEL
From 7pm. \$12 schnitzel + chips & salad. 599 Darling St, Rozelle. sackvillehotel.com.au

17

» STATE OF ORIGIN: GAME 3
NSW vs QLD at ANZ Stadium. For tickets & prices go to ticketek.com.au

18

» STEREOPHONICS

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» THE VOICE SIMON MELI
At the VanGuard. Doors 7pm \$19.80 - ticketek.com.au

19

» WEST TIGERS vs NZ WARRIORS

Leichhardt Oval at 7.45pm. Go and support your local team. thevanguard.com.au or ticketek.com.au



21

» THE IMPERIAL HOTEL RETRO SUNDAY

Come down and enjoy Sydney's best DJ's. 2pm till late. \$3.50 Scooners. 35 Erskineville Rd, Erskineville theimperialhotel.com.au



23

» THE HANSARD MONDOGUES
At The Seymour Centre, Chippendale. 23rd, 26th - 27th \$38 - seymourcentre.com

24

» MINDSNARE
Annandale Hotel with Vigilante + Boneless + Hostile Objects. Presented by Destroy all Lines. Doors 8pm \$20 9550 1078 annandalehotel.com



27

» ARE YOU A CORPORATE EMPLOYEE DREAMING OF YOUR OWN BUSINESS?

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28

» MAKE-UP CLASSES

27th & 28th - Taught by celebrity make-up artists. Learn **Camp Beauty's** 5 Minute Face. 2 hr lesson \$100 each + free mascara at Balmain Town Hall 11.30am-1.30pm. campbeauty.com.au or 1800 81 22 88

29

» WEST TIGERS vs MANLY SEA EAGLES
At Campbelltown Stadium. Kick off at 7pm. ticketek.com.au

30

» TANGO BOOTCAMP
Part dance class, part flirting lesson, and a whirlwind of fabulous food. To register: tangobootcamp.com.au Cost \$75

31

» YOUR LAST DAY OF DRY JULY
Hope you have raised a lot of money for a great cause. Now go and get a drink!

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[YOUR GUIDE TO WHAT'S ON THIS MONTH]

JULY

AARON GLENANE

...look out L.A.

[WORDS / JESSICA SWAVLEY]
[PICTURES / FE LUMSDAINE]

Where do you live?

I've just moved to Erskineville from Annandale. When I first moved to Sydney in 2005 I lived in Annandale for three years, then I had a stint in Alexandria and Stanmore and back to Annandale again.

All in the Inner West?

Yeah, I haven't got out of here yet. It's good, I like it.

What do you like about the Inner West?

It's grounded. There's heaps of stuff to do; food, cafes, cool, funky little bars popping up everywhere, live music. It's just a cool place to live.

Is there anything you don't like about it?

Not really. I would say the traffic, but traffic is Sydney. It's not really an Inner West thing is it? It would be good if there was a beach here...but, that would be kind of hard.

Where did you grow up?

I grew up in Ballarat. I lived there until I was 18 when I moved to Sydney to have a crack at the acting industry. I got into Brent Street [performing arts school] where I went for two years. After that I got a bit of work and ended up at an acting school in Redfern called The Actor's Pulse.

So there's not much of an acting vibe in Ballarat?

There kind of is, it's pretty artsy but probably not enough to make a career out of. It definitely wasn't the focus at my school. My school was sporty which was good because I did lots of sport.

Do you still follow any sports?

I'm an AFL man because I grew up in Victoria. I'm an Essendon Bombers fan but the Sydney Swans are definitely my second team. And in the NRL, it would be the Tigers. When I moved here in 2005, the guy I was living with went for the Tigers and said to me "do you have a team?" and I said "um no, I don't know the teams" and so he said "right, you're going for the Tigers". And that was it.

Are you involved in the local area at all?

I do some work with Down Syndrome NSW. They're based in Parramatta but I've done some things around here with them to help promote it. It's about raising awareness and to get more opportunities to create integration into the community through work, events, community and social gatherings they [Down Syndrome NSW] have. My younger sister has Down Syndrome so I have a passion for it. I can't help out at home at the minute, but I can help out somewhere else and I want to.

How did you get involved in acting? Were you that kid at school who was a drama queen?

Hell no, I was the shy guy! I got into it because I was so shy and my mum sold it to me by saying "if you want to be a basketball player you'll have to give interviews, so you're going to have to learn how to public speak". Mum took me to a speech and drama teacher and I did some work with her. My first audition came about as a surprise. I was doing a running

event in Melbourne and on the way home Mum said to me "I got you an audition for the local show", and I said "ah, why?" and she said, "oh, I don't know. I thought you might want to do it". I just thought "well I don't really act or sing or dance or anything." I went in and I sang the Olympic theme song for my audition.

The song by Nikki Webster?

NO no! It was called the Power of the Dream or something. It was the only song I knew the words to at the time. I then did some movement stuff and ended up getting into it. The show was Oliver and I played one of Dodger's sidekicks, a street-kid, pick-pocket orphan. I just loved it, it was awesome.



You haven't followed the conventional Neighbours or Home & Away acting path.

I've never been asked to audition! Working on one of those shows does seem to help. It has taken a while to get where I am. This is my ninth year of working as an actor. It's a process, I had my first role in 2008 in The Black Balloon and since I've had guest roles.

Your face will be familiar to many from your role as Gus in the film Drift. How did you score the role?

It was the same casting director as The Black Balloon and so she got me in for an audition. I did the audition for the directors, and I came out of it feeling that it went ok but then I didn't hear anything for two and a half months. When I got the call asking me if I wanted to play the role I went crazy for about an hour, ok, the whole night! I was thinking [and yelling] "yessss, my god this is the best thing ever" and then the following week I was packing it thinking, "can I do this?"

In the film, did you do much surfing?

I attempt it. There were a few stunt doubles floating around. Generally, it was just the big

When I got the call asking me if I wanted to play the role I went crazy for about an hour

wave surfing that definitely used a body double. I had a few weeks training and then went over there [Western Australia] and they kind of dumped me out in the water. There were all these awesome surfers on the shoreline and then me out there on a kneeboard and I was like "what am I doing?"

Were there any disasters?

Getting hammered by the waves daily. Unfortunately there was a terrible disaster at one of the beaches we were

filming at. There was a deadly shark attack at a beach the day after we finished shooting. In the film there is a funeral scene and it was a bit too close to home. A lot of the locals wanted to pay their respect to the young surfer and they came and volunteered for the funeral scene to be extras.

Did that put you off being in the water?

It kind of rattled everyone a little bit. There were heaps of jet skis around and shark deterrents so it felt really safe, but it was more of a mind thing.

What was it like working with household names like Sam Worthington and Xavier Samuel?

It was awesome. Obviously I was a bit nervous going into it, because of the reputation they've built for themselves. As soon as I met all of the guys, we would just talk about our scenes and our characters and what we wanted to do with it. It was just actors talking. They know so much and I learnt heaps off them which was really good.

Would they be the most famous people in your phone book?

They'd be up there. I've shares a credits list with Toni Collette and David Wenham... but they're not in my phone book. I should have asked them shouldn't I? Maybe I should go through Sam's phone and copy his contacts. Then I'll have a better answer!

What's the plan for Drift?

It had a good run in cinemas, it ran for a month or so which is

great for an Aussie film. It got awesome reviews, had really good feedback and the people I spoke to really enjoyed it. The film has quite a big release in the US in August and then the plan is for the film to go to Canada and Europe.

I like film because you get a bit more time and you can really create a cool character

What does that mean for you?

Hopefully it means a bit of an inroad into the American market. I'm going to go over in August to meet with managers and agents. Hopefully my trip to LA will be a kick-starter to some work over there.

What has been your career highlight so far?

Definitely Drift. I did Tap Dogs as well, and that was awesome. Also, not so much a highlight of what I've done, but I had a tiny part in The Boy From Oz at the end so I got to watch Hugh Jackson kill it on stage.

What advice would you have for young actors reading this who want to get into the acting game?

Work. I think a lot of people think it comes easily, it so doesn't. I'd say treat it like a sport. All those professional athletes, they train every day.

To be a successful actor or athlete over a long period of time, I think that's what you have to do. Work at it and constantly be doing something, it's pretty basic. You might get a role because you suit the



hopefully get into film festivals. Then later in the year, I've got a part in a TV series, Janet King, on the ABC. Janet King is a spin-off of the ABC legal drama Crownies, with Marta Dusseldorp, Vince Colosimo and Damian Walshe-Howling. Then I've got some scenes in Season 2 of Puberty Blues. I play a bit of a guru advertising guy. I had a tiny bit in the last season and they've brought me back for one more episode.

Next stop is LA, what's the dream? What do you hope to get out of your trip?

I don't have a dream role, but working with Daniel Day Lewis, Tom Hardy, Sean Penn, Meryl Streep, Jessica Chastain that's the aim. Aim for the top! They're the kind of actors I want to be like, to be different in every role that. For this trip I will crash with some of the guys from the film [Drift]. At this stage it's not a permanent thing, we'll just see what happens. I might just buy a one way ticket and leave it up to the gods or something.

Hmm, I hear the US immigration people don't really like that!

Have you been to US before?

No, it will be good to get over there because I've built it up in my head into this big thing and it will be good to get over there and get that idea out of the way. I've talked to people who say that I should go back and forth and just build up my contacts.

We've got our fingers crossed for you. Are you nervous?

Yes I am. But I'm excited. **N**



change your response TO CRITICISM

[WORDS & PICTURES / ASH REHN]

HOW OFTEN HAVE YOU BEEN IN A SITUATION WHERE YOUR PARTNER HAS BLAMED YOU UNFAIRLY OR FOUND FAULT WITH EVERYTHING YOU SAY? CONSTANT PUT-DOWNS AND NEGATIVITY MEAN CRITICISM IS THRIVING IN YOUR RELATIONSHIP. HERE ARE SOME IDEAS ABOUT HOW TO NIP IT IN THE BUD.

First up, let's talk about language. I prefer not to use terms like 'critical people' or 'blamers'. Anyone can fall into speaking critically of others. Criticism can take the form of always pointing out what is wrong, constant negative comments or picking fights. If it's coming from your partner, it could be a sign of unhappiness or lack of fulfillment. But don't take it personally - people who have been taken over by criticism are generally in a bad way.

When criticism and negativity becomes obvious, it's time for action. But you can't fight fire with fire. Imagine being critical of criticism... it doesn't work does it? Most of the time when we are burning up with

criticism we aren't even aware of it. Pointing it out can just fan the flames. We need to be a little more strategic.

Start by checking your own reactions. To reduce the physical stress response, breathe deeply into your abdomen and relax your muscles as you listen to your partner. Accepting criticism is like receiving a gift that you don't need. There's no need to take offence. Just don't catch the negativity being offered. If you react to criticism, you have basically engaged with it. And if you react critically, you have lobbed it back. Ever heard the expression 'someone is going to lose an eye'? Once we are playing the blame-game, we have already lost perspective.

One way of changing your response to criticism is to indicate you have heard what the person has said and you need time to consider it. This way, you keep some distance between yourself and the remark. The idea comes from Non-Violent Communication or NVC, an approach developed in the 1960s that involves awareness, expressing feelings



When criticism and negativity becomes obvious, it's time for action

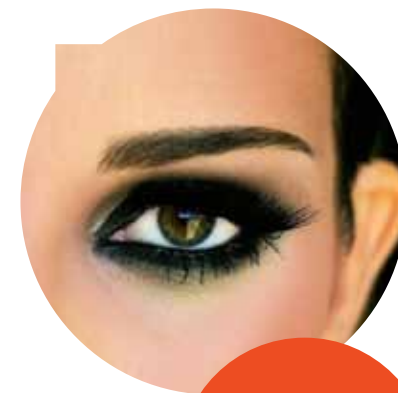
and asking for what you need. With practice, anyone can improve their communication but it's important to be assertive and have boundaries. If you are in a situation of physical danger or abuse, don't stick around. Get help.

Finally, there is always the possibility your partner may be right, even if the way they are saying something is not ideal. Working out what to take on board isn't always easy. I offer confidential appointments over Skype and through email. Fill out my contact form at www.ForwardTherapy.com to make a start on dealing with criticism differently.

Ash Rehn BSocWk MA MAASW (acc.) is an online counsellor and narrative therapist. He can be contacted through www.ForwardTherapy.com

the latest winter MAKEUP TRENDS

[WORDS & PICTURES / JO COTTER & MICHELLE SCOTT]



Don't be afraid to experiment and have fun with your makeup

AS WINTER APPROACHES, WE TURN UP THE HEATING, OUR SHOWERS GET HOTTER AND OUR SKIN DRIES OUT. IT'S REALLY IMPORTANT WE GIVE OUR COMPLEXIONS A BIT OF EXTRA TLC DURING THIS TIME.

Rosehip oil is great for your face. Exfoliate regularly, so your moisturiser can penetrate your skin. Combat dry lips in winter by gently exfoliating your lips with your toothbrush while cleaning your teeth. This is an excellent way to take off dead skin cells. Follow it up with a quality lip balm.

Before you start applying your makeup you should use a primer to create the perfect canvas for your foundation

Before you start applying your makeup you should use a primer to create the perfect canvas for your foundation. If you are unfamiliar with the purpose of primer - think of a freshly gyprocked wall. Before you paint it, you must use an undercoat otherwise you will never get the perfect finish. Primer mimics the cell mortar of your skin cells and helps create a smooth surface for you to apply your makeup.

The makeup trends on the catwalks for Autumn/Winter 2013 are all about flawless velvety skin with lips in bold reds, rich burgundies, subdued petal and blushing berry stains.

If you are a person with cool tones - choose the blue reds, berries and burgundy colours. For those of you with hot tones - go for the coral reds and warm pinks. However, if your lips are thin - avoid the darker hues as they will only make your lips look smaller.

The other look seen on the runway this season are dramatic, smokey eyes - defined

with lots of black eyeliner and finished with the winged, cat-eye look. This is balanced with a soft, nude lip. It's important with these statement eye designs, that they're framed with eyebrows which have really been defined with a good dose of brow shadow.

Although most of us are running to our next appointment, or to pick up the kids rather than the strutting our stuff on the catwalk - don't be afraid to experiment and have fun with your makeup, and use Paris and Milan Winter looks for inspiration.

Want to learn how to create the perfect smokey eyes?

Email:
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toxin free BABY FOOD CONTAINERS

[WORDS & PICTURES / GABRIELLE CARDWELL]

I CAUGHT UP GABRIELLE FROM LITTLELOCKS IN BALMAIN WHOM HAS DISCOVERED A LITTLE GEM OF A BUSINESS.

Littlelock containers are tempered glass containers for storing, freezing, heating and serving homemade baby food purees, toddler meals and snacks.

Gabrielle says "I worried about using plastic containers to store my children's meals. I went to a lot of effort making nutritious food for my children and I didn't want it contaminated with toxins from the plastic containers they were stored in".

After months of research, testing

and planning she has launched Littlelock glass baby food containers. Available in 120ml and 210ml sizes they are perfect for baby food, toddler meals and little snacks. The tempered glass containers are much stronger than conventional glass and are safe for use in the freezer, microwave (remove the lid first) and dishwasher.

These safe containers don't have any of the nasty toxins which can be found in plastic: they are BPA-free, phthalate-free, PVC-free and lead-free. Glass is also much kinder to the environment and is fully recyclable. Most importantly Littlelock glass baby food containers give parents



peace of mind knowing that there is nothing toxic leaching into their children's food.

Although created for babies these stylish small containers are ideal for the whole family. The airtight seal means they are perfect for transporting messy lunch items such as salad dressing or yogurt to school or work.

Prices start from \$29.95 for a set of 3 - www.littlelock.com.au

The Nest Magazine readers also get Free delivery by entering the word NEST in the checkout.

do your BAS IN SECONDS

[WORDS / SCOTT DUNCOMBE] [PICTURES / PRACTICE MANAGER 24/7]

WITH THE WORLD MOVING AT A FAST PACE, AND BUSINESS OWNERS WANTING TO SPEND LESS TIME ON PAPERWORK AND ADMINISTRATION, I CAME ACROSS THIS NEW SOFTWARE THAT COULD CHANGE THE WORLD OF A HEALTH PROFESSIONAL!

Basically it is a business software that's been designed with an understanding of your business workflow for health professionals.

The program will handle and simplify all critical components of your business including:

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We can provide you with an 'office' land line and a virtual assistant. This is like having your own personal assistant without actually having to pay for one. Your BAS is done in 1 second!

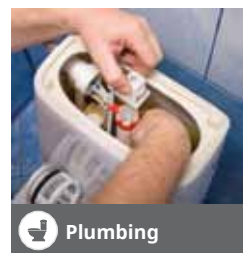
Our reports show your profit margins, revenue, stock levels and other key details in real time, so no matter how busy you are! We automatically alert you when you forget to invoice a client or if they forget to pay.



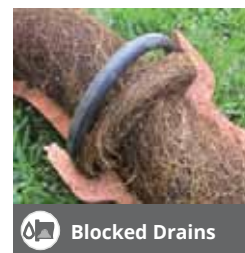
The single monthly cost includes allowing for multiple practitioners, multiple logins as well as accommodating multiple locations or size of business. All features and services are contained within the single monthly cost based on your needs and your chosen plan.

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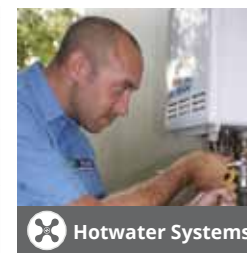
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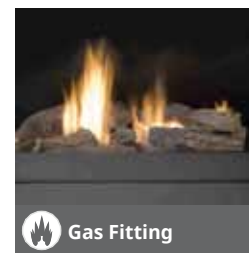
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corporate to FREEDOM

[WORDS & PICTURES / MICHAEL GRIFFITHS]



ARE YOU A CORPORATE EMPLOYEE DREAMING OF YOUR OWN BUSINESS?

Corporate to Freedom are on a mission to help corporate employees stuck in jobs they hate build their dream businesses BEFORE quitting their jobs.

"Two million working Australians want to start a business", says Corporate to Freedom Founder Johan du Plessis. "These high-potential people don't lack motivation, but quitting your current job, hoping your business takes off before you run out of money, that's a risky strategy."

Through their programs Corporate to Freedom aims to assist 2,000 corporate employees make the switch over the next 3 years. "The key is testing business ideas, building basic entrepreneurial skills and working on your own business BEFORE handing in your resignation. That's part of how we massively de-risk the startup process."

After a successful launch last year, Corporate to Freedom are confident their next 1-Day Startup Bootcamp in Sydney on the 27 July is the beginning of something big. "We've assembled a team of the best Startup Experts in Australia. These are successful entrepreneurs and business coaches who have done it and are seriously passionate about helping others follow", said du Plessis.

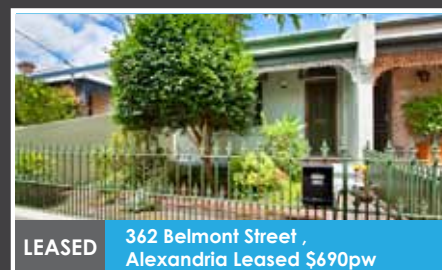
Starting a
business is also
about finding greater
purpose and
fulfilment

Managing Partner Stewart Bell has first-hand experience. "I traded corporate for my own business three years ago. It was the best career decision I ever made, but it was hard. It has to be made easier".

Interestingly, the team are also seeing a lot of interest from Mums who see starting their own lifestyle business as vastly more appealing than going back to work. "This is a hugely untapped source of potential success stories and one we're really passionate about unlocking", said Bell.

For corporate employees stuck in the misery of a job they hate, starting a business is also about finding greater purpose and fulfilment. "Our message is there is a way to make the transition without betting the house, car and the kids future to do so", says Bell.

Corporate to Freedom's 1-Day Startup Bootcamp is on 27 July in Sydney. More info and tickets at www.corporatetofreedom.com.



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should I have my home STYLED WHEN SELLING?

[WORDS & PICTURES / GEORGE NIKOS]

SO YOU HAVE MADE THE DECISION TO SELL YOUR PROPERTY AND IT IS TIME TO CONSIDER HOW TO SHOW IT OFF?

Although there are some situations where a home stylist is ideal, it is not always necessary. This month, I have asked our in-house stylist to provide some tips to presenting your home when selling.

FIRST IMPRESSIONS MATTER

A welcoming touch to an entry way can be as simple as adding a hallway table with a vase of fresh flowers, and a print / mirror on the wall above.

ROOM LAYOUT

By rearranging a few pieces of furniture, you can create a sense of spaciousness. Experiment with a few different combinations.

STORAGE

Storage is such an asset in any property. Ensure all clutter and items stored in areas that are visible, like the tops of wardrobes, are removed for the Open House duration. Belongings that are overflowing from wardrobes and shelves give the impression there is not enough storage, so ensure

By rearranging a few pieces of furniture, you can create a sense of spaciousness



everything is ordered and neatly stored in wardrobes.

PULL YOUR ROOM TOGETHER WITH A RUG

The right rug will not only add warmth to a space but will help define zones within your home. There is a misconception that a small rug will make a room look bigger. This is not the case. Instead, place a rug large enough so that at least the front legs of your sofa sit on top of it, this will make the sitting area feel pleasantly cozy.

ADD INTEREST AND WARMTH TO NEUTRAL FURNITURE WITH SCATTER CUSHIONS

Cushions, pillows and throws that are coloured and patterned are a great way to add instant impact to a space and a really economical way of changing a room's ambience. Go with a warm colour palette for the colder months, such as rust, orange, red, amber and

warm greys. And in warmer months, switch to a cooler palette with shades of blue, crisp greens and whites.

LIGHT IT UP

Lighting is such an important aspect of any home. Allow as much natural light into your home as possible and then add warm artificial light to help create ambience and add softness to a room. A floor lamp in a corner next to an armchair creates an inviting reading nook.

OUTDOOR LIVING

Create area to sit in the sun, and showcase outdoor entertaining. If space is tight, even a small round table with two chairs can create a lovely space for buyers to visualise themselves drinking their morning coffee.

George Nikos - Director of Urbane Property, Newtown
www.urbaneinnerwest.com.au

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social media FOR YOUR BUSINESS

[WORDS & PICTURES / FREDERIQUE BROS]

SOCIAL MEDIA HAS CHANGED AND HAS LED TO NEW OPPORTUNITIES FOR BUSINESSES TO NOT ONLY COMMUNICATE VALUABLE INFORMATION TO PROSPECTIVE CLIENTS, BUT ALSO TO RECEIVE CRUCIAL FEEDBACK FROM THE INTERNET COMMUNITY.

Social Networking is the most popular social media term and includes Internet sites such as Facebook, Twitter, and LinkedIn. These sites allow users the opportunity to connect with people who share similar interests and provide the opportunity to connect with even more users as your profile grows.

Social Content sites include YouTube, Wikipedia, FlickrR, and eBay. These sites allow users to generate their own content and post that content onto these widely popular sites. This gives businesses the opportunity to use content as a tool to attract visitors, which can later be converted into customers.

Social Recommendation sites such as StumbleUpon,

Digg, Pinterest, Instagram and others give users the opportunity to recommend Internet content to others, who then in-turn vote on the quality of that content. The key is quality. The benefit is that your company can build its brand and expand its customer base.



Your company
can build its *brand*
and expand its
customer base

Social Bookmarking sites like Delicious, Digg, Newsvine, and Reddit Technorati, Google Bookmarks and to a certain degree Twitter and Facebook give users the opportunity to share their bookmarks with other Internet users. Bookmarks can be organised, stored, managed and searched with others.

The difference between Social Bookmarking and Social Content is with bookmarking, the resources themselves are

not shared but instead the bookmarks to which the sites are references are shared. This can be an invaluable tool to businesses looking to grow repeat visits from users.

Social Bookmarking can give your business website an "omnipresence", meaning it can help to sell your products faster and more efficiently. The best part about Social Bookmarking is that it is free, which means more profit for your growing online business. Showing that you are on top of the news in your industry gives a recognised level of credibility.

My social media tip for you is: always be consistent. Good luck!

For more information about these gadgets, visit Women Love Tech's blog and click on Gadgets. www.womenlovetechnology.com

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ELENA ZAGAUDIS - "EL"

What suburb do you live in?
Stanmore.

How long have you lived there for?

2 years - previously in Camperdown for 6 years.

What do you do for work?

Student and part time work here and there.

Do you have a pet? Their name?

Homer, the ginger and white cat.

Favourite place to go and grab a coffee?

Cafe Newtown, Cafe C, Buzzzbar, Milkbar Cafe.

Favourite local pub?

Courthouse.

Favourite holiday destination?

Europe - especially Italy, Greece and Spain.

Do you have a favourite quote?

'Two things fill the mind with ever new and increasing admiration and awe, the more often and steadily we reflect upon them: The starry heavens above me and the moral law within me.' - Immanuel Kant.

What do you get up to on the weekends?

Local activities in the area or music concerts.

What music are you into at the moment?

Local busking acts in Newtown, and all kinds of lo-fi folk artists.

Are you involved with any local activities or festivals?

Always a part of the Newtown Festival, local events held in Newtown library.

What's your favourite thing about the Inner West?

The student-friendly environment, including accessible and affordable food! (i.e. the Hare Krishna food van).

Any other words of wisdom for our readers?

'Welcome to the Inner West - I swear we don't bite...'

If you would like to be in the Nest Magazine, then simply log onto our website www.thenestmagazine.com.au and complete the survey.



MISS PEACHES - 201 Missenden Rd, Newtown

Why: New funky Bar with Soul Food.

What about it: This new bar in Newtown is going to set the standard for all new bars. It's clean, bright and fresh, but still makes you feel like you're in the deep south USA!

Why go: Everywhere you look there is a story to tell. The DJ even plays the old vinyl records, and yes you even get the bumping of the needle!



What we loved: The food from Head Chef, Ernie Prestley has done it again! We loved the Po' Boy Soldiers with 2 massive prawns and the Crawfish Pies!

What we didn't like: Thought of lining up with in the queues of people was overwhelming, however the team absolutely powered through the crowds, and even managed to make cocktails!! This team knows service!



BALMAIN ROZELLE CHAMBER OF COMMERCE NETWORKING
THE EXCHANGE HOTEL BALMAIN - 94 Beattie St, Balmain

Why: To network with other small business owners and to launch their Ambassador Program.

What about it: Nothing better than launching your magazine to the local business. We loved the energy in the room and how small business owners are actively engaging in the local community.

Why go: If you are small business and you want to meet your next customer, your local chamber member or maybe just network with other like minded business

people then you should look at joining.

What we loved: The food at the Exchange is always good and they did a great job again. We loved that the Chamber is proactively making changes to help small businesses.

What we didn't like: That not more small business owners aren't taking advantage of the support networks that the chambers in Sydney offer, even if you learn one thing, it's better than the day before!



THE BALMAIN HOTEL - 74 Mullens St, Balmain

Why: Launch of the new refurbished pub from an old smelly pub to a fun quirky pub where the cool cats will hang.

What about it: This used to be called the West End Hotel and has been completely revamped to be the Balmain Hotel.

Why go: Whilst it's the 2nd oldest pub in Balmain, it

has a quirky and fun decor. There is a cool courtyard out the back, which will just go nuts in Summer.

What we loved: We loved the Peking Duck Steamed Buns! Couldn't get enough of them!

What we didn't like: The thought of the bar queues in summer!

Attention Sydney Corporate Employees

Want to exit the corporate world?

7 of Australia's Top Startup Experts show **Corporate Employees** how to start your **Dream Business...** BEFORE quitting your job!

Are you a creative, hard-working employee, painfully unhappy in your job but you find "the leap" to your own business daunting?

We believe people like you are the answer to many of Australia's problems and we're on a mission to make it easier for you!



More Info & Tickets: www.corporatetofreedom.com

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the future BAKER MAKERS

[WORDS & PICTURES / AMY KYRIACOU]

CREATED BY BOURKE STREET BAKERY, THE BREAD & BUTTER PROJECT IS AN ARTISAN BAKERY DELIVERING HANDMADE BREAD TO FINE FOOD PURVEYORS OF SYDNEY.

It's also the first social enterprise of its kind in Australia, aiming to train and secure sustainable employment to communities in need - this year focusing on refugees. Run by Paul Allam and David McGuinness of Bourke Street Bakery, the project is entirely volunteer-based.

What started as an impromptu baking lesson at an orphanage on the Thai-Burmese border, set the wheels in motion for



Paul, David and The Bread & Butter Project. Witnessing the positive impact of his teaching he returned home, enlisted the help of business partner David and got to work realising the dream.

The idea was to 'gift' time and expertise from the Bourke Street Bakery to establish a wholesale bakery where 100% of the profits go towards training and employment opportunities for disadvantaged folks of Sydney. Their 12 month paid traineeship provides a TAFE accredited, work-based training program in the high demand skill of baking. The graduates will walk away with work experience, a highly recognised credential and the skills to find employment within the baking and hospitality industries. This year's trainees will join a passionate team in crafting some of the best sourdough bread in the country.

Bread and Butter's baked delights have already made their way onto the shelves of the prestigious David Jones Food Halls in Sydney CBD and



Witnessing the *positive* impact of his teaching he returned home, enlisted the help of business partner David and got to work *realising* the dream

Bondi Junction, The Larder in Dulwich Hill, The Health Emporium on Bondi Road and our favourite, Fleetwood Macchiato in Erskineville.

There are also stalls at some of Sydney's best grower's markets including the Eveleigh markets at Carriageworks on weekends, the Entertainment Quarter on Wednesday's and Saturdays and on the first Saturday of each month at the Sydney Morning Herald Growers' Markets, Pyrmont.

For more information about the awesome work, and ways to you can get involved with The Bread & Butter Project - check out their website: www.thebreadandbutterproject.com

why you struggle TO LOSE WEIGHT

[WORDS & PICTURES / VICTORIA MORRISON]



WHAT'S THE MOST COMMON LIMITING BELIEF THAT LEADS YOU TO SABOTAGE YOUR WEIGHT LOSS EFFORTS? MORE IMPORTANTLY, WHAT CAN YOU DO ABOUT IT SO YOU CAN FINALLY REACH YOUR IDEAL WEIGHT AND BODY SIZE?

The limiting belief that stops you achieving weight loss success. Do you believe your choice is: "I can eat what I want and be overweight OR I can be slim but I'll be bored and deprived"?

When you tell yourself that this is your choice, you are asking yourself to choose between two options that are both undesirable in some way - you have to choose between being fat and being deprived.

No wonder you are stuck! Or that you end up yo-yo dieting! The belief that these are your only two choices is limiting your results because there is no choice you truly want to take!

When you see how you are creating a problem for yourself, there are three things that can happen:

THE BELIEF WILL AUTOMATICALLY DISSOLVE

Sometimes simply becoming aware of limiting beliefs is enough to dissolve them (an 'aha' moment). Now you easily start seeing other options available to you. Happy times!

IF THE BELIEF DOESN'T QUITE DISSOLVE, YOU CAN CHALLENGE THE BELIEF AND WEAKEN IT

Ask yourself, 'is there any evidence against this belief? Is it true all the time? Do other people hold different beliefs and do these beliefs give them a different experience and generate different results? Could I learn something or benefit from a different perspective?'

When you have weakened or even eliminated the limiting belief, you can then create and strengthen supportive beliefs.

Sometimes simply becoming aware of limiting beliefs is enough to dissolve them

YOU CAN GET EXPERT HELP

If you see how your limiting belief is not serving you and yet feel resistance to letting it go, consider working one-on-one with someone who specialises in working with limiting beliefs. Coaches (like me) and practitioners with skills in NLP, hypnotherapy or EFT, help you quickly connect with your unconscious mind to replace limiting beliefs with resourceful ones.

Imagine how it would be if you truly believed your choice is:

"I can be overweight, uncomfortable and unfit OR I can be my ideal weight and feel confident, attractive and energetic."

Give yourself a no-brainer choice like this and see how easy it is to stay on track and shed those excess kilos!

Get more information about Victoria Morrison and her weight loss mindset programs, sign up for her free newsletter at www.lifefitnesscoaching.com

Victoria Morrison
Life Fitness Coaching
victoria@lifefitnesscoaching.com
0421 056 787
www.lifefitnesscoaching.com

your stars HAVE ARRIVED

[WORDS / ROB LANGAN]



ARIES



Hats have always looked good on you. Yes, today is definitely a hat day. Go hat! It is tantalising to think that you may be the favourite person in your area. However, fame always leads to the embarrassing disclosure of old XXX tapes of you.

TAURUS



Today might see a need for you to call attention to yourself, and we're always happy to recommend faxing semi-nude pictures of yourself to random numbers. Any amount of feelings you have won't save you from utter failure.

GEMINI



Some strange things will happen to you, (or at least you'll see them), this month. You might say something that may cause you to lose a friend, a special goat, or a loved one. Be careful what you say or you might get punched or worse, be trampled by wild whores. Sure it'll be freaky and weird, but at least it's better than everything on TV right now.

CANCER



Love is in the air this month. My suggestion to you is to buy an air freshener and some antiseptic for extra comfort. If you're feeling the love, just the antiseptic or even perhaps break that twenty and spend some extra money on some two-ply for extra bonus points.

LEO



This month a shark will eat your friend. Well, not really, but you might want that to happen because he is bugging the hell out of you. Before you claw him to death, try to remember what you both have been through together.

VIRGO



I know you are pretty good at handling money and balancing your funds, but you might need to cut back this month. Not due to a screw up on your part, but because an unexpected expense will pop up this month. Just be ready for a blowout.

LIBRA



Wake up and smell the coffee! Someone in your family will need your help this month. I know, I know, you are busy planting something, painting a picture of a moose, but you really need to drop what you are doing and help a relative out.

SCORPIO



No matter how badly you want to light something on fire, or break some expensive objects, DON'T! I know that you are pissed off and stressed out this month, but your revenge tactics suck when you are not thinking clearly.

SAGITTARIUS



You may receive a sweet surprise

from someone this month. Lucky you! It'll come just in time too. You may be feeling a bit down. I'm not sure if you are getting a little head cold, or if there will be a bee attack, or if you are just not feeling like your normal, cheerful self. At least this gift, flowers, kiss, whatever the surprise is, it will come just in time.

CAPRICORN



This month you'll be very pleased with a decision that you made! You will debate on it and hesitate, but your gut feeling isn't from last night's burrito, it's your body telling you to DO IT! The reward of your decision will not be great but you will be happy.

AQUARIUS



Hello, reoccurring problem this month! Well isn't that just freakin' lovely. You thought that problem had gone away, but its back like a bad case of herpes. What's the best thing to do? Yep, instead of standing up and taking punches, get the hell out of there!

PISCES



This month strange things will happen to you or by you. So don't be completely shocked if the mailman chases your dog, one of your ex's, the one who claimed to hated you, a spider gives YOU a can of insect repellent, or you find out that there's a little, green man that lives under your bed and smells your feet when you are asleep.

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it's all about APERTURE

[WORDS & PICTURES / FE LUMSDAINE]

HERE IT IS! PART 3 OF OUR SERIES ON HOW TO SHOOT IN MANUAL FOCUSES ON UNDERSTANDING APERTURE. USING SIMPLE PHRASES AND IMAGERY, I WILL HELP YOU UNLOCK THE MYSTERY OF MANUAL SLR PHOTOGRAPHY.

Aperture is the size of the opening in the lens when a photograph is taken. The larger the hole, the more light that gets in and the smaller the hole, the less light that gets in.

Aperture is measured in units called "f-stops". For example f/2.8, f/5.6, f/11. Moving from one f-stop to another either halves or doubles the size of the opening in the lens and the amount of light getting through.

Aperture
is the size of the
opening in the lens
when a photograph
is taken

When I first learned about photography, I was confused by the fact that the smaller the f-stop number, the larger the hole in the lens and vice versa. It seemed counter-intuitive,



but once I got my head around that, everything else started falling into place. An aperture of f/2.8 is a large hole in the lens and lets in a lot of light. An aperture of f/11 is a small hole in the lens and lets in just a little light.

A larger Aperture gives you a smaller Depth of Field. This is used to great effect to blur out the background of an image and to draw attention to the subject.

A smaller Aperture gives you a larger Depth of Field. If you're taking a photograph of a landscape and you want both the foreground AND the background of your image to be clear and in focus, you would use a small aperture of f/11 or smaller.

In the photographs on this page, you can see that one is

taken with a LARGE aperture (f/1.4) and the background is soft and blurry and out of focus. The other one is taken with a SMALL aperture (f/11) and the background is crisp and in focus and quite distracting.

Next month we'll talk about Shutter Speed... and how to use ISO, Aperture and Shutter Speed to set your exposure.

**No teenaged sons of this photographer were harmed in the making of these images. Although one may have been bribed...*

I love helping people take their cameras off manual and run individual and group workshops online and in person.

See some of my work at
lumsdainephoto.com
Twitter @lumsdaine
www.facebook.com/lumsdainephoto



[PICTURE / THOMAS VACLAVEK]

PHOTOS BY LOCALS



[PICTURE / GABBIE SMITH]



[PICTURE / GABBIE SMITH]

the new red IS HERE

[WORDS & PICTURES / BEN HUGHES]

**THE CHILL COMES UP
THROUGH YOUR CONVERSE
AND YOUR BODY SAYS "YOU
NEED SOME RED WINE"**

Tempranillo, Sangiovese and the wonderfully sexy-sounding Montepulciano d'Abruzzo (say it with your best Italian accent: you'll want a glass immediately). They're popping up in the new little wine bars all over town. But what the bloody hell are they?

We make
world-class wines
right *here* on your
door-step

Let's start in Spain. Rioja (pronounced 'ree oh ha') is their most famous red wine, hailing from the region by the same name. It's made from a mix of Tempranillo and Grenache grapes. These wines

tend to be full flavoured, with black/sour cherry and plum aromas and flavours. There are different levels of Rioja that are graded by the quality of the fruit and the amount of time they spend aging in oak barrels. Often there is a lovely smokiness about the wines. This wine is a perfect match for tapas.

Now onto France... Bordeaux is basically famous for Cabernet Sauvignon and Merlot blends. They can be overpriced, relying heavily on a known name. Hold on! What's that noise? I think it's the sound of rising blood pressure of the inner West's would-be wine connoisseurs. Look, there are of course, world-class Bordeaux but there's also plenty of pretenders. One of my favourite French reds is a Burgundy... usually made from Pinot Noir and consistently wonderful. Even though it too can be a little picey - I'd consider them much better value for money. Burgundy and lamb roast, heaven.



Italian wine is right now, better than ever. Chianti has lost its wicker basket (also known as a fiasco) and now is being taken more seriously. Chianti comes from the region of Tuscany and is made predominately from Sangiovese. Chianti, as with many European wines, has a lovely savoury character to it. Try it with any Italian red meat dish.

A word to the wise: just because it is imported does not mean it is better. There are plenty of bad imported wines. We make world-class wines right here on your door-step. Don't be afraid to experiment in the latest wine bar to pop up in your neighbourhood.

**Ben Hughes is Head of Liquids
at The Australian Wine and Beer
School - School, but not as you
know it!**

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