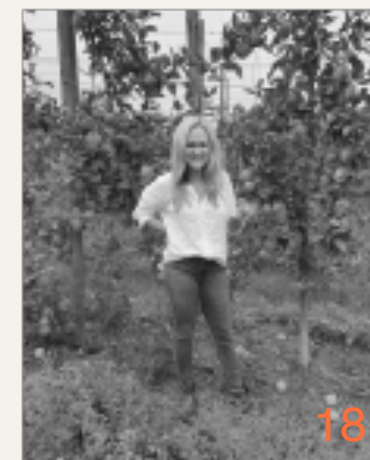
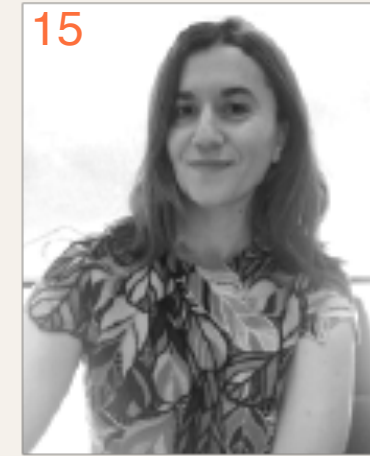




“Chaos is a friend of mine.”

- Bob Dylan

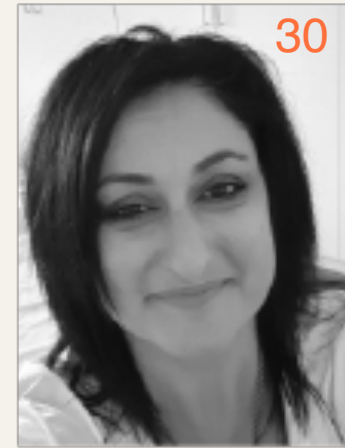
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The Mood

It's January 2020, Sydney Australia. We have just come off the back of an extraordinary season of catastrophic bushfires that put us on the map for all the wrong reasons across the globe. We rally together in the best way we know how. The 'Aussie Spirit' is put to the test, and true to style, it more than rises to the challenge.

Just as we catch our breath, we start hearing whispers of a 'virus' that quickly escalates into a health emergency that most of us have never experienced in our lifetime. In February, we find ourselves now officially in the grips of a 'pandemic'. To say it packed a punch and stopped us dead in

our tracks is an understatement. March unfolded like nothing we have ever seen, COVID - 19 had landed in just about every part of the world. This brought an even more inconceivable notion...the term 'lockdown' became the new normal. We now have more questions than we do answers.

We are beginning to understand that anything, at any time, really is possible. This time will be etched in our minds forever.

This is our new modern history.



March, 2020 *'Grinding To A Halt'*

Image Credits: Supermarkets - unknown
Delta Airlines - Big Seven Travel
Centrelink

AMANDA Herrod

**TECHNICAL TEXTILE DESIGNER AND
PRODUCT DEVELOPER
MODULUS DESIGN STUDIO**

How has the Corona Virus impacted you both personally and professionally?

On a personal level, I think the Corona Virus has had a surprising and positive impact on my life. The enforced lockdown has made me really slow down and I'm feeling much more grounded. I feel like it's given me permission to take a breather and allowed me time to reassess what's really important in my life. The difference between 'wants' and 'needs' has become much clearer. My life has simplified. I'm not racing around in the mornings making lunchboxes, getting kids out the door for school, getting ready for work, navigating the fastest route to the office on my GPS and stressed about making it home at a reasonable hour to prepare dinner. There is a calm flow to the start and end of my day now and I think it's agreeing with me! Unfortunately, professionally Corona has impacted on my industry quite dramatically. I work predominantly with off-shore fabric mills and garment manufacturers and there has been ongoing supply issues since January. The majority of my work and income was coming from one source (an Australian sportswear brand) and they were hit hard and very quickly by the cancellation of all sporting events across the country. There has also been the additional pressure of wholesale orders from retailers drying up. New garment collections have been postponed or cancelled and their cashflow has been reallocated...

it's a very trying time for many in the fashion and textile industry right now and I imagine the impact will be felt for some time. Interestingly, my design studio has had an increase in new business enquiries from 'start-up' clients who now have time to work on their business plans and side-hustle businesses. The downturn in one side of my work has given me the capacity to take on new clients, so there has definitely been a silver lining.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

The last 6 weeks have given me the opportunity to reassess my service offering for Modulus Design and has also allowed me the opportunity to work on some personal creative projects which usually get pushed to the side. As team sports start to return, my customers will regain confidence to plan for their new season ranges. In the meantime I'm working on creating a library of downloadable content to help support my own income.

What service/business do you think has done an amazing job of reinventing themselves during this time?

Archie Rose Distillery has definitely been a standout. The hospitality industry was one of the first to be immediately impacted and the incredible agility of their business to re-task their team to design, manufacture

and distribute high quality hand sanitiser blew me away!

Has this new normal made you look at your profession differently?

Absolutely! I work in the clothing and textile industry and work predominantly with off-shore manufacturers. I'd love to see more made locally to help grow our economy and also protect us should international markets close down. It's an industry that needs a shake-up. I'd love to see the creation of innovative garment manufacturing hubs in Australia.

Biggest lesson/learning you will take from this whole situation?

We can survive beautifully just living a simple life.

How do you feel about where you are currently living (country and/or City) in a time like this?

I live in an inner suburb of Sydney, just south of the CBD. On a typical pre-Corona day the roads are very congested, aircraft noise is often my alarm clock and rapid population growth is obvious. The upside to this is the convenience to transport, shops and great healthcare. Over the past 6-8 weeks the traffic and aircraft noise has disappeared. There have been days where I didn't see a single soul on my morning walk which has been beautiful and surreal. Kids are back playing in the streets, riding their bikes and playing ball games in laneways and it's been safe to do so.



It brought back memories of my own childhood and I felt so happy that this generation got a chance to experience it too, even if it is only fleeting. I feel happy and supported by the government. I think they've managed the crisis well. I speak to girlfriends in Italy and the States and I feel blessed to live in a country with excellent health and social services.

What are you happy to change or let go of for good once life moves through this phase?

I'm very happy to give up the frenetic hamster wheel 'busyness' that I seemed to have willingly bought into! I'm currently working on letting go of the guilt trip I give myself for sitting still and relaxing.

What really has changed in your life, or does it all feel like it's just on 'pause'?

My commitment to buying Aussie owned and made products. I'm planning on championing Aussie owned and made products at every opportunity I have. Last year I was inspired by the simple and very effective #buyfromthebush campaign, it got excellent support and opened my mind to shopping in a more thoughtful way. Over the past 6-8 weeks (during the COVID lockdown) there has been a wonderful new groundswell of

different community groups and online forums advocating for Australian owned and made companies. I'm committed to supporting the return of quality manufacturing to Australian soil. I think COVID has awoken generations of Australians, realising that it's time to buy local and make a more considered approach when shopping.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Hahaha this question made me laugh, I wish I could tell you that I've been highly driven and motivated during the COVID lockdown but in all honesty I've been dreaming up new business ideas and pretending to joyfully home-school my teenage son! I'm definitely guilty of starting wine-o'clock a little early on some of the tougher days. I've been doing more work in the evenings to make up for the loss of productivity during the day. I've found inspiration in watching companies pivot and introduce new product lines that have an immediate need in Corona times. Who knew face masks would become both functional and beautiful and would become product lines from homewares manufacturers and denim retailers.

Anything else you wish to share, please feel free to leave us your thoughts here... I've got a strong sense that we are going to come out of this as a much stronger country!



@MODULUSDESIGNSTUDIO

AMY Batchelor

**EXECUTIVE MANAGER,
STUDENT AND CAMPUS SERVICES
KENT INSTITUTE AUSTRALIA**

How has the Corona Virus impacted you both personally and professionally?

As an introvert, the personal impact of COVID-19 has been minimal. The biggest change has been the physical separation from friends but luckily we're tech savvy enough to maintain our regular catch-ups through Zoom! Working in the international education field has presented many challenges. As a face-to-face provider, our organisation had a steep learning curve to rapidly transition to online delivery which was stressful for staff and students alike. However, the process proved the strength of a good team when faced with adversity.

Looking back, what would you do differently now, if anything?

I would pay more attention to the early warning signs and plan contingencies well in advance.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

As frustrating as things have been, my focus has been on gratitude: for my children all being safe; for my friends' wellbeing; for my ongoing employment; and for living in the lucky country. This crisis has stripped society to the basics and forced people to reflect on what is really important in life. While many people are currently struggling with basic needs, we are all recognising the importance of relationships and belongingness. Nurturing these relationships will be my ongoing focus.

On a week to week basis, how has your isolation life played out? What has kept you sane and what has driven you insane?

Maintaining a routine and rediscovering old hobbies has kept me busy. Having a creative outlet that I can do at home has been very helpful. I can't forget to mention my dog; life just wouldn't be the same without a dog.

What have you missed the most?
Pubs!

What do you think is the silver lining for you both personally and professionally?

Challenging the status-quo isn't always possible but COVID-19 has made it a requirement. Being forced to adapt has led to many realisations that things can and should be done differently.

What's the single most significant thing that will be etched into your mind forever about this time in life?

Always maintain a good supply of toilet paper.

How do you feel about where you are currently living (country and/or City) in a time like this?

I'm very grateful to be in a country with universal health care. Despite living in the Australian city with the highest number of infections, I feel relatively safe in the knowledge that if I was to be infected I would be in good hands.

What really has changed in your life, or does it all feel like it's just on 'pause'?

Pause is a good word – a forced time of reflection, to slow down, consider what's important and count your blessings.

What are you happy to change or let go of for good once life moves through this phase?

The illusion of full-time employment meaning security – life can change in an instant and it's imperative to have a back-up plan.





When I was on one of my "silly little walks" which is what my flatmate and I call it, I came across this quote on the wall of a school fence that said "BECAUSE YOU ARE ALIVE, EVERYTHING IS POSSIBLE", so I'll just let you have a think about that one.

Nikki Chadwick

MAY 6, 2020
London, United Kingdom



March 20, 2020 'Making Headlines'
Image Credit: CNN

BEC Watson

DESIGNER



How has the Corona Virus impacted you both personally and professionally?

It has really made me realise when we empty ourselves of agenda and expectation we are ready to bond stronger and become more creative. Also it has been a simple reminder of the strength and our need for nature and the future of our planet.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

It has created a space where focus has been purely on my family and nature, we are all on this journey together and we continued to work even closer together. Letting go of perfectionism - accepting that nothing will ever be perfect, and taking the time to 'listen to listen' is what we will be holding onto.

What service/business do you think has done an amazing job of reinventing themselves during this time?

Since making the sea change to Byron Bay I have loved watching some of the small local businesses flourish further during this crazy time like 'Ethel Food Store' working with their extended family to produce comforting meals to enjoy in your own space, adapting to new trading hours and supporting / partnering with other businesses in the community. Natalie Walton - author

and interior designer, releasing her podcast and chatting with people in the community, online styling masterclass and in the midst of all this has released another beautiful book called 'STILL- the slow home'- perfect timing. Brookies gin - It only took hours for them to turn around a new product of hand sanitisers...and has opened up a brand new channel across multiple doors here in Byron and we are all lovin' it here.

What has been the easiest and hardest part of this pandemic?

Slowing down has been the easiest yet hardest to adopt...It takes time to slow down, it takes time to shift awareness, it takes time to be fully present with loved ones. Unfortunately we get so busy and stressed with our daily lives that we forget about what is truly the most important...Sometimes it takes slow times like this for us all to realise.

Biggest lesson/learning you will take from this whole situation?

We are going to hold onto the space that has been created and build our days around ESSENCE, redirect a lot of wasted energy into creative channels. Making sure we make time for time...

Most treasured person, item and/or service that you've relied on during this time?

My children have created a magical balance and brought me back in touch with my inner child when I never thought that was possible...I never want to lose it again...it is pretty amazing! Like they say 'hanging around children is somewhat contagious' they seem to make everything easier.

What are you happy to change or let go of for good once life moves through this phase?

Continue to build our weeks /lives around essence, realising what is important and what isn't.

BELLA Katz

**ADVISOR, CONSUMER RETAIL
NEW ZEALAND TRADE AND ENTERPRISE
(NZTE) PART OF THE NZ GOVERNMENT**

How has the Corona Virus impacted you both personally and professionally?

Professionally, I've been incredibly fortunate to be even busier, as my work is advising New Zealand companies on export and growth in Australia. With borders closed around the world, Australia has become a major focal market for NZ businesses, so my day is filled with consulting to numerous company owners and brands. Also, we're a team that's scattered in over 40 countries so have always connected remotely. Working from home has been seamless, as we've always connected through Zoom, Teams, Skype, Yammer, Google Meets etc. Personally, I've been on a wild ride of emotions like the rest of us. I've definitely enjoyed the sanctuary of home and family, pottering around the garden, baking, cooking, video gym sessions, not commuting to the city. But, I follow the news all day and it can be overwhelming to think about it deeply. It's painful to read about people's health and livelihoods in turmoil. It's hard to know where this will end up and how it will change us. Humans are very adaptable and there's a closeness this has brought with friends and communities, but - wow - there are some "out there" conspiracy theories doing the rounds and reading comments on social media can be pretty frightening!

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

The focus has remained the same, to help New Zealand companies enter or grow in Australia. Now, that imperative is even more critical. I work with brands in consumer retail, so it's about finding relevancy in their category, sophistication in their digital toolkit, supply chain efficiencies, differentiation and clear positioning, targeted marketing - all those fundamentals. Not to mention weighing up the mayhem in the retail sector globally and predicting where it will land. Obviously, the explosion in online purchasing has highlighted how far behind too many businesses are in digital commerce.

What service/business do you think has done an amazing job of reinventing themselves during this time?

I don't know whether one single business has stood out for me, apart from my hairdresser, who went beyond the call of duty and sent me a DIY grey roots' kit in the first few weeks of lockdown! I appreciated the brands that took a breath and didn't try to exploit the situation. By the tenth "We care about you and here's what we're doing during COVID" email, I started to unsubscribe. Instagram must have upped their targeting, because I've been hit with every fashion archive sale from favourite brands - which has been dangerous, but also very rewarding! Also an honorary mention to many restaurants who quickly adjusted their models to deliver. It's not for everyone, but look at [Attica](#) and how they've shifted from untouchable luxury establishments to 'taste of luxury in the home'. I don't think they've compromised their reputation, instead they've shown how creative and speedy they are to evolve.

Has this new normal made you look at your profession differently?

This is my first time working in a Government role, having spent 20 years in marketing for corporates and agencies. Since COVID, I feel incredibly proud to work for the New Zealand government and can see how at times like this, we are in our element, doing what we do best. On the flipside, I do worry about the marketing profession, as there's a big chasm between strategic marketing and tactical. Strategic marketers would be doing some of their best work during this pandemic, but marketers were becoming more tactical, measuring every click instead of positioning brands for the long term. So, all being tarred with the same brush, they would have been one of the first areas to get the chop.

Biggest lesson/learning you will take from this whole situation?

Everything can turn upside down at a moment's notice, so don't get too caught up in a single vision. Also, I love my family and, apart from a few isolation hiccups, have enjoyed having my husband and kids within reach every day.



How do you feel about where you are currently living (country and/or City) in a time like this?

I'm very relieved to be in Australia, with our democratic and pragmatic society. I think we acted decisively and sensibly early on and avoided the health crisis faced by other countries. We're so fortunate to have so much space: thank god for being able to go outside at this time and have room to move. I so hope we all have more humility and empathy for one another after this, but is it human nature to learn big lessons? Or do we have too-good a capacity for forgetting crises quickly.

What are you happy to change or let go of for good once life moves through this phase?

I was already leaning towards owning fewer and better things, so I'll continue down that path. How much "stuff" do we need anyway? I read an interesting article about how this may permanently change professional futures and that we may have to let go of old expectations and ambitions. That's something I'm still mentally working through - is there any point planning for 5 years from now, when we don't know what lies 6 months ahead? It's not a thought that makes me sad, just an interesting change of mindset when I've always made big plans for the future.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

I worked from home at other times in my career and I was always dressed and sitting at my computer by 9am. I've made a point to be up, ready and in action to start the day during this time - I don't work in pyjamas!

Also, we have some brilliant people in the New Zealand government team. Almost all made a conscious decision to work at NZTE so as to give something back to NZ, so I love the people I interact with. Video conferencing is exhausting, but seeing people's faces and expressions, and their lives / kids / pets jumping into shot, has strangely brought us closer. I'm inspired by the people I work with, the flexibility in how we work, and the help we're providing to so many companies.

Anything else you wish to share, please feel free to leave us your thoughts here...

In no particular order: Hooray for Netflix. Who knew Star Trek: Next Generation was such a silly, fun show? Lego Masters brings the whole family together. Bob Sinclair does hilarious and fun Live House sets over Insta. Baking and delivering it to friends and family is very rewarding. 28 by Sam Wood is very addictive. Investigative podcasts are the bomb. Gardening continues to be a godsend. Evening family walks are pretty fun. I hope we all take things slower in our lives once this is over.



@RETAILBELLA

DAVID Thompson

CEO
HOCKEY NSW



How has the Corona Virus impacted you both personally and professionally?

Well, now 50 days since we closed our office and moved all staff to working remotely, pre JobKeeper announcement I was preparing for some very difficult conversations with my 20 staff, our business was reduced to zero revenue in, fortunately we had a reasonable reserve to lean on however it was JobKeeper that has enabled us to keep all staff engaged and operating. In week one I challenged our staff to live by a mantra of MOTIVATE, INNOVATE and COMMUNICATE in all we did, we have nearly 30,000 hockey players in NSW looking to us for leadership and getting them back to their game as soon as possible. For that to happen, we needed to make sure our Volunteer army who are the heart and soul of the sport remained engaged and motivated to be ready. This mantra added to our volunteer philosophy of EDUCATE and APPRECIATE. Personally it has seen our family all getting a glimpse of each other's daily life, it has been funny listening to my daughter recite some of my conversations word for word, and I have become a Grandpa so all is ok.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Routine has been my answer, 6.15am up, 6.30am walk along the Cronulla Esplanade, South Cronulla to Wanda and back, 4 kilometres, coffee for the family from HAM Cafe across the road, 8am Gladys Berejiklian address, at the computer for a quick Zoom with 2 of my great colleagues and off I go. Thank

goodness for Zoom and Microsoft Teams. Prior to this, I rarely to never used technology, now its daily and part of the way of the future. I have to be inspiring and motivating, my 20 staff and their families have enough to look after, I need to stay up.

On a week to week basis, how has your isolation life played out? What has kept you sane and what has driven you insane?

The above has kept me sane, the lack of interaction both social and business, the lack of real forward thinking, business progression is difficult, at the moment its more about survival, crisis management, with some light appearing we now prepare to some sort of normal.

Has this new normal made you look at your profession differently?

We definitely are questioning full time work from the office, in fact how big our office is? Do we need it? Zoom has given us a fresh way to engage. We held our AGM on Zoom recently, 100% attendance for our Associations across NSW, we usually get a 50% turn out. They all appreciated the reduced cost and time, they did it from their lounge room. We will be different on the other side.

Biggest lesson/learning you will take from this whole situation?

Clearly don't take anything for granted, we have lived through a once in a lifetime situation, in times of peace, plan for war, be ready for anything. As well communicate clearly and often, up down, in and out.

Have you relied on technology more than ever before? And if so, how do you think your day to day might change once things move into the new normal?

I think I have covered that in question 4, our new normal will be an increase in communications with all stakeholder groups, workshops, education and consultation, as well a more frequent interaction with all.

What are you happy to change or let go of for good once life moves through this phase?

I once was not a fan of working from home, I am confident it is the way for the future, and I am very comfortable to stretch out on this.



@THOMMOSHUSE

ELISA

King

GENERAL MANAGER
HORTICULTURE BRAND

How has the Corona Virus impacted you both personally and professionally?

Personally, I'm so grateful my family and friends are healthy, and I have a job and home I love. The time in ISO has not been without its challenges (including no cuddles from my family and friends), but I always come back to how lucky I am, especially to live in this beautiful country. I work in Horticulture and unless you've been living under a rock you'd know Australia has been experiencing drought and catastrophic bushfires, and now this worldwide pandemic COVID-19 has slowed the velocity of sales (due to lockdowns), so it's definitely tough. However growers are a resilient bunch which is why I love working in this industry, they know how to ride the roller-coaster of life, dust themselves off and just get on with it. When COVID hit I was part way through a grower roadshow of Australia and now not being able to meet key stakeholders in person to communicate plans has been challenging.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

We've been focussed on adapting plans quickly as activities like instore sampling of our fresh produce is no longer possible. On the bright side social media use is up 45% since the start of the COVID -19 pandemic, a win for our campaign on Facebook and Instagram.

The next 3-6 is completely focussed on selling our crop, and planning for next year when hopefully mother nature will have been kinder, and we'll have COVID under control - fingers crossed. Personally, my focus has been to stay home and do the right thing in terms of social distancing, causes a little bit of pain now, will mean less pain in the long run.

On a week to week basis, how has your isolation life played out? What has kept you sane and what has driven you insane?

I have to start by saying thank goodness for technology! I've connected with friends and family more frequently. I've done tasks around the house, like clean out the spice cupboard, watched lots of Netflix and Stan, done yoga via Zoom, loved dancing around my lounge room to Bob Sinclair's daily DJ sets, enjoying beach walks and read heaps of great books. Phew, it's actually been busy. The above has kept me sane, insane has been peoples (unnecessary) whinging - be grateful peeps, life could be much worse!!!

Has this new normal made you look at your profession differently?

I am prouder than ever at the resilience growers show and the fact the produce we grow makes Australia healthier.

Biggest lesson/learning you will take from this whole situation?

Your health is everything, so take care of it!

Any life hacks, new skills or new addictions you've found yourself gaining during Corona ISO that you were surprised about?

Nope, however one of my besties told me she's being doing stretches so when she gets out of ISO she'll have a party trick and be able to do the splits, what a great idea! Hopefully if I start now we can do a double act 😊

What are you happy to change or let go of for good once life moves through this phase?

Busyness, it's always go go go - slow down Elisa! And overseas travel, lets discover our beautiful country.

Anything else you wish to share, please feel free to leave us your thoughts here...

Thanks for asking me to be a part of this. I think it is important to capture this moment in time, because it's going to go down in history as a time when the world changed forever.



@ELISAJKING





April, 2020 *'Out Of Bounds'*
Image Credit: Paul Kane, Getty



I think not being able to see friends and family or get to green, country or coastal spaces outside of the city, is what I am missing most.

Kristina Davidson

MAY 4, 2020
Melbourne, Australia

ELIZABETH Miller

**SALES - COMMERCE
SOFTWARE-AS-A-SERVICE
SALESFORCE**



How has the Corona Virus impacted you both personally and professionally?

Professionally, I'm fortunate to be able to continue my full-time employment and be busy. Working in the tech industry we're well set up to work from home. Personally, life has been a little quieter socially, however, I've been able to focus on wellbeing, lots of sleep, walking, practicing and studying yoga.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

Adjusting to the social isolation requirements and overall changes caused as a result of COVID-19 and deciding to embrace, enjoy, and be okay with it, knowing how fortunate I am. Accepting what needs to be done and some of the benefits of being based at home, such as spending more time with my 18-year-old parrot Hansel. Over the coming months, I'll be focussed on my career, completing my yoga teacher training and enjoying the special, quieter moments I spend with family and friends.

What service/business do you think has done an amazing job of reinventing themselves during this time?

There are some incredible stories to recite, gin distilleries making hand sanitiser, big brands such as Louis Vuitton making face masks etc. However, I am so proud to work for Salesforce, the rapid response to fund the provision of masks in the US, to providing short term free solutions that assist customers and a new initiative called Work.com, a solution designed to help businesses navigate the challenges of bringing the people back to work, abiding by regulations and protecting customers.

Has this new normal made you look at your profession differently?

With even more gratitude, I feel extremely fortunate to work for Salesforce.

Biggest lesson/learning you will take from this whole situation?

Slow down!

How do you feel about where you are currently living (country and/or City) in a time like this?

Feeling blessed to live in Sydney, Australia. I love city life and being close to the action, I've been grateful to live right near the harbour and have enjoyed walking and taking in the scenery of my local area, as well as the sense of the community coming together.

What are you happy to change or let go of for good once life moves through this phase?

Rushing around and being busy, assess the necessity before jumping on a plane for business or overcommitting in terms of physical presence overall.

What really has changed in your life, or does it all feel like it's just on 'pause'?

Frequently going out, meals, and drinks at cafes and restaurants. Also, parties with friends and live entertainment. Blessed with a large circle of friends, we often get together in groups of 30+ and it's a great way to keep in contact with the wider group which we haven't of course, been able to do.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Regular contact with colleagues and customers helps you stay connected. Along with fitness and being active, cooking and keeping the house looking beautiful, all help.

Anything else you wish to share, please feel free to leave us your thoughts here..

Make the best of every situation, be grateful and enjoy the ride!



@LIZZIEM

GRANT Feltham

SOURCING MANAGER

BUZZ

How has the Corona Virus impacted you both personally and professionally?

The Corona Virus has caused me to take stock and assess what I truly value in my personal life - such as health, my relationship, family, pets, friendships, financial security etc. I have found myself being more grateful for what I have and cherishing my relationship, friends, family and my fur babies to a greater level compared to pre-COVID-19. I have realised that I had become complacent and was taking the most important things to me for granted. Professionally - I have been reminded that change is inevitable, and no role or business is forever, as even the most secure and successful businesses can be turned on their head, in such a short period of time. I am grateful that throughout my career I have become more resilient and adaptable to change, as having a clear understanding of what I can and cannot control certainly helps to keep me focussed on what steps I can take to make changes for the better. I have found it challenging being stood down for 2 months LWOP and have been very appreciative that I have been brought back 3 days a week thanks to JobKeeper program.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

My focus over the past 6 weeks has been to ensure that I have an element of job security - albeit at 60% capacity of pre-COVID-19 along with managing personal finances with reduced income. It has been a challenge to control the work / life balance when working from home - I have found it difficult to find a new routine when living and working in the same location. I must

say I have enjoyed immensely having my 3 fur babies as my "co-workers". Looking forward I will be focusing on "future proofing" my career and financial situation as much as possible.

What service/business do you think has done an amazing job of reinventing themselves during this time?

I feel that the education sector has done a great job to transition to online learning in such a short period of time. The biggest issue that I have seen, that all businesses have faced, is the pace at which the new restrictions came into place and being unprecedented, the large majority of business had to react very quickly as they did not have a contingency plan for such restrictions. I do feel that the federal government has done an amazing job on the whole, to navigate the situation and implement policies quickly to balance health and the economy. Looking at my own business, we have pivoted very quickly to supply products that were outside of our area of expertise, so there was a lot of learning on the run, which has been not been easy with the entire workforce working from home. Our pre-COVID-19 work processes and policies did struggle to hold up with a workforce working remotely as breakdowns in collaboration and communication were frequent.

Has this new normal made you look at your profession differently?

Yes, it has made me look differently at not only my profession but also my industry. My company relies on airlines flying international and domestic routes, so we have been impacted severely by COVID-19, it has highlighted that as a business we need to spread our revenue streams

across multiple industries.

Biggest lesson/learning you will take from this whole situation?

To be grateful for what I have personally and be more proactive in developing contingency plans within the business environment.

How do you feel about where you are currently living (country and/or City) in a time like this?

I feel very fortunate to be living in Australia with a great health care system and relative robust economy and living on 13 acres in Eastern Melbourne has made the isolation experience somewhat more palatable.

What are you happy to change or let go of for good once life moves through this phase?

I would be happy to change my expectations around the traditional "office environment" as hygiene and work life balance become even more important - I can see a transition to greater periods of working from home becoming the new normal.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

I focussed on staying positive, knowing that this period would pass and that it would take a vast amount of energy and focus to come out the other side as a viable business. It felt as if I was fighting for survival, and I used this as a core motivator - survival of the fittest.



JACQUELINE

Kaytar

CREATIVE DIRECTOR

SELF EMPLOYED



How has the Corona Virus impacted you both personally and professionally?

We welcomed our third baby just before isolation restrictions were introduced, so work wise I had planned on taking some time off post baby anyway. While I felt concerned for my elderly and vulnerable loved ones, as well as empathy for friends who had been impacted financially, personally the slower pace was welcome. It meant we didn't have to be anywhere at set times and that, as a family, we could work our day around my son's ever changing newborn rhythms. Some days we are still in our pyjamas at lunch! I've also been home schooling my primary school aged eldest, so that's been interesting!

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

Staring at a fresh little baby face and caring for him and the family has been my focus over the past 6 weeks. Talking to friends and family online and lots of cooking and eating, our daily walk around the neighbourhood is often the highlight of my day. We've also been incorporating little rituals into our day, lots of hot baths, diffusing oils, online yoga or dance classes. I hope to keep these anchoring self-care habits up. I was planning on launching a new business earlier this year, but decided to postpone it with a new baby and renovation happening at the same time. In hindsight it was a blessing and I've had more time to re-evaluate what exactly and how I want to bring it into the world. So now I'm planning to launch in the next 6-12 months.

What service/business do you think has done an amazing job of reinventing themselves during this time?

All of our local restaurants and cafes have done an amazing job of changing their menus to make amazing pick-up meals and cocktails. We've also been doing a lot of craft so just ordered a home delivery tool and clay kit from Ceramiques, they pivoted to home delivery and are doing workshops online rather than in studio.

What has been the easiest and hardest part of this pandemic?

The easiest is the slower pace of life and what feels like a nervous system pause and reboot for us individually and the planet as a whole, time to pause and think about how we have been living our lives and being forced to strip it back to the essentials which has made it feel more spacious. The hardest was the collective sadness, fear and anxiety in confronting death, sickness and financial devastation.

Biggest lesson/learning you will take from this whole situation?

That more is not better. That we couldn't keep following our current trajectory of faster, busier lives and consumption. That the only constant is change. It feels like we have a rare chance to start over in some ways; we've had some space to think and look at what was working for us and what we want to leave behind.

Most treasured person, item and/or service that you've relied on during this time?

My husband; we haven't seen parents, grandparents or friends and have navigated introducing a new baby to the family, my husband's business, moving house and starting a renovation in the past 6 weeks...we've really just had each other and make a good team.

What are you happy to change or let go of for good once life moves through this phase?

I'm grateful for the chance to slow down and spend time connecting with family in our home, and hopeful that we can take that appreciation and our positive new habits with us when our new normality resumes. I also want to be a more conscious consumer, buying fewer but better, supporting brands that are authentically sustainable and support our planet.

Anything else you wish to share, please feel free to leave us your thoughts here...

All this time confined to being indoors has heightened my appreciation for nature, it feels like everyone is living for their moments in the garden, walk in the park or if you're lucky a dip in the ocean. I'm hopeful that the pandemic coming so quickly after the bush fires will have a positive impact on the environment and that people will be more conscious of their everyday impact, it's the little things that count. We're planning on planting a veggie patch, composting and when we do need to purchase, do so from conscious brands.



@JACQUELINEKAYTAR

JEMIMA Briggs

**GENERAL MANAGER
SALES AND MARKETING
RED SHOOTS, MAKERS OF GOOD
COCKTAIL CO AND LEMONFRESH**



How has the Corona Virus impacted you both personally and professionally?

It's been a rollercoaster with 2 young kids and an even younger business to get started and grow.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

We have been focussed on keeping our base business growing, accelerating our digital capabilities while accelerating our new product development.

What service/business do you think has done an amazing job of reinventing themselves during this time?

The car rental people turning into delivery has to be one of my favourites.

Has this new normal made you look at your profession differently?

Not really, I have been very aware of what FMCG Food and Beverage does well and what it does, we have always been very focussed on doing things better.

Biggest lesson/learning you will take from this whole situation?

Things change, but the fundamentals stay the same. Give people something that they want or need and they will buy it a fair price.

How do you feel about where you are currently living (country and/or City) in a time like this?

NZ - very smug!

What are you happy to change or let go of for good once life moves through this phase?

Working too hard - balance is hard to find in a crisis.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

I'm very purpose driven, we want to make great products which help people have fun and stay healthy.

Anything else you wish to share, please feel free to leave us your thoughts here...

A crisis may make you reconsider your short term direction but always stick to your purpose and your 'why'.



**@GOODCOCKTAILCO
@LEMONFRESHNZ**



Personally, as we enjoy a vegan lifestyle, we are delighted to see reports of animals across the planet venturing back in to the cities and waterways.

Marlene Hargreaves

MAY 6, 2020
Melbourne, Australia



April, 2020 *'Into The Wild'*
Image Credit: Getty Images
Deer in Nara, Japan.

JENNIFER Giles

NATIONAL BUSINESS MANAGER
ANTIPODES



How has the Corona Virus impacted you both personally and professionally?

Personally, I have stay connected with friends and loved ones but just in a different way. Missing the contact however of more face to face interactions and hugs. Professionally I have transitioned to working from home full time and still employed. Not nearly as comfortable and really miss the social interaction that being in an office provides.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Daily team meetings, reporting on project work and having clear KPIs has helped to stay on track and focussed on outcomes. Also motivated to still be employed given so many people are less fortunate. I have a responsibility to help steer business through this time so that myself and my team have a job at the end of this period. If I have an unproductive day, I generally regroup the next day to keep on top.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

Keeping sales turning over, transitioning bricks and mortar retailers online, driving ecommerce, working social campaigns harder and driving new business opportunities.

On a week to week basis, how has your isolation life played out? What has kept you sane and what has driven you insane?

Business as usual but on my own. Keeping sane by staying connected, exercising and being outdoors whenever I can. Being cooped up at home during work hours has driven me insane and not being able to just drop in and see someone.

What have you missed the most?

The gym, working from an office and socialising face to face.

What do you think is the silver lining for you both personally and professionally?

Personally, seeing pollution drop, social feeds from celebrities shut down (as everyone is in isolation), emergence of nature thriving and the kindness of human beings. Professionally learning new skills to adapt to new ways of business.

What's the single most significant thing that will be etched into your mind forever about this time in life?

How terribly strange it was. Seemed surreal and almost like something scripted from a movie that we could be cut off from everything we know whilst people literally were dying all around the world.

How do you feel about where you are currently living (country and/or City) in a time like this?

So incredibly fortunate!!! Wouldn't want to be anywhere else.

What really has changed in your life, or does it all feel like it's just on 'pause'?

Feels like its just on pause however the view of the world, travel and how vulnerable we are certainly has made me take stock from these events.

What are you happy to change or let go of for good once life moves through this phase?

Hoarding. I purposely have not stock piled anything through this crisis (and I mean nothing) and it has been a tremendous opportunity to use what I have. I am really keen to let go of excess material "things" and have vowed I will keep reducing my stockpile of everything I have...that includes household items, mementos and others.

KRISTINA Davidson

**PRODUCT DEVELOPER/BUYER
HOMEWARES
JARDAN**

How has the Corona Virus impacted you both personally and professionally?

Work wise my hours have been reduced and I have been working from home for over 4-5 weeks. It's challenging feeling connected; working as a product person without space to range and access to samples, colour books etc and also being able to bounce off colleagues. My partner and I are sharing a home office side by side, which we've managed to make work pretty well, however looking forward to getting back to the real office, we have cabin fever now. Personally, I've been okay as my work hours and my role has not been too hugely effected. I've ensured lots of walks and fresh air for mental sanity, wellbeing and try not to focus on things out of our control for the time being. As with everyone, some days are better than others, however I am mindful we are very lucky in Australia, so I keep that front of mind to stay thankful and grateful.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

Last 6 weeks - focus only on what I have the power to change or own. Staying connected to my personal relationships, whether in person, phone or via Zoom. My role at work, helping drive a retail company in a strange time has been challenging. It means being clever and thinking differently, when retail has/will take a hit considerably. My home and garden - making it a space I really enjoy, that feels inspiring and happy. Personal health + wellness - time for exercise, my version of meditation, rest and eating well. 3-6-12 months - is very similar to prior as I believe we are in for the long haul with

Corona virus. So, focusing on what I can own/ effect and help to stay focussed + well.

What service/business do you think has done an amazing job of reinventing themselves during this time?

The entire medical industry - they are taking this head on and caring for/protecting us all in a time of crisis. They have also moved where possible to digital functions very quickly. Online service + stores - whether retail, exercise or food, the adaptation of entire industries in a short space of time has been amazing. Flicking to virtual life to ensure we can keep going on with our work, passion or things we enjoy has been a huge shift.

Has this new normal made you look at your profession differently?

In some ways, yes more than ever I've seen how important one's home space is. A place to retreat, relax and it's a very personal space, so it's surprised me in a way that sales in this space have been positive, whilst everyone is looking more inwardly and at their home spaces. For me - this all poses a shake up to sourcing and origin of products, in regard to sustainability factors and supporting our local economy. I work with a lot of Australian makers and Australian made product ranges and I believe more than ever it's the way we should focus where possible.

Biggest lesson/learning you will take from this whole situation?

I think humans need to respect the world much more and care for our environment. More than ever we need to focus on changing our ways, lowering our footprint and carbons output,

ensuring we are respecting the natural world.

How do you feel about where you are currently living (country and/or City) in a time like this? Grateful and lucky to be living here and to be Australian.

What are you happy to change or let go of for good once life moves through this phase?

I think keeping the notion of being a little more quiet and relaxed, a little less that you need to do this or that and being so super busy. Taking time to reflect and think, also keep a focus on local community.

What really has changed in your life, or does it all feel like it's just on 'pause'?

I think not being able to see friends and family or get to green/country or coastal spaces outside of the city, is what I am missing most. Also work wise - missing being collaborative and a bit more free flowing/conversational, as that is often how the best ideas or creative concepts come to play.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Going for big long walks in the park or along the beach before work and after work, also standing face in the sun in the backyard have helped me stay motivated and keep focussed. Reading and online researching too. Also, some really good list writing to add structure and focus. Zoom chats each day with colleagues also helps us stay connected and focussed together.



@TINABENINA



LISA Chapman

SENIOR SOFTWARE TESTER
GLOBAL ONLINE TRADING COMPANY



How has Corona Virus impacted you both personally and Professionally?

On a professional level our company has been very supportive and understanding in the way we have had to adapt to our new way of working from home. We have the technology now to do our day to day work from just about anywhere as long as there is an internet connection. We remain in touch with our colleagues via Skype meetings/chats/Zoom coffee breaks which helps us stay connected as a team. Being connected with my team is the most important bit. It's hard and frustrating sometimes when you can't just walk over to someone's desk to ask questions or to explain an issue that you have or even just a nice quick catch up in the kitchen. We have such a great diverse mix of colleagues in our team sometimes trying to explain via chat/phone and not in person can sometimes be a bit difficult, but we adapt and get there in the end. On a personal level, being in lock down was ok at the start, not having to get on crowded trains and travel into busy overcrowded London has been great. I guess the positive thing for me about this pandemic is being able to work from home, it has given me the flexibility to lead a much healthier existence instead of lurching at my desk whilst I work which was the norm and instead now doing exercise multiple times a day via online streaming.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

I guess the focus has been just to get on with it, work is still very busy and will be for the foreseeable future as we have lots of projects on

the go so ensuring that I remain productive and that I get my work done that's needed for the day. Creating new norms to keep on living as much a normal life as possible and continue exercising to maintain my wellbeing.

What service/business do you think has done an amazing job of reinventing themselves during this time?

Firstly I must say that my company has done very well in a short amount of time in getting people up and running working from home and that I'm sure goes for a lot of businesses out there. In hospitality I think a lot of the restaurants/some bars/pubs have tried to adapt to having pick-up/delivery services where previously this was not the case. Also, online streaming exercise classes, there are now so many to choose from. People are finding more ways to connect with others online with music festivals streamed live from the DJ's homes or even streamed events like quiz nights, recorded theatre and west end shows. Thank God for the Internet.

Has this new normal made you look at your profession differently?

I can't say that it has really, I just feel lucky that I still have a job unlike a lot of other people.

Biggest lesson/learning you will take from this whole situation?

Staying connected with people. Never taking anything for granted. Looking at what you have, and thinking do I really need this? I guess simplifying life. Realising how important it is to also be healthy.

How do you feel about where you are currently living (country and /or city) in a time like this?
I live outside of London in Billericay which is in Essex. We are very close to lovely country side and thankfully the weather during this time has been amazing so we've been making the most of the public footpaths, venturing through woods and open fields. It's been amazing getting back close to nature and discovering our area more. It's been bluebell season, so the woods were awash with blue. On the downside not being able to see my friends has been really hard. I feel very isolated from them at times as my friends live in London so even being able to social distance with them is impossible at the moment. Being an Aussie expat, your friends are your family. It's also very hard living thousands of miles away from my family. I feel a constant guilt being so far away in these times. I worry constantly about my parents even though we Skype and chat constantly. It's not the same as being able to give them all hugs.

What are you happy to change or let go of for good once life moves through this phase?

I'm very happy to let go of the sedentary lifestyle or the attitude I can't be bothered, I'll do it tomorrow, going forward I'm determined to make that effort now as life is too short. This pandemic has shown that you can't take anything for granted.

LOUISE Malouf

**COMPANY DIRECTOR
ULTRA PRINT AND DISPLAY**

How has the Corona Virus impacted you both personally and professionally?

Professionally my business has suffered a downturn in sales significantly vs this time last year, we have had to reduce overheads to be able to navigate through this period and keep our team employed which has been our key priority. Personally, it has affected every aspect of my life from my financial stability to my mental wellbeing having to adjust to being confined to the home unless essential to travel – being such a social person I have found this aspect especially hard. Being idle and having to stay home and essentially watch TV is not something I normally do nor do I watch movies usually, but I have had to adapt like everyone else. I know I am not alone but living alone has made it especially difficult where I used to cherish my own space this has made me rethink my life choices.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

My focus has simply been this for the last six weeks: Help stop the spread, keep my business afloat by taking advantage of every funding package for my business I can and keep my mind and body as active as possible. The quicker we all do this, the quicker we can get back to our lives. Over the next 3-12 month I need to aggressively build my business back up and move into different and complimentary lines of business so in the event something like ever happens again my product portfolio is wider, and my business is better able to cope with a significant down turn. My business is paramount to my mental wellbeing as it supports my life and the last thing

I want is to have to shut the doors on the last 7 years of hard work and rewards.

On a week to week basis, how has your isolation life played out? What has kept you sane and what has driven you insane?

Sitting at home has driven me crazy and having to adapt to watching TV. Having the house to do things around as well as a home gym has kept me sane as well my two mini schnauzers who require constant attention, walks and love.

Has this new normal made you look at your profession differently?

No, it hasn't

Biggest lesson/learning you will take from this whole situation?

Underpin my business with a strong financial base and a more diverse product offering.

What has been the easiest and hardest part of this pandemic for you and what have you missed the most?

I have missed the social interactions with my friends the most, hands down. To be honest, I have not found any of this easy, I have found it to be very stressful from having to adjust to the fear of possibly losing everything I have worked a life time to achieve to having to rethink my life and the choices I have made.

What are you happy to change or let go of for good once life moves through this phase?

That is a tough one to answer. I try to live my life as simply as I can, but I would say its those people in my life who no longer fit. I have seen

this situation bring out the worst in some people and have shown their true colours which I no longer class as a friend or worth my time and effort anymore. I am sure that is the same for other people looking at me and thinking the same. I believe as I come out of this there will be fewer in my already small circle which will strengthen the bond for me with those who are left, and I will cherish their presence even more.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Oh that's easy – I love to see the fruits of my labour – I love to see my displays and products in-store and people interacting with them as they are built 'Fit for purpose' that is the most rewarding thing – seeing my company's finished product out in retail makes me very happy.

Anything else you wish to share, please feel free to leave us your thoughts here...

Life sometimes makes you sit up and pay attention. This has been a wake up for humanity, we needed to be reminded to keep our neighbours safe and support each other – we were WAY TOO SELF CENTRED. This is a blessing in disguise.





Image credit: Lisa Therese 'Sidhpur' - unsplash

MARLENE Hargreaves

DIRECTOR
ECOFUTURE PTY LTD

How has the Corona Virus impacted you both personally and professionally?

Personally, as we enjoy a vegan lifestyle, we are delighted to see reports of animals across the planet venturing back in to the cities and waterways. It also seems to have brought a focus on global trade in exotic animals for consumption that may have positive effects. Professionally, we are fortunate to be in an industry where our products are in great demand, so we are busier than ever. We hope the current focus on environmentally friendly hygiene gains a lift that continues long after the crisis abates.

Has this new normal made you look at your profession differently?

Yes. The current situation highlights the importance of cleanliness and hygiene and we sincerely hope people realise the importance of relegating harmful chemicals to the past and finding smarter ways to stay healthy.

What has been your focus over the last 6 weeks?

We'll soon be launching our new "Magic Molecule" Antimicrobial product range that gives long lasting and safe antimicrobial protection. Our new products do not kill microbes by chemical poisoning, they kill microbes mechanically at a nano level. Picture a pin bursting a balloon. Our new formulation ruptures the microbial cell walls in the same way. As such, microbes cannot develop resistance as they can with chemical and antibiotic sanitisers. They are also alcohol-free, so they are safe in aircraft and will not cause poisonings which is surprisingly common with alcohol-based sanitisers. Surface spray:

- o 1 application when used as directed continues to kill microbes for 30 days!

Hand spray

- o 1 application when used as directed continues to kill microbes all day! People, pet and planet friendly.

And what is your focus for the next 3-6-12 months?

Our focus is on research and development with future eco-friendly packaging/materials and we're looking in to scaling up manufacturing in Australia.

On a week to week basis, how has your isolation life played out?

As I work best in solitude, and my work is mostly computer based, fundamentally nothing has changed. I am using video conferencing a lot more often.

What has kept you sane and what has driven you insane?

Our focus on nature always keeps us grounded.

What have you missed the most?

Some of our favourite vegan foods are in short supply in the supermarkets but things are slowly improving. We miss speaking with our business network as some businesses have closed temporarily.

What do you think is the silver lining for you both personally and professionally?

Personally, I feel the pause in our day-to-day routines has embedded the need for new ways of living in the collective psyche. Professionally, with innovators working hard behind the scenes, hopefully when the wheels of commerce start turning again we'll be taking bold steps toward our new, clean, green, zero-waste and vegan economy.

What's the single most significant thing that will be etched into your mind forever about this time in life?

That nature has had a chance to recover somewhat from human activity.

How do you feel about where you are currently living (country and/or City) in a time like this?

We love that Australia is geographically removed from the rest of the planet. We love that there has been a bipartisan announcement by the government to bring manufacturing back to Australia. We feel fortunate to be located in a close-knit, semi-rural village on the coast, that approximately 1,500 people call home.

What really has changed in your life, or does it all feel like it's just on 'pause'?

It has been both physically and mentally demanding to help supply the market with sanitiser products.

What are you happy to change or let go of for good once life moves through this phase?

As EcoFuture is an innovative company, we will be making the most of current and future opportunities. Personally, we will be happy to let go of social distancing so we can catch up with business colleagues, friends and family again face to face.



MELISSA

Morphet

BUSINESS OWNER
BE BROTH

How has the Corona Virus impacted you both personally and professionally?

Having only recently welcomed my second baby into the world, I fortunately had already moulded my professional and personal life together - working from home. Saying that, the Corona Virus has impacted this greatly. There is little quiet time to be at the computer and no external help from wonderful babysitters or family. Our household now has a working husband, an energetic 2-year old and a hands-on newborn all at home, full-time. The birth of Be Broth (my business) came from a personal health journey to manage my autoimmune diseases. Given my vulnerable immune system, first and foremost, I needed to make sure I did everything to avoid catching this virus. As someone who is classified as "high risk", it has been a very anxious time for me.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

The last 6 weeks focus has been on the health and safety of my family. Given my very vulnerable immune system, I focussed on functioning with little contact to the outside world. That meant restrictions around my son attending day-care to wearing masks and clothes if I needed to buy milk from the local store. Now we know that the virus is out of immediate harms way (for now), I can look at the next 3-6 months a little differently. The next 3-6 months will be focussed on creating some extra space and time to focus on my business and personal care. Childcare is safe for Harry to return to which allows me time at my computer when Florence sleeps. Or an extra Pilates or mediation class across the week!

What service/business do you think has done an amazing job of reinventing themselves during this time?

Fitness and Delivery. So many fabulous fitness studios have reinvented ways to connect with homes to keep people upbeat, motivated and fit. Daily live stream classes via Zoom is just as good as the real thing. And the perks are it takes you less time to drive to the studio and you can literally do a yoga class in your PJs ☺ Uber really stands out to me also. Efficient delivery service with a nod to safety has been a really important lifeline during this time. Teaming up with Woolworths/Petbarn etc to get item from store to your door in a day when the businesses couldn't meet demand on their online orders.

What has been the easiest and hardest part of this pandemic?

Hands down the easiest part of this pandemic has been spending more time with my family. I love being at home. I love to nest. A true Taurean. The hardest has been managing the new expectations of the household. As a mother, you are used to your own rhythm, routine and outside activities/services/friends and family. Without access to these, it has been challenging to recreate these in one tiny household, day in and day out.

Biggest lesson/learning you will take from this whole situation?

Hands down, how precious life is. Particularly in my lifetime - nothing has made me feel more scared and vulnerable - knowing that something like a "virus" could take a life so quickly. And has done so.

That health is our biggest asset. This whole

situation seemed to be a win for the fittest.

Most treasured person, item and/or service that you've relied on during this time?

Live stream Pilates and yoga. Having access to fabulous fitness and meditation classes at home has been a life saver.

What are you happy to change or let go of for good once life moves through this phase?

Not over committing. Taking too much on. Life is absolutely wonderful being a little simpler just focusing inwards.

What's the single most significant thing that will be etched into your mind forever about this time in life?

How vulnerable our lifestyle has been. I have never lived through a world war or depression, but I will forever treasure how precious our lifestyle is. Enjoying a drink with friends or a nice meal with my family. A hug.



@BEWELLBEINGBROTH



NATASHA

McIntosh

OWNER

THE PRODUCT ROOM



How has the Corona Virus impacted you both personally and professionally?

The impact from a personal perspective has made me very fearful when out doing the necessary things in life and terrified of coming into contact with the virus and bringing it home to my elderly parents. Professionally, like most businesses, projects have been put on hold, you just have to keep going and staying motivated which I think is one of the biggest challenges and not to feel a sense of hopelessness in this time.

What have you missed the most?

I think the thing I have missed the most is how carefree we use to be...I have also really missed the sense of excitement when out shopping or browsing around stores discovering some new products as this has been a great passion personally and professionally as product has been part of my life from a young age.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

For the last six weeks there has been a readjustment in house spending and making sure we are staying healthy plus checking on family and friends to see if they are ok. I think 3-6 months will be putting down new foundations for the "new normal" both personally and professionally and after 12 months that's tough because at the moment its hard to think past each day!

What service/business do you think has done an amazing job of reinventing themselves?

I think all businesses have had to change in some way or another and pretty bloody quickly to survive...the one that has stuck out is the automotive industry where they went from building cars to ventilators and how quickly they turned it on...

What's the single most significant thing that will be etched into your mind forever about this time in life?

How fragile we all are.

Have you relied on technology more than ever before? And if so, how do you think your day to day might change once things move into the new normal?

All I can say is thank God for technology and the part it has played in keeping things slightly normal with the likes of swapping TV show recommendations with family/friends and of course Instagram for the memes and some great recipes. And now the introduction of the COVID app that may help us get to the "New Normal".

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Staying motivated has been really challenging as each day when you wake up and after that split second where you think everything is normal you remember that you are still in the Rona.

Walking has been great for mental health and gives you a sense of normality...before Rona the building site next door drove me crazy now it gives me a sense of calm as things are still being built and its not all doom and gloom.

Biggest lesson/learning you will take from this whole situation?

Don't take anything for granted and to make sure you are living the life you want to live.

How do you feel about where you are currently living (country and/or City) in a time like this?

Feeling very lucky that we live in Australia and especially the support that has been given to individuals and businesses in this time.



@THEPRODUCTROOM

NIC Tierney

OWNER
THE PRODUCT ROOM

How has the Corona Virus impacted you both personally and professionally?

Personally, it has just made me appreciate simple pleasures a lot more, freedom to travel and having good health. I've dug deep each day to make sure not to overthink, overanalyze the situation and stay calm. Professionally projects have been placed on hold and our business momentum has stopped which is the hardest part to take both mentally and financially. It takes a long time to build a business to this point, but it makes me even more determined to strive harder.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

Last 6 weeks has been day by day. No major planning or expectations, staying healthy, preserving cashflow. No superfluous spending. Next 3 months will be about rebuilding and 6-12 months will be working hard in different ways, focusing on being productive, not falling into the silly cycle of being 'busy'. I want the work I do to have even more meaning and purpose, it's more important than ever.

What do you think is the silver lining for you both personally and professionally?

Time to really think, clarity of thought that comes from times of immense change. I actually quite like it. Personally, I am more patient than ever and thoroughly enjoying precious time with my husband and our dogs. Professionally even more passionate to sink my teeth into new projects and connect with lots of new people.

What service/business do you think has done an amazing job of reinventing themselves?

A lot of the smaller businesses, like my local brewery - becoming a 'hole in the wall' to sell a special take home option each day, shifting production to creating hand sanitisers etc. It's amazing what we are all capable of when we really must find ways to survive. I hope it helps bring a whole new level of innovation and creativity into businesses the world over. Things were getting very stale for a while there. Massive congrats to the big supermarkets too - keeping us all fed and easing our minds through moments of ridiculous and unnecessary panic.

What's the single most significant thing that will be etched into your mind forever about this time in life?

How amazing the human spirit truly is. Everyone will respond to this differently. Everyone will have their own story, their own reflection. It's incredibly powerful. Also, that absolutely anything can happen at any time, and the only thing that really matters is health.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

Some days I'm completely unmotivated and frustrated so I make a point of turning up the tunes super loud, get the house clean and in order, lots of coffee and read everything I can get my hands on. I'm craving learning new things, cultures, stories, research etc. Most days I will also get some decent exercise in, but I don't try to do the same thing every day. Routine has its purpose, but I've also found it important to mix things up a little too, particularly when so much is the same right now.

Has this new normal made you look at your profession, differently?

It's really redefined for me the notion of what's essential and what isn't and that working from home has its pros and cons. Connecting with people and creating useful products is my main goal now. Moving forward I really want to work on products that provide an absolute purpose. I also feel more responsible than ever to nature, it puts up with a lot from us. We walk heavy on this earth - she needed a break. So my work needs to reflect a complete sense of understanding to this.

What really has changed in your life, or does it all feel like it's just on 'pause'?

Nothing major at this point, so I feel very fortunate in that respect. I had a very flexible work life balance before this, and it definitely prepared me for the routine of working from home everyday. I truly feel like the pause button is on; life will take on new meaning once it's lifted. On the other hand, it's certainly re-affirmed the things I love in life and I want to do them tenfold - travel being just one of them.

How do you feel about where you are currently living (country and/or City) in a time like this?

Wouldn't want to be anywhere else. Honestly. It's incredibly tough around the world. There is a long recovery from this and for some of us the consequences will be heartbreaking. We're going to be talking about this for a very, very long time to come. We need to be empathetic more than ever and if you are in a position to help - then help.



@THEPRODUCTROOM





April, 2020 *'The New Distance'*
Image Credit: Carla Gottgens, Melbourne Bloomberg



I think social distancing will help us become closer to one another...I never thought I would miss just giving someone a hug so much!

Susie Iser

MAY 13, 2020
Melbourne, Australia

NIKKI Chadwick

**MARKETING AND
SOCIAL MEDIA MANAGER
LONE DESIGN CLUB**

Before I start, I just wanted to give a background on myself. I'm a 25-year-old creative living in East London working in the Fashion Industry as a Marketing and Social Media Manager. I'm fortunate that I am safe, healthy, and live a comfortable lifestyle. I am also truthful about myself, and I am going to be completely honest and real about the struggles and new perspectives I have been through during the COVID-19 period, and perhaps some people will be able to relate. I am aware that a lot of people face a lot more difficult challenges than myself, and want to remind people that this is just my reality.

How has the Corona Virus impacted you both personally and professionally?

Personally, the Corona virus has impacted me emotionally, I think being in a confined space for such a long period, not being able to travel beyond your immediate surroundings has been difficult especially when I had been commuting on the tube each day. I'm quite a physical person, I like running around doing things, and I don't like sitting at a desk all day, so this has been quite hard. I also have been living away from my boyfriend (but thank goodness for FaceTime). Thankfully, I live with my best friend who's my flatmate, Camilla and we're both creatives working 9-6, Monday to Friday so it's great living with someone who also wants a strong routine. I think from the very start we knew that routine would help us get through. We get up in the morning, get a coffee, and now both really close to the owner of the cafe, so we've connected to someone who we'd never met before this all happened. All the simple things right in front of me that I perhaps didn't pay as much attention to before, has given me a new appreciation for life, knowing that I was getting so caught up in life

and the fast-paced nature of society. I've also reconnected with old friends and talked to my mum who's in Sydney a lot more than usual. This time has definitely allowed me to slow down reflect and rediscover what I love to do socially and professionally. On a professional level, it's definitely been challenging. I work for a company that opens pop-up stores two weeks every month and since we can't do that, we have had to focus on our online presence, something that we've always wanted to really harness and explore. It's great that we already had the platform established, but we definitely had to think in completely different ways and re-strategise how the company operates. In a way, we have to look at it as an opportunity to explore a different way of doing business and thankfully as a start-up, we are agile, flexible and able to pivot quickly and react to the changes around us. Because of this, I've learned so many new skills. I am a Marketing and Social Media Manager, so I've had to connect with people on a different level. At times it's difficult especially at the beginning period of isolation, because working in fashion you start thinking this is not an essential service. Working in a company that champions independent designers who also support sustainable and ethical practices, you have to remind yourself and think of the bigger picture and how this whole situation can affect not only the community of designers, but also all the workers across their supply chains that have a fair wage and treated ethically because of these businesses. At the end of the day, this is what drives me.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

Over the last six weeks, I have been focusing really on what's happening within the industry,

it's allowed me to slow down and come together as a community within industry to talk to people, see what they're thinking and where the future of fashion could be heading. As a Marketing Manager, my aim is to communicate with our customers. With Lone Design Club (@lonedesignclub), a company that I work for, everything we do is built for our community where we're connecting designers to industry guests and consumers so we really need to know what's happening around us, listening to people, making sure that we're still engaging with our community and letting our designers know that we're here to support them. It's hard to know what the future of the industry looks like after this and to keep on track, there's a company called We Are Social who have broken down into 5 steps, what brands should do until the "New Normal", which has helped give me structure and understanding of a basic formula to stick to in all the uncertainty. Across the next few months, I think our focus is really going to be working even closer to our community and really understanding the market and how we can help even more so connect these designers with people. Everything is not going to be the same, it's going to be a different world and I think listening is going to be imperative and reacting to what will be happening around us. As a company that is quite forward-thinking in terms of innovative retail, it will be interesting to see how consumers are going to shop physically and digitally, and how "irl and url" are going to combine. The pop-up stores have always been about giving people easy access to emerging sustainable designers, while providing an experiential retail space, so I'm excited to see how this involves in reaction to what will be happening around us.



What service/business do you think has done an amazing job of reinventing themselves during this time?

I've been reading about people who have launched brands during this period, and what they have done to react to the situation. There was this great article from FT about a designer whose company is called The Only Jane (@theonlyjaneco) who had just received the first drop of her three jumpsuit styles in three different colorways and had all the stock sitting in her house. In March when COVID-19 came, she was wondering about what to do with all this stock. Instead of pausing, she reacted. As a mother and wife, she decided to donate 30% of the purchase price of each jumpsuit to No Kid Hungry, an organisation helping to ensure that millions of children get meals they need during school closures and all year long. Camilla and I have been advising some friends on brand and marketing strategy on their yet to launch bag brand, Frequently Requested Commodity (@frcstudios), and we've been discussing storytelling. One of my core beliefs in content marketing is to tell your brand story. So, I gave them The Only Jane as the perfect example of true storytelling, completely relevant to right now. The fact that Jane (we're on first-name basis now), had no idea she would be doing this a month or two months ago, she's used her experience around her to create a truthful story that has connected with people. She has an amazing video of herself just doing banal home tasks and playing with her daughter while wearing the jumpsuit. I'm sure many women who are in very similar positions that also love fashion can connect with this.

Has this new normal made you look at your profession differently?

Hmm, I feel like I'm still trying to work out what the normal is. But it's definitely made me return back to my core values of why I wanted to work in sustainable fashion in the first place. It's made me realise how much more I want to tell the story of

brands in the most innovative way. I feel as though digital technology has accelerated during this period and communicating with people is going to become a lot more experiential and innovative.

Biggest lesson/learning you will take from this whole situation?

To innovate, think outside the box, go against the grain to make positive change, but be true to yourself, you have to slow down, re-evaluate, consider and listen to what's happening outside your bubble to connect with people, and at the end of the day that's what designers are trying to do.

How do you feel about where you are currently living (country and/or City) in a time like this?

At the moment I'm living in London, such a compact city! I've grown up by the beach in Sydney most of my life so living out here in a very fast-paced, busy environment and now to be sitting in my bedroom each day on my laptop does make me think about what it must be for other people in other cities. Especially Sydney that's on the coast, opened out to wide waters. It does make me feel envious of people who are constantly around nature. It's easy to get in your mind about it, however, I have to remember I love the hustle and the bustle of city life, urban landscapes, communities, and culture.

What are you happy to change or let go of for good once life moves through this phase?

As someone who works such long hours, I'm happy to take more time to myself and hang out with friends and family. I think I need to actually keep up a fitness routine (I say that now...). Growing up playing a lot of touch football used to make me happy so it's maybe not changing but reverting back to old interests. I think what I want to let go once we move through this phase...? That's a difficult one because at the moment I'm thinking about the future of my career and where we'd like to go as a company. Personally, I'm not sure, maybe

I need a bit more time to think about this. I don't think I can see past isolation on a personal level, and what my personal life will be like after this. I'm just going to take it all as it comes.

What really has changed in your life, or does it all feel like it's just on 'pause'?

I definitely don't feel like my life is on pause. I don't think anyone's life is really on pause. I think if you're forced to slow down from something that you are doing previously that was keeping you super occupied, then it might feel like your life is on pause. What has really changed my life is that from a wider perspective, life is very unpredictable, anything can happen, anything is possible, so instead of looking at this in a negative way, like the second wave, it's made me think that whatever decisions I make, I'm just going to do what makes me happy at the time.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

I think at the moment what's inspiring me to keep me motivated has actually been moments when I'm not doing work. I think it's a way to soak up what's happening in the rest of the world and around me so that I can come back and use this in my day-to-day.

Anything else you wish to share, please feel free to leave us your thoughts here...

When I was on one of my "silly little walks" which is what my flatmate and I call it, I came across this quote on the wall of a school fence that said "BECAUSE YOU ARE ALIVE, EVERYTHING IS POSSIBLE", so I'll just let you have a think about that one.



@NIKKI_CHADWICK

RYAN Gelbart

**FOUNDER, ACTOR AND
MARTIAL ARTS INSTRUCTOR
MITT MATE PTY LTD**

How has the Corona Virus impacted you both personally and professionally?

It goes without saying it was an extreme shock to the system. The experience in some ways has resembled the 7 stages of grieving. Shock, denial, anger, bargaining, depression, testing, and acceptance. Quite the mixed bag of emotions. I had good days, I had bad days and some I wish I could forget. End of last year I achieved one of my greatest accomplishments of becoming a certified Krav Maga Instructor at KMDI in Surry Hills. [You can read more about Krav Maga here.](#) I began teaching adult and children's self-defence classes as well as a high volume of one on one sessions. Then COVID hit. Literally, it was all blood sweat and tears the last few years to get me to this point and in an instant was about to be taken away. I had just achieved something so great I was so proud and excited that I was at first bewildered by, then discussions of a global pandemic. It just didn't seem real. You can't help but feel out of control and in denial. I was embarking on the beginning of this new journey, the next stage of my training, and much-loved passion. My routine and everything I had worked for, the people that mentor and teach me day to day, being with my friends, and family was about to be replaced with isolating. Not to mention as an actor (my first passion) with an industry that gets little to no support by governing bodies, how is the industry and its artists going to bounce back and recover from this? The starving artist theory was once again going to become a reality for so many. It breaks my heart because it's the creatives that feel the impacts on an emotional level when many others don't. They will always create work in a crisis regardless of pay check or not. This creation of work is our theatre, movies, and television.

Shock, anger, denial, bargaining, and depression were kind of all interwoven from the beginning. My sister had her second baby, I became an uncle again. I couldn't be there as they live in the Bryon Hinterland.

While I'm grateful for technology and digital connection, I would have done anything to be able to hold my newborn niece. It's funny that when a human physical connection is taken away, we crave it so much more. At first, it was an overload of phone calls and video chats compensating for the lack of social interaction. I actually spoke to more people during the lockdowns than I would have in a year on the "outside". As time went on there was a part of me that found such peace in being able to take the pressure off and work on myself. This time had to be looked at as an opportunity to take a serious time out. Personally, I found this time to be productive. At times some mild anxiety attacks would get the better of me but then I through my self into personal development. Train my body, train my mind, and look to create something that will help people in need. Time to get off my self, don't sit back but give back!

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

A few weeks before we went into lockdown and the shortages started to become a real issue due to the ridiculous hoarding. I had stumbled across some family friends that were in the business of manufacturing hand sanitiser and other sanitary goods. My family got gifted a large amount of sanitiser which I then proceeded to gift on to those around me that needed it most. From here I made some enquires and although there was a shortage, I was able to access large quantities to distribute privately. So, in the midst of the lockdown, I found myself accidentally starting a business. It was our slogan that kept popping up in conversations with people that came up to then sum up everything I was doing. "Wash Your Mitts and Love Your Mates". From there along with the help of a great mate and now business partner, [Mitt Mate Pty Ltd](#) was born.

I wanted to keep helping and doing more. I want to make a difference, not just spend all day trying to flog "hand sanny". Yes, providing necessity products is great and all but there is nothing remotely sexy or rewarding about Hand Sanitiser. From day one I engaged in a conversation with my mate Sam Webb CEO/Co-founder of [LIVIN.ORG](#) an Australian mental health organisation. I was excited to share my plans and explained to him what I was working on. I've always wanted to support his cause in some way and found I could by using Mitt Mate as a tool to deliver not only a great product but deliver a stronger and more personal message. Something all Australians need to hear and embrace. There was none better than their words 'It Ain't Weak To Speak'. Their mission is to break the stigma around mental health through cutting edge technology and educational programs to help people get back to LIVIN their best lives! Loving your mates is the foundation of what our mission is now and what we will continue to do as we grow our brand. That's why we are donating 10% of Mitt Mate profits to the LIVIN Organisation as we are not only firm believers of their mission but as proud supporters of what each and every team member continues to achieve daily as a privately run non-government-funded charity putting the wellbeing of their fellow Australians first. [Learn more about LIVIN HERE.](#) This has been my past 6 weeks, and this will continue through for many years to come. Who knows what the future holds, I'm not fussed about success in large retail shopping chains, what excites me is that we created something with meaning, with a voice that says "Hey we are all in this together". The day I hear even just one person say "Wash Your Mitts and Love Your Mates" will be the day I know our message is being heard. That to me is the ultimate win.



What service/business do you think has done an amazing job of reinventing themselves during this time?

I take my hat off to everyone involved in the hospitality industry. We take our bars, cafes, and restaurants for granted. So much love goes into daily service, coffees and meals. They have truly fought long and hard to keep delivering, even if it means some owners personally bringing your orders to your door. It's a shame the larger delivery companies haven't reduced their crippling commissions but at the same time, it shows that these businesses have heart and won't be bullied into suffering unnecessary further financial losses. Also, the transition of the health and fitness industry into online class technology is incredible. There really is no excuse to not stay on top of your fitness or wellbeing. I love that now I can do full fighting or fitness sessions in my bedroom, sometimes even just in my undies (with the camera off of course) any time of day or night. Online classes in all industries, this has been the real game-changer.

Has this new normal made you look at your profession differently?

I think the physical human connection is so so important. Digital connection (although great) in my mind will never replace face to face.

Biggest lesson/learning you will take from this whole situation?

Personal development has been the key. Teaching myself to not sweat the small stuff. Excuse the language, Not giving a fuck about the how's, what's, and whys this happening but shifting into the mindset of what I need to do to stay sane and happy. Embracing the loss of control to take control of what I have from the moment I wake up every morning. The need to create a new routine and sticking to it while being sure to mix it up was paramount. People get stuck in routines and then drop them because well, it's a routine, and it's repetitive. We must always create excitement out of what we do. Keeping things fresh, challenging, and exciting, we will continue to stay motivated.

How do you feel about where you are currently living (country and/or City) in a time like this?

There is no place like Australia. We are so lucky. Sydney is one of the greatest cities in the world. Am I ready for a change at some point? I have a feeling that someday I'll put this town in the rear-view for something a little more connected to nature and a little quieter.

What are you happy to change or let go of for good once life moves through this phase?

I resonate more with "what I want to hold on to" rather than change or let go for good. I want to hold on and not lose sight of all the small accomplishments, self-knowledge, and personal development I have accumulated over the past couple of months. Also, regardless of what happened or what the future holds, I'll always remind myself that through good times and bad, this too shall pass.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?

I have to make time for the things I love doing. "This is what I want to do vs This is what I need to do". Balance is key. I like to set tasks. I found once they're set, I don't stop until they're done. It's like a game with myself. I can get extremely competitive and become somewhat of a perfectionist so it's important for me to put time limits on tasks. I love to cook, I love walking, I love boxing, I love being social but I also love time to myself. As long as I have these things, I remain calm and motivated to fulfil all of the NEED TO DO'S.

Anything else you wish to share, please feel free to leave us your thoughts here...

In the words of Mathew Wilder: "Ain't nothin' gonna break-a my stride, Nobody gonna slow me down, oh no, I got to keep on movin'!"



@GELBS
@MITTMATE
@GELBYSKITCHEN



The hardest was the collective sadness, fear and anxiety in confronting death, sickness and financial devastation.

Jacqueline Kaytar

MAY 4, 2020
Brisbane, Australia



April, 2020 *'Embrace The Absurd'*

Image Credits: New York Street - Simone De Peak
Make Shift Morgues NYC - Eduardo Munoz, Reuters
US Food Banks. Los Angeles Times

SERENA

Leith

How has the Corona Virus impacted you both personally and professionally?

In ways I could have never anticipated. Both personally and professionally it's been much tougher than I thought. Initially, like many, I completely underestimated both the scale and impact and seriousness of this virus, "surely no worse than the flu?" I thought. And now, my periods of deep reflection, in the 23 hours a day I spend in my small 1BR apartment, which is now also my office, home gym, bakery, yoga studio, psychologists office, dancefloor, day spa, music festival, cinema AND nail salon I've learned to become accustomed to unpredictability being the new predictable. Having resilience is no longer just about thriving, it's about surviving.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

My focus has been around creating routine. Routine creates a sense of safety, a coven of protection, no matter how flimsy, it has helped me maintain a semi-status quo to crack on with work, to still achieve a level of output that's expected as a leader, but also in a creative field, like so many others, it's important to carve out spaces to find joy, positivity. Not just for me and my sanity, but for my work family, to help them shoulder this period with resilience and grace. The next 6 months will be able to reimagine the new normal, what are the silver linings of this new world that will propel even better work? More creative thinking? More opportunities? More compassion? My challenge is to ensure my team and I grant

ourselves and others more patience, compassion and understanding.

What service/business do you think has done an amazing job of reinventing themselves during this time?

I've been amazed at the small businesses, the tiny, often family owned businesses that have completely reinvented themselves, seemingly overnight, to adjust to these times. Their creativity, courage and ability to move swiftly is just mind boggling. Certainly lots of lessons for bigger companies to take on in terms of this 'hack' culture and will to evolve to survive and how much local community still plays a role in business. We might be globalising, and fast, but we are all still living day to day in small local neighbourhoods, which need to be nourished.

Has this new normal made you look at your profession differently?

Mostly, it imbued me with gratitude. It's made me realise that we are both our worst enemy and biggest cheerleader. Left to our own devices - without the aid of an office space and physical group culture - I've learned that energetically we all operate at very different drum beats, and there's huge merit not trying to force people to operate under the old (only months old now) constraints of office life schedules. It's made me completely re-think meetings, email structure, future planning and proofing, team building. It's reinforced the value of being nimble, of listening, of trusting your gut, of not over-thinking things, and of encouraging disparate voices, and being gentle, with self and others.

Biggest lesson/learning you will take from this whole situation?

Less is more.

How do you feel about where you are currently living (country and/or City) in a time like this?

I'm beyond grateful to be in a democratic first world nation with a strong economy and public health system, and a robust free press. And I'm hoping that we, as a nation, reflect on this time to reassess how we treat public systems and the people within them. I'm hoping this is the start of a re-revolution to nationalising essential services and better acknowledging and supporting our essential workers and the industries that add not just economic, but social and emotional value.

What are you happy to change or let go of for good once life moves through this phase?

The changes to my body clock have been a revelation! I will be better at saying no, I am more compassionate, I listen more, I am better at embracing stillness. I'm hoping the rigid structures around office hours, working output and the value of economic versus emotional value are reassessed. Mostly though, I no longer will use an alarm clock!



@LEITHBALLS

HEAD OF MARKETING, SPOTIFY

AUSTRALIA AND NEW ZEALAND



SUSIE Iser

EVENTS MANAGER AND EA
GLOBAL COMPANY

How has the Corona Virus impacted you both personally and professionally?

Being an introvert, I have not been impacted that severely personally. I am comfortable being on my own and I actually recharge my batteries this way, so for me it's actually been a perfect way to reflect and recharge and get ready for whatever happens on the other side. Professionally it has also been a good time to rest the body. I travel internationally at least 8-10 times a year for work and it does take a toll on your mental and physical health. For the first time in a very long time I feel like my sleeping pattern is returning to normal and I feel less lethargic and irritable.

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

My focus has been to remain positive and active.

What service/business do you think has done an amazing job of reinventing themselves during this time?

I have enjoyed following what the restaurant industry have been doing. I have loved watching the inventive way different restaurants are working and especially Atlas Dining in Prahran, Melbourne. Charlie Cunningham launched his online master classes within a week of his restaurant closing because of COVID-19. Keeping with the theme of his restaurant changing cuisines every 3 months, a different cuisine is offered every week and ingredient boxes are delivered to your door.

A short master class via Instagram to help you with tips etc to prepare your meal. His laid back friendly nature makes it so easy to follow. His ingredient boxes sell out each week and he has now had to move into a bigger kitchen to keep up with the orders and he has managed to keep a lot of his staff working as well as his suppliers.

Has this new normal made you look at your profession differently?

I think every industry has had to become even more creative to survive during this time. It has been interesting watching how people are becoming so innovative creating their own events on different platforms. I think some of these will continue even after we are allowed to go back to celebrating normally. Some sectors of the events industry have already embraced the virtual platform for small conferences, workshops and these work really well and are cost effective now and well as moving forward as budgets will not be the same. I am not sure when we will see the safe return of larger scale events but again technology has come such a long way and live streaming and remote attendance will need to become the new normal for as long as we have travel restrictions in place.

Biggest lesson/learning you will take from this whole situation?

It is incredibly important to be kind to ourselves, and I have read a lot of articles about the effects of isolation in humans. Most of us generally come out with a better understanding of themselves which is a positive coming out of an extremely stressful, negative situation.

How do you feel about where you are currently living (country and/or City) in a time like this?

We are definitely the lucky country. I feel proud at the way Australia has combated this virus. Speaking to family and friends overseas especially the USA, we should be thankful that our government took very early precautions and although hard, it has definitely put us in a very good position compared to others. I would not want to be anywhere but Down Under...and sometimes it's good to be so far away from everywhere else.

What are you happy to change or let go of for good once life moves through this phase?

I'd like to change my ignorance towards our government...I don't know much about politics, but I have found watching how our leaders have handled this crisis especially our PM and Treasurer. I have nothing but praise for them and how we have avoided a potential disaster zone like so many other countries. I know we are not out of the woods, but we are in great shape.

Anything else you wish to share, please feel free to leave us your thoughts here...

I think social distancing will help us become closer to one another...I never thought I would miss just giving someone a hug so much!





So even though the events of COVID-19 have proven to have been the most challenging time in my business career, we have climatised to our new environment through changing what we do and how we do it quite quickly.

Wade O'Shea

APRIL 29, 2020
Tamworth, Australia

WADE O'Shea

SELF EMPLOYED
TNA BUS HIRE



sound business and a wonderful quality of life.

What are you happy to change or let go of for good once life moves through this phase?
People who constantly complain.

Provide us a glimpse into how you stay inspired and motivated to do the work you need to do throughout the day?
I love what I do in business therefore it does not seem like an effort to me. I also have an old photo of my late sister Mel (my idol) at a Virgin Christmas party, sitting on the lap of Sir Richard Branson (my idol) while he was talking to me on the phone, that sits on my desk. This moment is magical for so many reasons I cannot explain in this response however I will add, it fills me with such immense happiness.

reduction/elimination of all expenses where appropriate

- Work with our team to ensure we have a structure of how we move forward
- Continue to work with department leaders and their teams to ensure we maintain engagement and accountability through improved communication and understanding
- Discuss internal and external ideas and opportunities

Most importantly, we need to enjoy the journey!

What service/business do you think has done an amazing job of reinventing themselves during this time?

The Australian Federal and State governments.

Has this new normal made you look at your profession differently?

Yes. We have reviewed and restructured everything in our business right from information about how to make a booking for a coach or mini bus charter, to what we do on the day and how we prepare the bus prior to the journey. This extends to our drivers and post journey requirements.

Biggest lesson/learning you will take from this whole situation?

Always be grateful. You never know what your new normal may look like. Live in the now.

How do you feel about where you are currently living (country and/or City) in a time like this?

I could not be happier to live in country NSW. We have everything we need here, family, friends, a

How has the Corona Virus impacted you both personally and professionally?

I always like to take the good out of a situation and focus on what I have got and not so much about what I am missing out on. So even though the events of COVID-19 have proven to have been the most challenging time in my business career, we have climatised to our new environment through changing what we do and how we do it quite quickly. In addition to this we have adapted to the way we do business and who we do business with. Our agile and dynamic structure has allowed our team to take advantage of new opportunities very quickly. While revenue has fallen sharply, and business activity has declined accordingly, I have never been busier. In recent weeks, and as a direct result of our changes, business activity has picked up markedly. Personally, I have spent more time at home with my family and explored the nearby park like never before (it is literally 50m away from our home). Our family has worked on puzzles, enjoyed balmy nights around a fire pit together (along with marshmallows), while Mum and Dad have picked up sharply on the consumption of alcohol in the evenings 😊

What has been your focus over the last 6 weeks? And what is your focus for the next 3-6-12 months?

I have focussed on the following areas to ensure the continuity of our group of companies:

- Lead our team by communicating continuously to ensure they are aware of what is happening internally and externally. Build upon our CARE culture.
- Review of cashflow and



March, 2020 *'Unsung Heroes'*
Image Credit: Financial Times

“These unsung heroes don't want medals, glory or even fame. In fact, most would walk away afterwards, without anyone ever knowing their name.”

- David Harris

