# **EXTRA**

**ISSUE 02 - SUMMER 2015** 



### MELBOURNE BAROMETER...



Image: Photographer Clay Lucas, August 18 2015

### HAPPY BIRTHDAY TO: COMMITTEE FOR MELBOURNE

The Committee for Melbourne (CFM), an independent member funded advocacy for a better Melbourne was conceived by a group of concerned and committed community and business leaders 30 years ago.

Since inception the Committee has made a significant difference to a great many city projects by either initiating ideas, injecting commercial reasoning or exerting influence on projects that used to be privy only to the government of the day. Examples abound of the Committee's positive role on projects important to Melbourne's economic, social and cultural health such as growing Melbourne's international flight capacity, Docklands, the Melbourne Festival, CityLink and Western Ring Road, Melbourne Open House and the BioMelbourne Network.

The Government undoubtedly feels pressure from a great many directions however without the lobbying and constancy of the Committee one wonders how many ideas and issues may not have seen light of day. In 2001 the Committee leant vigorous support to the concept of the Government encouraging Public Private Partnerships (PPP) to build infrastructure projects, the size of which would ordinarily empty the Government's coffers'. The Department of Treasury and Finance reported this year that 24 PPP had been built since this time worth over \$12.4

billion.

Whilst seemingly of lesser importance than infrastructure projects, examples of two CFM initiated projects that make a difference to the public and in one case our international standing in the education market are the submissions raised within sub-committees of CFM in 2008 for International student transport concessions, and in 2009 for free trams throughout the CBD- concepts which only this year became realities. In both instances, and there are many more, if it wasn't for the 'strong voice' of the Committee and its members Melbourne may not be the liveable and forward thinking City people give it credit for.

Many of Melbourne's best known corporate brands, organisations, and not for profits make up membership of CFM.

Happy Birthday CFM! May you be around to celebrate your Centenary.

.....

#### **PUBLIC TRANSPORT**

Hooray for common sense. Currently if you are a visitor to Melbourne you can buy a Myki pack at the airport- which you would think would work from the airport - but alas not. Rumours have it that PTV and SkyBus are negotiating for Myki to be used on SkyBus to and from the airport. We'll let you know when!

#### **LIVEABILITY**

In Extra's Spring edition we mentioned that Melbourne topped the Economist Intelligence Unit's liveability survey of 140 cities in 2014. Melbourne has again topped the list as The World's Most Liveable City in 2015. This is the fifth time running Melbourne has won.

Results of top 5 listed below, with Adelaide and Calgary sharing fifth spot

CITY $F$	RANK	OVERALL RATING	j
- Melbourne	1	97.5	
- Vienna	2	97.4	
- Vancouver	3	97.3	
- Toronto	4	97.2	
- Adelaide	5	96.6	
- Calgary	5	96.6	

### **PURELY MEDICINAL**

The Victorian Government has vowed it will introduce legislation by the end of this year to enable patients with serious illnesses including cancer, epilepsy, multiple sclerosis and HIV/AIDs to access a variety of 'medical' cannabis based products. At the moment the products are available to patients only on the black market, raising issues of appropriateness, safety and quality. News of the possibility of legalised access was heartening in particular for families with children suffering from illnesses like severe epilepsy who did not respond to regular prescribed drugs or treatments.

The Victorian Law Reform Report advising on the changes required to legalise medicinal cannabis include extensive recommendations on topics of patient eligibility, regulating production and supply, facilitating clinical trials, monitoring the appropriateness of doses, and interplay with other prescribed drugs that patients may be using.

Families who have availed themselves of illegal medical cannabis products for their seriously ill children have asked for an amnesty until legislation can be passed. In a show of unusual equanimity, the Federal Government is supporting legalisation, and combined clinical trials will be commenced in Queensland, NSW and Victoria at the same time.

Growing and using cannabis will remain illegal.

### **EDITORIAL**

### **INSIDE THIS ISSUE**

WELCOME TO EDITION 2, THE SUMMER ISSUE of EXTRA, the 120 Collins newspaper. With Christmas to look forward to for some, work for others, and annual holidays on the horizon for many, we're dedicating space in this Edition to the enjoyment of Summer, and ideas on what you could visit, see and do over the Summer break and away from work, with or without kids.

For those working through Christmas we hope you get time to read through the Newspaper. We welcome back a column by Dr Jason Fox (page 8), and Melbourne Barometer, a look at issues and happenings around Melbourne (pages 2, 3), a conversation with design exemplar Piero Paolo Gesualdi and a sneak look at Mondopiero his new Fitzroy destination store (4,5); a case study on a project worked on for the Department of Justice (NSW) by usability specialist Gerry Gaffney; a story about our relationship with dogs and praise for two terrific Australian technology Start-ups; and finally through out this edition, you will find places to visit and things to do over Summer.

We look forward to you reading this Summer edition and yes we'd love your feedback. All submissions are welcomed and considered, including suggestions for topics that you would like researched.

We wish you and your business the most successful New Year for 2016.

#### The Editor

PS- if you would like your very own hard copy delivered, email us at EXTRA120 COLLINS@INVESTA.COM.AU



Image above: 'Sunset Ritual'. Photographer John Gollings. - MPavilion 2015 at night; and Image right is a close-up of the undercarriage of MPavilion during the day. Photographer: John Gollings

### MELBOURNE BAROMETER, from p2.

### THE WONDER OF MPAVILION

The image above of MPavilion at night shows the dreamscape like nature of AL\_A's architectural concept, whilst at the same time ensuring we marvel at the technology that supports the design. (close-up image right)

As the sun sets each night, MPavilion performs its own evening ritual and gently sways to music. LEDs in the 'petals' create

scattered halos of light, synchronised to the immersive sound piece created by Matthias Schack-Arnott of Sound Percussion. Quite stunning and more than worth taking your friends and family to see.

Remembering that all events are free, and the weather has been majorly kind to venturing outdoors at night, have you attended any of the events yet? Do so all December and January and before MPavilion disappears for another year at the beginning of February. Visit mpavilion.org for full program details

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 $Image\ above:\ Close-up.\ Photographer\ John\ Gollings$ 

### **CONVERSATION**

### THE WORLD ACCORDING TO PIERO

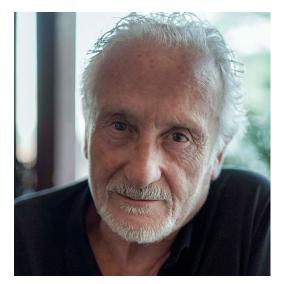


Image above: Piero Gesualdi, photographer James Broadway

Piero Paolo Gesualdi is anomalous, a chameleon, perhaps a rarity. A multi-talented designer exemplar who had a start in architecture (RMIT & Politecnico di Milano) to draw on and no apparent 'project out of bounds' restrictions, personal or other. Piero has throughout his life put his mind and considerable energy into whatever project or subject matter has taken his fancy at the time, be it fashion, food, furniture and furnishings, objects, interiors – commercial and residential, even cars (a very special car). He is master of all and a formidable conceptualiser.

The majority of Piero's projects are self generated rather than for someone else. Perhaps this explains why the projects and objects he designs have a recognisable inner piquancy that sets them apart, and that evoke some form of elemental beauty over mere function. Piero's body of work would find a place anywhere in the world and sits well apropos the works of comparable international design greats. Everything Piero has involved himself with is successfully the focus of attention, much like the man himself.

In October this year Piero was inducted into the Design Institute of Australia's Hall of Fame highlighting the work of designers and their significant contribution to Australia's economic and cultural development; and in September 2014 he was inducted into the Stonnington Hall of Fame for his valuable contribution to Australian fashion.

"All my life I have been known for the projects I undertake – in the Seventies I created Masons, a directional fashion destination in Melbourne and Sydney. I was the first to introduce cutting

edge international luxury fashion labels such as Jean-Paul Gaultier, Giorgio Armani, Kenzo and Comme des Garçons and also designed and manufactured an exclusive Masons range for the stores. Gaultier was showing his very early collections in his apartment in Paris. I wrote my first order on his kitchen table. Not long after, he exploded onto the world scene. The stores operated until the early nineties."



Image above: Masons 1974

"The mistake we made was forgetting the extra zero." This is how Piero Gesualdi describes his first foray into restaurants in the late eighties, with the fabled Rosati in Melbourne's Flinders Lane. Rosati was a pioneer in Melbourne's food scene. What became a celebrated food and drink destination, began with a modest operational footprint that should have seen the venue feeding and libating 50 guests. The architectural and conceptual footprint though, was pure Gesualdi – an eating and drinking hall to seat 500, the likes of which had never before been seen in Melbourne let alone Australia.



Image above: Rosati interior

John Lethlean 'The Age' food critic wrote in 2006, '....Rosati was, for a time at least, the zenith of cool in Melbourne. The must-visit, must-drink, must-eat, must-coffee, see-and-be-seen epicentre

of buoyant, pre-crash Melbourne... Melbourne had seen nothing like it, and it worked from day one. The place opened to lunches for 500, dinner for 600. It could seat 500, for goodness sake. It was a time of marvellous excess that preceded the stock market crash of 1987.'

Within months of opening Rosati, Pieroni a sister café/ restaurant in South Yarra was opened. Pieroni was followed by Arthurs, a bar in the basement of Rosati. After twenty or so years it was time for new challenges. Pieroni was sold in 1990 and Rosati in 2007.



Image above: Pieroni

In the last eight years Piero has been simultaneously working on a number of projects. Somewhere in time between the cafés, several homes, the resurrection of Bligh Place an electrical sub-station the renovation and the fitout of George Street, Piero's business base and amazing residence in Fitzroy, he managed to collaborate with designer Sara Thorn to start the wholesale business Worldweave, a range of contemporary home furnishings and fashion textiles that he designs and has handmade in India.

Variously described as an entrepreneur and raconteur Piero is a singular operator yet conductor of the orchestra, a man who loves entertaining (when it's his party) yet loves nothing better than being in bed early and rising well before dawn excited by what the new day holds and what he can make of it. His is a designed and curated view of the world, with nothing left to its own devices or chance. If something can be reinterpreted, reshaped, or designed, Piero will have seen the bigger picture, and considered and explored the possibilities before anyone is awake to his thinking.

continued on page 5

### **MONDOPIERO**

The information to follow is about Piero's latest, and perhaps his greatest, exacting vision- MONDOPIERO, an international store opening December 1 this year that is literally 'the world of Piero' and his attitude to style.

Considering the nature, scope and detail of MONDOPIERO one wonders whether Piero's Italian heritage or his passion and determination to exceed and excel above all is driving this project?

Piero has designed MONDOPIERO to be a destination for the imagination, a sensorium, a curation of personal passions dedicated to the appreciation and creation of beautiful things, and a glimpse into a lifetime of experiences. This temple to products will be like no other ever seen, as there can be no other like Piero.

Like all Piero's projects they mushroom as his ideas grow more creative. Mondopiero is no exception and is a grand work in progress. When the store opens, as this newspaper goes to print, it will deliberately be sans a couple of features, and products that are being hand made and being shipped after opening - but who's worried.

Truth be told, the features will be enticements to draw you back for another visit, and another and another.

Including an area at the front to house that will be a surprise, the building is to accommodate a standing only bar with a tiny cafe at the rear to help would-be's meet up and while away some time whilst surrendering to the beauty of the space and products. Many of the brands you will find at Mondopiero are exclusives, and the products one-offs, brands like LGR sunglasses designed & made in Italy, MARTONE Cycles founded and designed by 28 year old Lorenzo Martone from NYC,



Images above & below: ACCESSORI, LGR Sunglasses from Italy



continued from above

PIEDATERRE handcrafted Venetian 'sabot' (slippers); AMBIENTE: DAL SENGO chairs, MOLO cloud softlighting & furniture from Canada to name but a minuscule amount of products that will win your heart at Mondopiero



Image above : MARTONE Men's Cycle, for non-lycra wearing kinds of guy

Below: PIEDATERRE hand crafted slippers



Below: AMBIENTE: MOLO Lighting



### THE BEST OF:

**Leadership.** The success of Angela Ahrendts, former CEO and architect of Burberry's turnaround and now Apple's senior vice president for retail and online, was described by Sir John Peace, chairman of Burberry and Standard Chartered: "She motivates people. She inspires people. And she is the sort of person who wants to see things succeed as a team. It's a rare quality."

See her 2011 TEDx talk - "The Power of Human Energy,"

Soon to be Iconic Retail. Opening December 1. Visit Mondopiero, the new sensorium designed by Piero Paolo Gesualdi and dedicated to stylish products from all over the globe. You will find the store reviewed above. Do take note many of the products are one offs and once they are gone that's it. You will also find pieces that can be commissioned.

28 Brunswick St, Fitzroy Vic 3065. Open 7 days.
 Between Victoria and Gertrude Streets. P: 9417 7047



Iconic Retail. You know you are famous and iconic in the design world when counterfeitchic. com can offer Sam Kerr's tongue in cheek coloured zebra artwork (image left), and even without the caption we know which designer the illustrator is referring to.

You don't have to visit London to see the latest. apparel or curiosities. The only Paul Smith store in Australia is at 120 Collins and occupies the handsome historic building right on Collins Street.

### **ENTERPRISE**

### THE STORY BEHIND YELLOW GOAT

Yellow Goat Design is an innovative and enterprising Australian company discovered in the interior architecture realm. What began as a husband & wife business, Yellow Goat Design (YGD) has developed into one of the most creative and talented artisan lighting businesses in the world, exporting to the Middle East, Europe and Asia from their studio and factory at Southport in Queensland. A second office/ fabricating facility has been opened in Toronto Canada and supports the North American business.

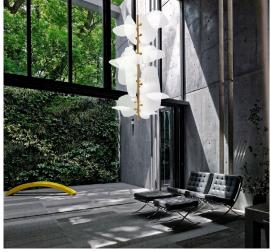
YGD which was founded by Sandra and Jerzy Lesko in 1998 after they returned to Australia from living in Hong Kong, has now expanded to include sons Nicholas (the older son and now owner) and Dominic. In Australia the business employs 30 design & engineering staff who create and fabricate custom feature lighting, architectural screens and wall panels, and sculptural playground equipment for casinos, clubs, hotels, resorts, apartments, shopping centres and private residences all over the world.

A painter and sculptor by profession the idea that sparked the business in the first place came about in Jerzy's studio, and the business has since grown organically through word of mouth, and recognition and respect of the design community for the creativity and originality that is inherent in Yellow Goat's work. Each piece is conceived to make an imposing statement, and in a commercial space create a unique identity. Clients are typically B2B.

The strengths of the business are threefold-

- the ability to collaborate with the client or architect and designer on individual projects then to bring to life the clients vision
- the level of materials research which goes on throughout the company to ensure the new materials and techniques discovered will facilitate the creation of a unique feature
- dedication to continuously delivering the hottest designs of the highest quality

Canadian lighting consultants Lightform. ca referenced YGD's ethos best with their synopsis. ".....a team of experienced lighting designers who design and build custom light installations for commercial, institutional, and hospitality projects. With a portfolio of products

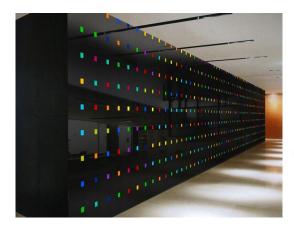








Images above: examples of Yellow Goat Designs commercial work, and below left an example of an architectural screen, and below right, Humfrey slide, one of the sculptural kids play pieces from the 'Rainbow Collection'



that ranges from cascading clusters crowning the stairway of an institution to massive 8-metre chandeliers for casinos and clubs, Yellow Goat creates entirely original and customized lighting installations based on the design needs, cost, and timeline parameters of their clients. Working with a range of materials from glass, crystal, and metals, to wicker, acrylic, mirror, and tyvek, Yellow Goat's designs also fall under the realm of art; in fact, they often work with Art Consultants and those looking to enhance a private or public space with art."

When asked what communication tools the business uses- they have only good things to say about technology. Each month at least six new designs are showcased in an email design bulletin that at present is sent around



to 40,000 architects and designers worldwide. The Internet has allowed YGD, a small, local company to expand to a global level, and their prolific use of social media has enhanced and solidified their unique market position and enabled them to connect to a younger market.

YGD is prevalent in print (magazine articles) and it's hard to see them not being mentioned when they produce such magnificent and amazing work. They also exhibit at Trade shows on a constant basis.

Jerzy, as quoted on the Social Media for Business Performance website, said "For a small Gold Coast company to be able to do all those things, I mean, you have to have vision, don't limit yourself and you shouldn't have to"

### **ENTERPRISE**

# LEADING BY EXAMPLE: START-UPS

### **CANVA**

Heard of Canva? Neither had I until very recently, October 29 to be precise. Always on the hunt to discover inspiring people and projects I came across a story for Sydney Start-up Week in The Age titled "Why persistence is the most important trait to learn as a kid" by Melanie Perkins. Melanie is the CEO and co-founder of Canva, with Cliff Obrecht and Cameron Adams. She is also truly visionary. When only 19 Melanie co-founded, with Obrecht, her first company Fusion Books, which is now the largest yearbook provider in Australia. But I digress.

and documents", and made the complex task of using typical design software, now very, very much simpler and easier.

The metrics on Canva on the day I looked said that 42,143,009 (and climbing) designs had been created, there were 6.2M users, 50M images used and 814 days since the site launched (2.2 years ago in 2013). The business has 42 team members from 12 countries in 3 offices. Whew!

Melanie writes that it took three years of rejections and hurdles to land the first

Design? It is not anecdotal evidence that finds economic value in design led thinking.

I would support any Government who finds value in having Ministers that represented Design, Science and Technology, for it is in these areas that we as a nation create new enterprise which in turn enriches and benefits both the economy and the society.

.....



I started reading the story because I was initially attracted to the angle about persistence and also because it related to children, a subject matter I believe we can learn so much from. What I found however was an amazing and entrepreneurial woman with a great product. The story started with Melanie writing, "The idea for my start-up Canva came about when I was teaching design at university nine years ago. It's been an exciting ride. We now have more than 6 million users using Canva..." Read that? 0-6 million users. As a fellow business person have I got your attention?

When I went to the Canva.com website, I found Canva is an online graphic design tool that enables users to design their own "social media posts, presentations, marketing materials

investment, and that when she was rejected, "rather than taking it personally, I channelled that energy into refining my pitch deck, strategy, product mock-ups and anything else that I could possibly control. It would have been incredibly crippling if I had the world view that the rejection was based on reasons I couldn't control (gender, age, ethnicity, nationality etc), as I would have felt powerless to fix the issues or improve."

Canva is an example that makes me realise we don't hear enough about Australian success stories, and that if we only started talking about generating ideas at a much earlier stage in life that perhaps we might encapsulate a positive design way of thinking into the national psyche? Where is our National Design Council or a Minister who represents

#### THE BUSINESS OF PARKING

What does parking, often the bane of our business and personal existence (ask any parent on a sports run or travelling salesperson) and start-ups have to do with each other?

The Victorian winner of 2015's Telstra Business Award for Start-ups is an App called PARKHOUND. Considering how difficult, frustrating and annoying trying to find a park on a constant basis, Rob Crocitti and Michael Nuciforo joined forces in 2013 to create Parkhound. Parkhound delivers a digital friendly online search and booking service solution to take the stress out of finding a car parking spot, either residential in someone's driveway, or commercial in a carpark.

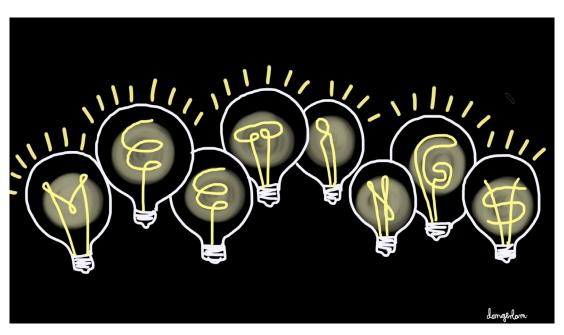


Image source: The Age article, 'Online map aims to simplify the hunt for a parking spot in Melbourne's CBD,' by reporter Adam Carey, April 15, 2015

The App which provides nationwide service that includes the location of the park, including on-street parking bays (a new feature), clear information about parking costs, restrictions, time limits, loading zones, clearways and disabled spots, was created by walking Melbourne's streets and photographing every parking space.

"We consider ourselves the Raiders of the Lost Park. We want to democratise parking for the Australian public." said Michael on Telstra's Business Award site ■

# WE SHOULD MEET MORE OFTEN: DR JASON FOX



# Meetings are critical for collaboration, but they don't have the best reputation.

They tend to be something avoided where possible. The other week I spoke at a TEDx event for Telstra, and the video they played before I spoke was from Jason Fried (coauthor of the fabulous book Rework — which I love). His talk was titled "Why Work Doesn't Happen At Work" and a large thrust of his argument is that meetings are just big time wasting interruptions, and we should simply ban them.

But the issue really isn't the meetings — it's about the duration of meetings, the delay between them, and their relevance to progress.

### Infrequent, long meetings seem to be the norm

Issues pile up, and over time those small, easy-to-fix challenges and hiccups become big, hard-to-fix processes and problems. Without the proximal focus of frequent meetings, behavioural issues are left to fester and affect the cultural norms of your team. And because no one likes long meetings, these long infrequent meetings become something to avoid where possible, or disengage from if you're there. And then, before you know it, a year has gone by and your strategy has derailed. Not ideal.

### So yes, let's get rid of those meetings.

And while we're at it, lets watch the more regular long meetings too. These meetings are usually accompanied by ridiculous formalities like roll calls and minute taking, which are fine for annual board meetings, but in the

context of driving growth and improvement, they just disrupt progress. And are a big time waster. Like an extra large extra weak cappuccino.

### But frequent, short meetings are where it's at

A 7-12 minute daily or bi-weekly stand-up progress meeting, anchored around a large Gantt chart or progress wall is one of the best ways to keep your strategy on track and progressive. Issues can be dealt with as soon as they occur. You create an open ecology with a bias to action and progress. Risks are mitigated because feedback loops are tight. Good behaviours can be amplified daily. Norms can be shifted. And change can happen.

Keep it to small teams (no more than a dozen – break up larger teams if you need to) and have each person answer three questions:

- » What did you achieve yesterday?
- » What are you working on today?
- » What do you need?

Anchor it back to the overarching context and your project framework, and everyone will see how their effort plays a part in something significant. Groups will also start to self-regulate, meaning managers can manage progress, not people.

If you're attempting any sort of growth, change or progress — frequency trumps duration, every time ■

hat tips, Jason



Dr Jason Fox is a motivation design specialist who shows forward-thinking leaders around the world how to unlock new progress and build for the future of work.

His clients include Fortune 500 companies such as *Microsoft, PepsiCo, McDonalds* and *Beam Suntory,* and other multinationals such as *Toyota, Sony Playstation, Gartner, Telstra, Commonwealth Bank, Suncorp Group, Origin Energy, Xero, Bellroy* and the *International Institute of Research* (along with a bunch of universities and other research institutions).

Some of Jason's best work has seen him partner with senior leadership teams to navigate through unprecedented and wickedly complex enterprise challenges. Such adventures typically span beyond a year, and involve deep strategic immersions and a refreshed approach to leadership development and culture change.

In addition to his work as an adviser and mentor, Jason is an in-demand conference speaker who works particularly well with sceptical audiences who have 'seen it all before'. Jason delivers fresh and relevant thinking to instill new curiosity for meaningful progress and future growth.

Stay ahead of the game and join thousands of executive & savvy folk and sign up for Jason's muse letter at www.drjasonfox.com

### **BEST BUDDIES FOR WORK & LIFE**

In 2013 there were estimated to be more than 25 million pets in Australia, with nearly 5 million of Australia's 7.6 million households home to pets. At 63%, Australia has one of the highest rates of pet ownership in the world.

Dogs are the most common pet, with 39% of households owning a dog. There are estimated to be 4.2 million pet dogs in Australia; 19 dogs for every 100 people. Data from 2013 Animal Health Alliance publication, Pet ownership in Australia via Aust Veterinary Assoc.

I love dogs not as pets but as characters and personalities. I recognise them for the pleasure their friendship brings, like meeting a stranger with whom one feels instant rapport and lifelong friendship although only 10 minutes may have gone by. I have a secret theory that dogs are sentient beings, are intuitive and that they understand us far more than we think they do, that they converse telepathically too and can read our minds. In reverse they would love us to understand what they are thinking and can get quite frustrated that we can't speak dog. I've heard some vets and researchers say that believing dogs understand everything is balderdash, that we are projecting a degree of humanness on dogs and giving them far more credit than they are due. I believe there is enough evidence and traction for my theories to counteract the naysayers. So here goes.

Dogs are not unintelligent- the fact that they can't speak humanoid, that they are known to only understand about 165 words, and that they can be conditioned to respond to simple tasks doesn't show that they are simpletons or stupid but rather that they communicate on a different wavelength. What is remarkable about dogs is their seeming ability to act as emotional weather vanes for the actions of human beings. Not dissimilar to children dogs seem to understand grief and sadness, loneliness and illness. They cringe when people shout or show aggression, and give you melting looks of love when they receive attention. "Breakthroughs in cognitive science, pioneered by Brian Hare, have proven dogs have a kind of genius for getting along with people that is unique to the animal kingdom.\*'

Dogs show love by hanging out with you, showing off, giving you a big slobbery lick on your face when you least expect it or to cheer you up, by being loyal and not leaving your side, by doing anything to please you, wagging their tails, smiling, sitting by your side, talking by barking, doing what you want them to do even when the deed is against their psyche or physical ability, working to please, being protective and even singing to show you how clever they are- all this for you.

During the last 18 months people I know, a recent widow (mid fifties with 2 adult children), a professional couple with teenage son, and a married couple and single female aged in their 60's sans children, all unknown to each other and living States apart, became dog owners. The widow became the owner (read parent) of a small smooth coated Jack Russell / Italian greyhound cross; and the remaining three sets of people- the couple with teenage son, the couple and single female sans children became owners of second hand greyhounds- racing dogs who would have ended up at the dog knackery. None have owned dogs during their adult life.

The widow, when someone suggested a dog to provide companionship in the silence of a partnerless house was vehemently against the idea. Dogs just weren't her thing and they certainly were no answer to the sudden death of her incredibly close partner. During the last twelve months, on occasion, she has been asked to dogsit her son's girlfriend's dog. This situation manouevred into a permanent stay when a second dog was introduced into the son's household and the stop-overs to 'grandma's' house became permanent. Grandma is now a besotted 'mother' of said small dog and is visibly enjoying life more, with the unconditionally loving companion and protector she never thought she'd have.

Married couple with teenage son spent years discussing the concept of owning a dog-"for their son"- and "not for themselves", traversing what could have been a sure path to divorce, disagreeing about whether a dog would fit into their already busy lives and whether their son really needed a dog just because he craved a dog, all the while mother and son would spend many hours looking at shelters and the like for a dog to suit their family unit. They now have their magnificent greyhound cross, an absolute beauty (who managed to leap a 1500mm gate during the first week and sent everyone into a spin) and whom mother adores, teenage son sleeps with, and Dad-well

he's reserving judgment, but clearly accepts the new personality in the family.

The married couple though not adverse to dogs simply loved cats more, whilst the single person, a busy professional, inhabited apartments that precluded dogs. In the former case the cat died and a friend asked them to mind one of his racing dogs for a few hours whilst he went to a meeting, knowing full well that the animal loving wife may take a shine to the dog (and did). The single person bought an apartment that coincidentally permitted dogs and was surrounded by extensive grounds. The idea of sharing her life with another being dawned on her after reading about the plight of retired greyhounds and what excellent companiable couch potatoes they are. The images below are my single friend's new love in life, Ava.







### Social Enablers

In all four examples described here the dogs have become indispensable to respective

story continued on page 10

# BEST BUDDIES FOR WORK & LIFE, cont.

owners, so much so that as members of the new family unit they and their owners are accorded attention by strangers. Dogs can thus also be lauded as brilliant social networkers and great conversation startersterrific for sole parents like my single friend!

### Stress Busting

At universities, hospitals, aged care homes, schools in the US, Australia and elsewhere, dogs are being used as stress busters. Thomas Neilson, an educationist and expert in positive psychology and student well being at the University of Canberra says "there is an abundance of research to show that simply being around animals is good for the human psyche, especially a stressed one." (Julie Hare, the Australian Wed Nov 4, p32)

Julie Medew, Health editor at The Age (Sat Nov 7) also reported that a number of workplaces were encouraging 'bring your dog to work day' as part of a range of health perk initiatives to encourage happy workers on the pretext that happy workers a happy company doth make and increases the chance of improvement/ change.

Dogs delight in being helpful, as witnessed with Guide Dogs, Rescue Dogs, Therapy Dogs and companion dogs for autistic children and people with physical and mental disabilities; are vigilant companions for minding people in distress and loneliness prevention; and finally, protectors.

Choosing the right dog for you and the situation it is going into is important.

Sometimes the dog will choose you, or as was the example in our case with one of our current dogs my husband swears the staff at the rescue home pointedly steered him towards the dog we now so love, and whom he overlooked when walking around looking at the choices.

Consider temperament, personality, size, condition, traits and purpose- does she or he need lots of exercise, do they need to like children or other pets and what age are the people the dog is going to live with. A puppy whilst cute needs as much attention and commitment as a baby, as do some dogs from broken and abusive homes.

Whilst I don't take issue with people who love and only want a pure breed ( I adore



"I've told you why I need a dog. Now suppose you tell me what makes you think you might be that dog."

Cartoon above: Conde Nast Collection. Peter Steiner is an American cartoonist, painter and novelist who contributed cartoons and other material to The New Yorker since 1979. His 1993 cartoon captioned 'On the Internet nobody knows you're a dog' is the most reproduced cartoon from The New Yorker.

Rhodesian Ridgebacks and we have owned two and I'd have another without blinking), if this is you I'd ask that you consider adopting and providing a home for a puppy or dog, bitser or pure bred from the likes of saveadog. org.au (SADS). SADS is at 36 Weir St, Glen Iris VIC 3146, 0418 389 810.

Aligned to Stonnington Council, SADS has a no kill commitment, something being embraced by many more councils- hooray!

The dog I mentioned before that we had adopted came from SADS and was in the home for 12 months before we became her new family unit. She had been fostered, and her temperament tested with people and other animals- something most good Dogs Rescue Homes do now. They also desex the dogs and check them out for illnesses.

Many dog breed associations also have adoption services and they really are worth checking out. For greyhounds see greyhoundrescue.com.au and gap.grv.org.authe Greyhound Adoption Program in Victoria; working dogs and so forth).

Should you be interested in knowing more about dogs, or want a dog for yourself or someone else two books really worth reading are 'Animals make us Human', by Temple Grandin & Catherine Johnson published by Houghton Mifflin Harcourt USA 2009 (make a request from your local library if you can no longer buy a copy) and \* 'The Genius of Dogs', by Brian Hare and Vanessa Woods, published by Plume/ Penguin 2013 ■



Image above: companion dog for child with a physical disability, from lifewithadog.tv

#### THE USER EXPERIENCE

# FOR THE PEOPLE: GERRY GAFFNEY

**GERRY GAFFNEY** is a User Experience specialist based in Melbourne.

Editor: As life gets busier and processes grow more complex by the minute for reasons such as privacy, security, compliance, regulation, methodology or multiplicitousness, it is difficult to see a way out of the quagmire, especially in instances where bureaucracy requires us to comply, so it is with great pleasure to read about a case study where bureaucratic processing time has been reduced 90%.

### Introduction

Is the perception of government as an impenetrable bureaucracy to become a thing of the past?

.....

Interacting with government agencies has often been a Kafkaesque experience, requiring an insider's knowledge to understand mysterious fiefdoms. Apparently simple tasks - applying for a licence, registering a birth - can become exercises in frustration as citizens try to negotiate the morass of government arcana.

Around the world, a new trend of simpler, streamlined, citizen-centred government is emerging. Currently, those involved in designing government services are placed in a sweet spot of opportunity, enabled by several converging trends:

- The increasing expectation among the population that they can access services online and with more flexibility
- The need for government agencies to minimize the cost of providing services
- The acknowledged need to make services simpler and more accessible
- New cloud technologies, with radically cheaper maintenance and support structures
- The ability to use technology sets that are open, scalable and reliable, rather than being tied to major vendors whose interests may not always align closely with those of their clients and citizens.

These factors, especially when given a "whole-of-government" imprimatur such as the UK's "Government Digital Strategy," the USA's "Open Government Initiative" or Australia's "Digital Transformation Office" are having a profound effect on how government services are designed, delivered and maintained.

### A case study

The Sheriff of NSW is responsible for administering a jury service system that involves over 200,000 citizens each year. A recent project designed a new, modern service that has resulted in significant improvements, and provides a case study of what can be achieved in this new world.

Until last year, the service relied on an antiquated IT system that was difficult to learn and use, was poorly supported, required a large amount of manual intervention, and did not provide any direct citizen interface other than by mail, by phone, or in person.

Citizens who were called to jury service but wished to be excused would often not know whether their request has been processed, and there were frequent backlogs as staff in the call centre and central administration struggled to handle huge workloads.

Recognising that it not only needed to improve the service, but also address the poor perception within the community, the then Attorney-General's Department appointed a project lead (Julian Huxham) who committed to apply modern design principles to creating a more efficient and simpler service.

Two key planks of the strategy were to focus on User Experience (UX) and to use an Agile development methodology, using open standards where possible, to deliver a service that was simple and robust.

As the UX lead, I had the task of carrying out the initial user research, visiting courthouses around NSW, observing the jury processes,



Image: Dubbo Courthouse, one of the courthouses visited

and interviewing both staff and members of the public.

The analysis of this information led to design propositions which were tested and refined with staff and citizens through the development process.

With a relatively small budget of \$4.2m, Huxham and a small, high-aptitude team built a completely new system. This integrated with a range of State and Federal data sources; for example, carrying out necessary criminal checks to make sure that people not eligible to serve on a jury were not called to do so. It also enabled a switch from paying jurors by cheque through a manual, complicated and expensive process to paying by EFT, and providing reliable reports to ensure that the jury process was efficient and effective.

By taking a full-service view of the project, we were able to identify opportunities to greatly enhance the experience of potential jurors. For example, rather than having to call a local number to hear a complicated manually recorded message about whether they are required in court the next day, they can opt to receive SMS notifications, or use an automated Interactive Voice Response (IVR) system. They can also talk to a staff member during business hours.

Using any internet-enabled device (typically their smartphone) potential jurors can access all the information they require directly. They can request to be excused, find courthouse maps, provide their banking details, and get real-time updates at a time and place that suits them.



"Traditional" channels - mail, phone and inperson - have not been removed, but potential continued left hand side page 12

#### **MISCELLANEA**

### **APPLAUSE**

### FOR THE PEOPLE, continued from page 11

**j**urors are invited to go online for easy access - and they have taken to the new online channel with great enthusiasm, with well over 150,000 log-ons in the first year of use.

Juror processing time at one of the busiest court complexes (Downing Centre, Sydney) has dropped from over 3 hours to less than 30 minutes, and levels of satisfaction among staff and citizens have soared.

#### The future

While this project is considered an exemplar, what it really represents is a new baseline for government - the easy, simple, flexible access to services and information that citizens expect.

And while individual projects like this deliver great benefit, the truly revolutionary changes come when this user-centred, agile, open-standards approach is embraced by government as a whole



### **GERRY GAFFNEY**

Gerry works as a User Experience consultant. He is Director of Publications at the International User Experience Professionals Association (UXPA.) He runs the User Experience podcast (uxpod.com). and his company in Melbourne is Information and Design (infodesign.com.au.)

You can connect with Gerry on Twitter: @ gerrygaffney



 $Image\ above\ and\ below\ right:\ Shrine\ of\ Remembrance\ -\ Galleries\ of\ Remembrance\ (Vic)\ by\ ARM\ Architecture.\ Images:\ John\ Gollings$ 

# 2015 NATIONAL ARCHITECTURE AWARDS

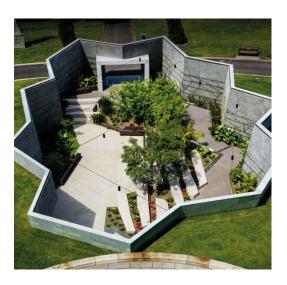
In the 2015 World Architecture Festival Awards Australia topped the tally with the largest number of shortlisted projects for any single country, and is it any wonder why when you examine the quality and calibre of designs being delivered by architects here in Australia.

Architecture Australia, the official publication for the Australian Institute of Architects reported that immediate past president David Karotkin, who chaired the jury, noted the number of award-winning projects where the architects undertook an ambitious level of experimentation. "The inventiveness witnessed by the jury was incredible," Karotkin said. "These architects have demonstrated the benefits of embracing risk as a necessary ingredient in achieving genuine design innovation.. The joy that emanated from every project consistently energized the jury."

Announced on November 5, the winners of the Sir Zelman Cowen Award for Public Architecture were ARM Architecture for Shrine of Remembrance – Galleries of Remembrance.

You can read the entire Jury citation at http://architectureau.com/articles/2015-national-architecture-awards-sir-zelman-cowen-award/#img=3.

Here is an excerpt: 'The new entry courtyards



create equal feelings of awe and pleasure in an appropriate and comfortable balance. These dramatic spaces are highly effective sensory thresholds between the city and the subterranean education and gallery spaces. The dedicated school children's entry court is especially poignant, with its giant abstracted poppy canopy and the custom that has developed serendipitously of children leaving paper poppies in the walls as they leave. What is remarkable about these latest additions is that they enhance the appreciation of the existing monument while confidently creating a new and intriguing visitor experience.

If you have never been to the Shrine, we encourage you to visit this Summer. Aside from taking in the new Galleries of Remembrance, 2015 is especially poignant- it marks the centenary of the 1915 Gallipoli campaign ■

# **OUT & ABOUT: TOLI PRANTZOS**

WE CHAT WITH SENIOR PROPERTY MANAGER TOLI PRANTZOS ABOUT HIS NEW ROLE AT 120 COLLINS



### How would you describe your role at 120 Collins?

As the Senior Property Manager, my role is all about our tenants. Investa prides itself on its customer centric approach and I am here to maintain the relationship between Investa and our clients, ensuring tenants receive the service, and individual attention a tenant of a premium property like 120 Collins would expect.

I am also responsible for leasing documentation for incoming and existing tenants of the building, reporting on the assets financial position and valuation. But my job isn't just dry paperwork. The fun part is attending events like the Oaks Day function that we invited all of the tenants to, and meeting people face to face.

### What do you love about 120 Collins?

Working on such an iconic property in the best part of town; the best views in Melbourne and the free concierge service 120 Collins offers to anyone in the building.

### This isn't your first time at 120 Collins. How did you come to be here in the first place and where did you go in between

I did a Construction Management Degree at RMIT, and through this got a graduate role as an asset manager with Investa. It just so happens that I started work on 120 Collins, so part of the appeal of coming back was the emotional affinity I have toward 120 Collins.

In between roles at 120 Collins I worked with MAB Corporation, in Funds Management and was responsible for the Asset Management function, managing real estate assets in Australia, New Zealand and the United States. The last role before coming back was based in London, where i lived for several years, looking after a portfolio for St Martins Property Corporation.

### How does working in Melbourne compare to London?

I do love working in Melbourne, but it's a much smaller market. What differentiates London from Melbourne is its proximity to Europe so you could easily go to Europe for a weekend. I also loved getting into the countryside outside London- areas like the Cotswolds and Wales. Marvellous places! Of course you can't go past London's theatre and arts scene- there was something to do all the time. What has changed and is now on offer in Melbourne though is significantly more than when I left to go to London.

### What drew you back

Melbourne offered family and friends and the relaxed Australian lifestyle. My family background is Greek so family ties are most important to me.

### Favourite cafe for a meeting

Everyone's onsite favourite, Elements, is my mainstay. Offsite Il Solito Posto in the basement of 113 Collins Street is my other go to. Admittedly my favourite food is Greek, which you'd expect, however it must be the Mediterranean links that draw me back-the right ambience for a meeting, appropriate service and good food without ostentation.



Image above: Elements at 120 Collins. Below il Solito Posto by culinary journal www.smudgeeats.com.au



#### Days off

Golf (handicap of 15) at a public course like Sandringham or Brighton. Fishing in the bay off Mordialloc for snapper or flathead. Twice a year friends and I take extended fishing trips to the likes of Jervis Bay or a place like Merimbula. I love my memories of fishing from a boat with friends, throwing a crab net into an inlet and then going out trawling off the Heads, coming back pulling the net in, and back on land eating oysters, filleting the fish and cooking them on the spot. It does help to bring along friends who are chefs, and whizzes at filleting. The result is a taste sensation to savour for a lifetime.



#### Cooking

I get my love and interest in food and cooking from my Greek father. I also spent a lot of time in Greece with my very old Grandmother who spoke no English, and I no Greek; so we bonded over food when she was cooking and I helping.



### Can't do without in the kitchen

Almost goes without saying for a Greek blokeoregano, lemon, garlic and olive oil; and that's just on my cornflakes!

### Favourite Greek Restaurant/ cafe?

The Mediterranean Greek Tavern, Glenhuntly Rd Elsternwick is the epitome of Greek food and everything good - great flavours, fresh, good produce cooked well. The family just loves it. I also love visiting the cafes to be found along Eaton Mall in Oakleigh.

# EAT, DRINK, THINK, BUY

#### **SUMMER ICES**

### **GELATO MESSINA (1)**

Sydney's favourite gelato bar is a hit here in Melbourne. On any given day, especially when it's warm there is along cue snaking down Smith St. in Fitzroy. Voted best gelato in Australia by goodfood.com.au. 237 Smith St, Fitzroy (03) 9417 0488 www.gelatomessina.com

### PIDAPIPO (2)

Brought to you by the third generation of the family who own King & Godfree deli and wine store (since 1884) on the corner of Faraday & Lygon Streets, this gelateria is right next door and one of the newest and instant favourite for its keen balance of ingredients and flavours.

299 Lygon St, Carlton (03) 9347 4596 www.pidapipo.com.au Image: Tripadvisor

### **GELATERIA PRIMAVERA (3)**

Situated on the corner of Spring Street grocer, Primavera possibly offers one of the true to authentic recipe gelaterias in the CBD. Like all really good gelaterias, seasonality of ingredients is of prime importance. 157 Spring St, Melbourne (03) 9639 0335 www.springstgrocery.com.au Image: peterbennetts.com.au







### Only open market hours, Wed, Fri, Sat and

Shop 13 & 14 South Melbourne Market 322-326 Coventry St, South Melbourne (03) 9699 7057 www.properandson.com.au



#### **ZEN**

#### CIBI

This piece of heaven is the love and life of Meg and Zenta Tanaka and it shows in the sensitivity they impart on everything they do from cooking and serving food to choosing artefact's for the gallery store they run in conjunction with the cafe. You might find washed paper goods or delicate handmade, functional but always beautiful porcelain containers. Zenta curated a limited Cibi range for the NGV International Gallery store this year (5.). Cibi's philosophy is: head, hands, heart. 5 Keele St, Collingwood VIC 3066 (03) 9077 3941 www.cibi.com.au

Images below; 4. Cibi store within the cafe urbanwalkabout. com. 5.. Cibi at the NGV 6. Cibi close-up, weekendnotes.com







### TO MARKET, TO MARKET

### **PROPER & SON**

If you haven't been to South Melbourne Market for a long while, it is worth doing so now- and keep going back, it's great. The Market has become sort of cool in pockets and would have to be the friendliest and most fulfilling of Melbourne's markets because you can literally shop for almost anything on the same visit-food, general and specialised merchandise.

While you are there of course you will need to eat and there is plenty on offer at the various stalls. This time however we recommend that you take some time out and go to Proper & Son tucked in the corner of the Foodhall. The food is cooked for you on order and is fresh, delicious and created from seasonal fare. Owner and chef Eugene Lavery's ethos is "fast food service with a slow food ethos, setting the menu weekly based on what we find within the Market and what's in season" and it shows.

Sun from breakfast at 8am until closing.

# IN THE SKY: **MELBOURNE**



Image above: St Jerome's The Hotel located on the rooftop, Melbourne Central

### ST JEROME'S

Want to have a great deal of fun and adventure? St Jerome's is the place to book a wickedly cool, maybe romantic night for two in the heart of the CBD, on the rooftop at Melbourne Central.

This very clever use of an unusual space is kitted out with 20, 5 metre x 5 metre tents, "each fitted out with a pillow top bed, premium Linen House bedding, throws and robes, heating, and even a complimentary stocked esky with local craft beer and waters." From this vantage point there are 360-degree city views, and you are provided with complimentary breakfast hampers delivered in the morning and coffee prepared from the onsite

"Additional onsite amenities include a General Store, a 24-hour concierge service and twelve luxurious heated ensuites with toilet and shower facilities, each stocked with complimentary bath product." www.stjeromesthehotel.com.au

#### **ROOFTOP BARS**

At the height of summer, the idea that you can go somewhere like a rooftop bar has immense appeal- especially at night and if the bar has views of the cityscape.

Melbourne is gaining more rooftop bars as time goes by, spaces are uncovered and planning laws allow. A proactive Council also helps.

Here are some of the rooftop bars that we know about, in alpha order:

### Bomba (1)

Expect tapas and Spanish wines. 103 Lonsdale Street, Melbourne, (03) 9077 0451, www,bombabar.com.au

### Campari House & Rooftop bar

Just off Hardware Lane, this rooftop has a pizza oven.

23-25 Hardware Ln. Melbourne (03) 9600 1574 www.camparihouse.com.au

### Curtin House rooftop bar & cinema (2)

A great location and firm favourite, albeit smallish. Sensational views. (03) 9654 5394 Level 7, Curtin House, 252 Swanston Street www.rooftopcinema.com.au

### **Loop Roof**

Has an awning that unfolds when it rains and heaters for when its cold.

Level 3, 23 Meyers Place, Melbourne (03) 9654 0500 www.looprooftopbar.com.au









### Madame Brussels (3)

Quirky, retro, and very eccentric but great for Pimms or G&T's. Level 3, 59 Bourke Street, Melbourne

(03) 9662 2775

www.madamebrussels.com

### Naked In The Sky

Crowded and extremely popular, this bar on the rooftop of Naked for Satan offers views looking back to the City.

285 Brunswick Street Fitzroy, (03) 9416 2238 www.nakedforsatan.com.au

### Siglo

Outdoor heaters in Winter & great in Summer, upstairs from the European and Melbourne Supper Club. Overlooks Parliament House. (03) 9654 6631

161 Spring Street, Melbourne www.theeuropean.com.au

### The Red Hummingbird

Think wicker chairs, potted palms and an Asian inspired decor.

1st Floor, 246 Russell Street, Melbourne (03) 9394 8558

www.theredhummingbird.com

### Transit Bar (4)

Expansive view from MCG to Southbank. Overlooking the river and Arts Precinct. Has craft beer and often live late night jazz. (03) 9923 2058

Level 2, Transport Hotel, Federation Square www.transitrooftopbar.com.au

### **SUMMER HAPPENINGS**

# OFFTHEGRID ACCA forecourt

Dec. 22

Offthegrid (OTG) is a newly announced music festival with a difference that will be entirely solar powered by a 7kW solar system comprised of 28 x 250 watt PV panels feeding the sun's energy into a battery pack (with a backup bio-diesel generator which runs off vegetable oil). The festival will also be waste free.

The concept devised by Ross Harding of Finding Infinity and Eyal Halamish of OurSay is about nowness and what the future holds if the world doesn't start taking sustainability seriously. The event will feature Cut Copy DJs, Banoffee, Sui Zhen, Tornado Wallace, Silent Jay and Jace XL, Average Rap Band, Prequel and Wax'o Paradiso to name the first lineup of musos.

Tickets: www.offthegrid.global

### THE SUSTAINABLE LIVING FESTIVAL Feb. 6 - Feb. 28 Citywide

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17th annual festival. Provides a range of stalls, events, and talks about sustainable ways to live on the plane, with Big Weekend at Federation Square being held on 12th-

2 14th February.

Information: www.slf.org.au

### MIDSUMMA FESTIVAL Jan. 17- Feb. 7

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Annual Citywide Festival of Queer arts and culture including Carnival, Pride March, and a range of creative, sporting, and cultural events. Information: www. midsumma.org.au

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### PAUSE FEST Federation Square

Feb. 8 - Feb. 14

Pause Fest is a festival that comes once a year to Melbourne. It is one man's vision- namely George Hedon. Six years ago George's germ of an idea was to bring together thinkers, innovators in the creative and digital space from any industry. He wanted Pause to foster mutual collaboration, to be a catalyst for innovation, a uniter of industries, and a platform for the future.

Pause has become the premier creative tech conference and festival for the Asia Pacific region with Melbourne, the design and digital culture capital of Australia - as the setting. Growth has been organic, from

several hundred in the first year to attracting over 12,000 last year. Consists of 3 core conference days & over 20 satellite events.

Tickets: www.pausefest.com.au

### WHITE NIGHT MELBOURNE Feb. 20

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Inspired by the international Nuit Blanche movement, this State Government initiative created by the Victorian Major Events Company and White Night Productions is an all-night, free cultural event and visual spectacle with art, music, food, theatre, fashion, and film performances. The event celebrating its 4th year runs from 7pm to 7am in the centre of Melbourne, and is a family-friendly and inclusive festival.

Information: www.whitenightmelbourne.com.au

### SEE, LISTEN, DO

MPAVILION PROGRAM 5 OCT. 2015 - 7 FEB. 2016
QUEEN VICTORIA GARDENS, ST KILDA RD, OPP. ARTS CENTRE
mpavilion.org

# 13TH NATIONAL POLISH ARTS FESTIVAL 27 DEC. 2015 - 3 JAN. 2016

Held every three years in capital cities around Australia, PolArt is the pre-eminent national Polish Arts Festival and is the largest of its kind outside of Poland. It's about love of art, love of sharing, love of giving, love of being Polish. Information: www.polart2015.com.au





### AUSTRALIAN OPEN 2016 MELBOURNE PARK

18 JAN. - 31 JAN. 2016

www.ausopen.com

# CATS, THE MUSICAL REGENT THEATRE

18 DEC. 2015 - 10 JAN. 2016

Acclaimed revival of Andrew Lloyd Webber's record-breaking musical CATS.

# ANDY WARHOL | AI WEIWEI 11 DEC. 2015 - 24 AUG. 2016 NGV INTERNATIONAL, ST KILDA RD

A major international exhibition featuring two of the most significant artists of the 20th and 21st centuries. www.ngv.vic.gov.au

### CHINESE NEW YEAR, 8 FEB. 2016

Year Of The Monkey. For people born (1920, 1932, 1944, 1956, 1968, 1980, 1992, 2004). 2016 is considered an auspicious year. Monkeys' are said to be witty, intelligent and have a magnetic personality. www.chinesenewyear.com.au