



JUNE 2020

Q MAGAZINE

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featuring:
GOLDA RESTAURANT

new israeli pop up defying the odds

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q comment:



The GLOBE Committee of management announces the new GLOBE President Megan Williams to spearhead their support of the LGBTIQ+ community in Victoria.

Megan has been a strong supporter of GLOBE for many years, and has actively participated in the GLOBE networking series of events for more than a decade. Megan has also been a vital member of the GLOBE committee of management for the last two years, and in September 2019 stepped up to the role of Corporate Partnerships Director, working diligently to advance the portfolio.

Williams said: *"I am excited to take on this opportunity, I have always admired the amazing work done by the team at GLOBE. I feel honoured to be part of the positive change that GLOBE continues to foster in supporting, enabling and empowering our wonderful and diverse communities."*

Megan is the first female President in GLOBE's 28 year history and is leading the committee to develop and deliver additional networking opportunities for our wonderful and diverse communities.



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Rotem showcasing his skills to Adam in the Golda kitchen with the compliments of Parker Blain - photographer.

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q feature: GOLDA ISRAELI POP UP

Defying the odds, a new modern Israeli pop up opens, bringing exciting flavours to the Melbourne food scene.

A new pop up restaurant has opened on Commercial Road, serving a modern take on Israeli cuisine. An ever-evolving cuisine, not restricted by boundaries, Golda represents a melting pot of different cultures that migrated to Israel from Europe, North Africa and the Middle East. The use of vegetables, fresh herbs and spices defines Golda's cuisine and shows the variety of flavours and textures within a meal.

Head chef, Rotem Papo was born and raised in Tel-Aviv, Israel, where he started his culinary career. He worked under one of Israel's Most Acclaimed Chefs, chef Meir Adoni at restaurant 'Catit'. Rotem comes from a large family where everything surrounds food. From a young age he was in the kitchen, learning from his mother and grandmothers style of cooking. His modern take on these dishes, keeps their legacy alive and proud.

With a sense of passion and curiosity Rotem looked to make his way to Australia. *"The connection between Australian and Israeli cuisine lies in the fact that both cuisines are a melting pot to all of the cultures that each country has, each one brings its own unique flavours and techniques and creates an exciting new cuisine that merges all of these cultures together,"* says Rotem.

Rotem arrived in Melbourne in 2011, working at the European where he met the love of his life, and now husband. Melbourne quickly became home for Rotem, as he progressed his way through the Melbourne food scene. His most recent experience includes head chef of L'hotel Gitan and Bar Lourinha, working alongside restaurant moguls Jacques Reymond and Matthew McConnell.

Golda has been in the works for quite some time by hospitality veteran Adam Faigen and head chef Rotem Papo. The two had been actively pursuing locations prior to the hospitality shutdown. Determined to present their food to Melbourne and defying the odds, they are taking a bold step by offering a first taste of their vision.

"Adam and I want to represent our grandmothers and their heritage by showcasing the food we grew up on with a modern twist," says Rotem Papo.

Food and hospitality has always been at the core of Adam's life. An expression of love, which his mother and grandmothers imparted on him. The aromas and flavours in their kitchen were guided by their own family's journey through Iraq, Singapore, Israel, Poland & Russia before finally settling in Australia.

Golda's dine-in set menu showcases the variety that is on offer in a typical Israeli family dinner and is designed to share between family and friends. The Israeli way to start a meal is with a spread of Salatim (salads) and dips such as spicy mizbrachi (eastern) zucchini with goats feta and mint, house made hummus and baba ganoush with za'atar served with a house baked laffa bread (a soft and fluffy Iraqi flat bread). To continue there's a slow cooked Moroccan snapper with capsicum & chilli sauce and a pomegranate glazed beef cheek with roasted beetroot and walnuts.

"Our style is to impact our guests with flavour. To surprise them and get them excited in every bite," adds Rotem.

The menu features an array of vegan, gluten free and vegetarian dishes including the spiced cauliflower shawarma with tahini and sumac and the roasted baby potatoes with house-made harissa butter. While any dish can be changed to cater for almost every dietary requirement.



At the heart of Golda there is a strong sense of family, celebrating the influences of Adam and Rotem's grandmothers. *"Like a big warm hug, food is an expression of love. Golda is inspired by the aromas and flavours of the kitchens of my grandmothers. To be able to share this with all of Melbourne means the world to me,"* says Adam Faigen, Golda owner.

Currently on the lookout for a permanent home, you can find Golda's pop up at the rear of the Gramercy Social at the Cullen Hotel on Commercial Road, directly opposite Prahran market. They are open Tuesday to Saturday evenings. Home delivery and pickup is also available.

You can check out their menu and order online at www.goldarestaurant.com.au and follow them at www.instagram.com/goldarestaurant



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q cuisine: with HOBBY CHEF CHAPMAN

Coq au vin is a French classic chicken stew, slowly braised in red wine. You will find hundreds of authentic recipes on the web – this is mine. I varied with some of the ingredients, yet I am confident you will love the result.

Cut the chicken meat into pieces and marinade them in Kikkoman soy sauce for at least 30 minutes.

Chop the shallots, the garlic cloves, and if you like the red chilli. Wash the potatoes, leave the skin on and halve them lengthwise.

Heat a large heavy-based saucepan and brown the chicken pieces – then remove them onto a plate.

In the same saucepan roast the shallots, garlic and chilli until softened. Add the concentrated tomato puree and stir all together.

Then put the chicken meat back into the pan.

Pour in the red wine and the chicken stock, add the halved potatoes pearl onions and the bay leaf and let all simmer on medium heat for 30 minutes.

Add the chopped parsley and let the stew simmer for another 15 to 20 minutes.

Finally, taste the sauce and season with salt and pepper to taste.

Serving I

Spoon the chicken and vegetables onto deep plates and pour an extra gravy. Serve with crusty bread.

Ingredients I

Serves 4

800 g Chicken meat from the legs, boneless
350 g Small potatoes
3 Shallots
3 Garlic cloves
15 Peel onions
500 ml Red wine – good quality
200 ml Chicken stock
3 Tbsp Kikkoman soy sauce
1 bunch flat parsley
1 Bay leaf
1 Red chilli (optional)
2 tsp Concentrated tomato puree

Salt and white pepper for seasoning

Oil



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q life: with GABRIEL TABASCO

Men from Work

Like most people I was a sucker for men in uniforms, such as policemen and firemen. However I was always impartial to men in suits as well. While working at an accounting firm years ago, where all men came to work in suits, was endless eye candy. On particular days when I was horny it was almost impossible to concentrate.

Other than at work, the changing rooms at the gym were the ideal place for spotting businessmen. I couldn't resist stealing glances of men changing out of their suits, standing naked for a moment, before slipping into their Lycra or short shorts. My favourite moment was when a businessman had his shirt on but his trousers off revealing his y-fronts or boxers. Businessmen's choice of underwear almost always seemed to be y-fronts, most likely a choice made by their wives. Dark blue and white seemed to be the wives' favourite colour of underwear to cover their husband's cock and keep their balls from dangling down in their suit and chafing. The men seemed to wear the underwear chosen for them without protest. After their work out they slipped out of their clothing before getting into the shower. They hid their crown jewels behind a towel and made for the shower and then to the gym's sauna where a few repressed ones would jerk each other off. Or they would get sucked off by some men who only went to the gym to meet these married men.

These men in suits were average joes: businessmen who were heavy mostly around the middle, some with hair that was mostly turning grey. They would be a far cry from muscled studs seen in the gym, but because of their suits, because of that moment when they wore their shirt and tie with only their y- fronts with their socks still pulled up, they might as well have been sex objects. Some businessmen were in fairly good shape. I ogled the shape of their calves as they pulled up their trousers when they got changed. It was a kind of reverse-striptease, and was just as effective as if they were undressing when they first began their workout.

At work, because of these men in suits, I could not wait to get to work; all those men in suits, what a delight. The average profile of a sexy businessman was a man who was 45 years old. He was either a dad or a younger, single man. Trying to go over accounts payable it was hard to concentrate. All I wanted was for them to fuck me, to ride their cock, while as they still wore their suits.

Sitting at my desk, trying to work my way through the contacts of accounts, I could not stop staring when a suited colleague bent over his desks, to pick up a pencil or grab a file from the floor. I'd imagine him in that position with his pants down. Imagine this scenario: a straight businessman, with his shirt and tie still on but his pants dropped to his ankles, quivering with anticipation just before he would be fingered. Men of all types would be cameos in my workplace fantasy including but not limited to: short, hairy, accountants; white-haired muscle daddies; lean, slender, swimmers... if they were wearing a suit they were the porn for the workplace. I could look but not touch and that was fine for me. After all: you never shit where you eat and you never suck the cock that employs you. Or do you?

Eventually I came across a horny accountant who 'wanted to experiment,' as he put it. Rodolfo, a plump accountant told me that his girlfriend would not suck his dick and needed a blowjob. It had been a while since he had one and forgot what it was like. I believed him. For a man to bring this up to a colleague it must have been true. Especially since Rodolfo had a beautiful girlfriend.

'Maybe you know a female friend who can help me?' Rodolfo asked gently as we sat sipping our beers, one night at a fancy bar after work.



'But why get blown by a woman when men are so much better?' I asked him, speaking softly, trying to pretend that it was not an act. 'Do you know anyone... who you know... who could help out?' he stammered. I was fairly sure he was playing along, saving face in case I was not the right person to ask and turned him down. In fact, he was so convincing that I thought he was being genuine. 'I may have someone in mind,' I said.

That night, after our third round of beers I blew him in the toilets as other colleagues sipped their drinks at the bar. From our bathroom stall, we could hear them coming and going into the toilets. His cock was just like his body type: medium-sized and very thick. He had light hair on his balls as he had over his chest and legs. He quivered and whimpered as I sucked him. As I worked my mouth over Rodolfo's cock, I could hear them banter lightly as they stood at the urinals. The hiss of their urine was audible. The more they drank they louder and harder they urinated. Rodolfo tried not to gasp or moan as I sucked him off. I placed my hand over his mouth to silence him as he was becoming louder. He was enjoying it so much he was not lying about his girlfriend not blowing him. As I worked away at him someone said quietly 'listen,' as they realised something sexual was going on in one of the stalls. His friend chuckled. At that moment, Rodolfo let out a groan, 'aaah aaaaaah aaah...' and came forcefully in my mouth. His cum was so plentiful that I could not contain it. It fell from my mouth into his boxers. The men outside our stalls chuckled again and then said 'have fun mate,' just before they left. Rodolfo stood there panting, with a smile like a happy puppy on his face. Droplets of cum still hung to his penis. His hairy balls, having released their pressure went back to dangling loosely having just been emptied out.



Leon, another colleague and also best friends with Rodolfo, was a hairy, tubby man, who was a couple years younger than I was. Because of his less than average height and slightly more than necessary weight, he ensured he was seen as being as butch as possible. He walked with a stride and had a loud, Mafioso-type voice, as if he were an extra in a Scorsese movie. He was smart but an overgrown nerd. I doubted that he ever saw a naked woman in his life other than on a continuous porn loop on his computer. The only thing that kept him from being a loser was that he refused to believe he was. At 26 he had the belly of a 40 year old. His oversized jeans hung around his waist and his shirt was always crumpled. His chest hair crept through his vest (which he wore under his shirt) and his chest hair gave the impression that they were weeds and emerged from his shirt collar. When the weeds got too long he did the bare minimal amount of manscaping. He clipped them slightly, but only ever so slightly lest they detracted from his masculinity. I wanted to tell him: 'I have to bend over on a beauticians table to get my asshole waxed and you cannot even trim your long chest hairs?' To be fair to him, he had a cute round face and a button nose, a head of thick hair and a good sense of humour. It was inevitable that one day a cheerful girl who enjoyed cute nerbs as much as Leon enjoyed food would come to love him. But until that moment came, I could feel him looking me over. His expression lightly dusted with lust. When I walked past his desk, as I made coffee, I could sense him staring at me. As I was making a presentation, he continued to stare.

I did not find Leon attractive but seeing him at work in his suit I still wanted to play with him. And that is what I did. I bumped into him one night in a bar and we got talking about sex.

'So did you ever tried anything with a guy?' I asked him.

'No. Never,' he said taking a sip of his drink as his eyes bore into me.

'Want to try?' I said, with a tilt of the head.

I spent the next two hours at his house being rimmed by him.

'Keep your suit on,' I said.

'But it's designer,' he said.

'Even better,' I said.

He was so hairy I was worried that I would get lost in his forest of chest hair. It was not that I disliked body-hair on men. On some men it looks great but on Leon it was so unkempt and messy. I changed position and laid on top of him in a 69-position fully naked. My hole was opening and contracting with pleasure and he worked his way around it.

Eventually, I took out his penis to give him a blowjob. I opened his zip and out it popped. Just as I thought: it was a smaller version of Leon, short and thick. It was indeed a small penis and suited him well. I enjoyed sucking him on his bed with Ninja Turtles on the duvet cover (see, I told you he was a nerd) as he rimmed my smooth hole over and over.

He moaned, he took a deep breath and then with a sharp thrust he came. His penis, for such a small tool, let out a long stream of cum. Flecks of his cum dotted my face. Still in the 69-position with my ass in his face, I turned round to look at him. Still in his business suit he wore a dopey smile.

q serial: PORN STAR - EP 4

Before launching myself into auditions to launch my porn career I had a number of things I needed to get done. One) Keep working out. Two) Get new headshots and photos. Three) Find an agent.

For Number One, I was already in good shape, having just finished my tenure as a Harem Boy in Florida. I did need to find a gym nearby or at least a personal trainer to maintain my fitness levels. For Number Three, I guessed it would prove to be difficult to find an agent, or at least a good agent, and I was not even sure I needed one for a porn career. However I was determined to see that I had one in any case; good or bad. However an agent may have wanted me to have updated photos and headshots, as well as buttshots and cockshots and all other shots that may tickle their fancy (I could imagine that most agents would be difficult) so I wanted all bases covered.

I had all relevant photos, nude and clothed in my portfolio as well as on my personal website but the most recent photoshoot I did was at least six months ago. Would a whimsical agent for whom wannabe porn actors are ten-a-penny demand more? If I was not prepared with photos, in shape and ready to go wouldn't he/she/they instantly turn me away? And if it was not an agent then it would be a porn studio that would be assessing me. I couldn't risk losing a chance of a career in porn because I was disorganised. So in keeping with the mantra I learnt from my studies 'if you fail to prepare, then prepare to fail,' I put together a robust plan as to what to do.

First up I needed new and updated photos. I began to run and eat more carefully to be and feel fully in shape, lose any excess fat and increase muscle definition. I also began researching photographers in Los Angeles. Their fees were extortionate. They got more expensive the more 'star studded' their portfolios were. I had a limited budget and did not want to spend a large amount of cash on additional photos since I already had some. I just wanted a top-up.

Finally I settled on two photographers: Lloyd and Derrick. Both of them, wanting to grow their portfolio, agreed not to charge me for the photos as long as they could use them, and have ownership of them too. I agreed, seeing that we all got something out of the transaction.

Lloyd was a semi-professional photographer, originally from Wales and in his late 50s. He had lived in LA all his life and yet spoke with a strong Welsh accent. I found him from an online platform for budding photographers. He had a website where he photographed cars, flowers, portraits of men and nude men. Given the quality of his work he seemed to know what he was doing. He took photos of older, rugged and unshaved men, who had a grungy look.

I met Lloyd at his home, driving my dusty rental, over to his house in Yorba Linda. It was a nice area but his house sat ominously and alone on the corner of the street. The house had once been painted a dark green that was now left to peel. It was a stark contrast to the other homes on the street, with their perfectly maintained front yards filled with roses and wisteria. I looked twice at the address he sent me, and indeed it was the correct place. I grimaced. 'Was he legitimate?' I wondered.

GABRIEL TABASCO



episode 1



I parked my rental in his driveway and walked up the cobbled path to his front door. I was nervous. I was going to count to 10 and if he did not show up I would leave. He turned up as I counted to nine. The door opened to reveal a big, burly man, with a neatly trimmed beard. After letting me in I peered around his front entrance. Like the outside it was messy with dusty surfaces and filled with old newspaper and peeling wallpapers. The drapes were pulled down, shutting out the bright Los Angeles light. It was odd to me. A photographer wanted light didn't he? Why shut it out?

He made short, clipped remarks when he spoke, as if he had a quota on his word count. He told me that he lived in the house with his partner for the last 30 years. I couldn't help but think that perhaps that was the last time it was cleaned too. He also told me that when he was not a photographer he ran one of the gay saunas in Los Angeles. I had never been in but I knew the name. It didn't have the sparkliest reputation as far as gay saunas go.

He led me through his house, through his back garden (also filled with junk) to his studio in his garage. I noticed the heavy drapes that he used as a backdrop from the photos of the men on his website. Half the garage was filled with tools, old TV sets, and dated exercise equipment. The other half was his studio and was complete with the latest technology of cameras and all that went with it. 'So let's start with a few warm up photos,' he said. 'Stay clothed and then we can begin undressing and seeing what feeling you want to achieve. You know... sensual, fun, serious.'

'I bought a bag of clothes for changes,' I said. He waved his hand, gesturing for me to open it up and show him. I complied and opened the bag taking out: a baseball cap, a black thong, leopard-print y-fronts, a markini, boxing shorts, speedos, my fleshjack. 'Well... that is a collection,' he said almost mockingly. 'Why do you need all this stuff?'

'I want to become a pornstar,' I explained.

He looked me up and down and then said 'hmmm...'

We began the photoshoot clothed, as a warm up for both of us, before moving over to the photos in underwear and then naked. I posed in my jockstrap, boxing shorts, thongs and even the baseball cap covering my cock that was by then erect and leaking pre-cum, and that Lloyd pretended not to notice.

He gave me good instructions and directions; where to pose and look and how to rotate my body in order to get the best effective shot. He was more about the aesthetic than the pornshoot. I realised that he would rather have made arty, black and white photos of men for a glossy fashion magazine, where everyone seems androgynous and serious, than a fun and colourful pornshoot of a guy holding his dick by the pool. He almost seemed to tut when he spotted my buttohole flexing from my horniness as my dick throbbed.

'Why don't we get some shoots outside in the garden?' I asked him, wanting to get away from the drapes behind me. The tools would have been better to use as a backdrop but he did not want to shoot in that part of the garage so the garden seemed best.

In the sunlight the photos must have instantly come out as better, the sun putting me in a much better mood.

Lloyd by contrast struggled in the sunlight and he didn't like kneeling down to get photos of my cock and balls from below. I waded through his lush overgrown garden, filled with green leaves, albeit some dead ones too that he had not cleaned up. The photos and effect were decent: sexy shots with a hint of B-list porn. It wasn't Falcon or William Higgins but it was a start.

A few days later Lloyd emailed me the link to download the photos. The photos he took were good and of high quality but he wasn't a warm man and I believe that that came out in my poses. They were more uncomfortable than they should have been. As a result some of the images did not convey that I was not having fun. It was not the look you wanted to portray as a pornstar and so I hoped to have better luck with Derrick. More on that for next month's episode.



q success: FROM UNEMPLOYED TO CEO OF AN ASX COMPANY

I doubt many people can say losing their dream job at the age of 22 was the best thing that ever happened to them. For me, probation as an investment banker - and my subsequent firing - was a huge learning curve. This shock exit has informed my business journey since. The most important lesson? Building good relationships will take you further in life and business than anything else.

Having grown up in Sydney, I joined Price Waterhouse straight from school. I was an undergraduate cadet working full time, completing my degree and playing grade cricket. It was busy but fulfilling.

As a formative experience my cadetship was invaluable. I was working on some of the most well operated companies in the country with tremendous people. When I moved to work at an investment bank I found a dog eat dog scene. Not many kids want to grow up to be an investment banker, a path wasn't already carved. I came into a culture of chasing the big money, developed at the expense of building a team and succession planning.

I was a young guy, unsure what my options were. But I'd quickly worked out from this experience, and from the people I worked with, that I wanted to be build a company. My dad gave me two books; 'Think and Grow Rich' by Napoleon Hill, and Dale Carnegie's ubiquitous 'How to Win Friends And Influence People.' I realised that in all my years of study, from school to university, I'd received little or no instruction on building good relationships.

Another big revelation was that if you want to do well at something, find someone who has already done it. Still just 22, I decided I'd publish my own book, speaking to as many prominent Australians as I could about their journeys to success. I made over 3000 phone calls, wrote over 500 letters, and was able to interview 34 people. I spoke to former Prime Ministers, business leaders, musicians and artists. The result was Collective Wisdom: Prominent Australians On Success And The Future.

What this first book illustrates is that relationships are integral to success. This had been an alien concept during my early career. Also, I found that learning about the experiences of prominent people could help others identify what they wanted to achieve. Not everything shiny is gold, and my so-called dream job had been a nightmare. I could decide to be a religious leader or a great artist or a billionaire, but before I spent years pursuing a certain life, I needed insight into the reality of living it.

I went back to university and completed my chartered studies, completed my Masters degree in taxation and qualified as a tax agent. I started work in the first of three mid-sized accounting firms. What I found there, to varying degrees, were people very technically skilled but with limited interest in business. The fundamentals of accounting were there to a high degree, but I wanted to invest energy and expertise into helping businesses grow.

To do that successfully, you need to be good with people. You need to have sound recruiting practices that bring the right people into the team, and to deploy them where they can best add value to the business. I founded Kelly & Partners Chartered Accountants from scratch in 2006. Quickly we established a diverse team of like-minded people before anyone even knew we existed. I wanted to find companies with potential and help make them the best they could be. I'm proud that we've grown from two offices to 15.

A bit of self-reflection every so often is healthy and necessary. People often live unconsciously, not evaluating the decisions they've made. So I decided that every seven years I would publish a new book of wisdom. The latest features nine of Australia's most prominent and successful investors. It was a joy finding out what makes them tick and a huge learning experience for me. Never has the famous quote by American entrepreneur Jim Rohn been more apt. "Education will make you a living, self-education will make you a fortune."

Brett Kelly is the author of Investment Wisdom, featuring interviews with leading Australian money managers on what it takes to be an excellent custodian of other people's wealth in any market. He is the founder and CEO of Kelly+Partners Chartered Accountants, the ASX-listed largest private business specialist accounting network in the greater Sydney area. Investment Wisdom is now available at www.booktopia.kh4ffx.net/yYqGb (or click the image on the next page).



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Brett Kelly

Author of best-selling books *Collective Wisdom*,
Universal Wisdom and *Business Owners' Wisdom*

q shares: A GUIDE FOR BEGINNERS

Any newcomer to share investing can use a helping hand. There is nothing more focusing of the mind than starting the share investing journey using our hard-earned savings. It brings to bear all the suite of emotional challenges of human nature like the fear of losing money and greed to make more money. In assisting my son to set up an online share platform, the joys and travails of learning how to build a share portfolio has dominated our conversations. The WhatsApp messages coming thick and fast.

For any skill set or new knowledge, our best lessons come from experience. Share investing is no different. It is personal and everyone has different goals, time frames and amounts to invest. The journey for any of you starts with learning how to manage the risk of putting your savings to work. There is nothing more visceral than watching share prices rise or fall after purchase. Starting the process can seem a bit overwhelming, but there are some helpful ground rules to consider when you get started:

1. Setting up an online share trading account: It is worth conducting some research, finding what works for you. Costs, ease of transactions and options to invest overseas are just some considerations. After trialling a number of Apps and different services my son decided to go a more comprehensive service, like Commsec.
2. Portfolio parameters: Once the account is set up and the funds available, we discussed what parameters would form the portfolio. The ability to hold shares through the share market cycles (ups and downs) adding dividend income when it is received and buying more shares when the market falls, is a winning formula. One is never too old to start but time helps. This strategy applies to anyone of any age.
3. How many shares to buy? With a focus on long-term wealth growth, any share investment needs to be set by boundaries. Starting with how much cash is available will determine how many shares are bought. Most share services offer a minimum trade of \$500, allowing new investors to start small and add over time. The rule of thumb is the larger the amount to invest the more shares, or the more eggs in the basket. This spreads the risk and is called diversification. With smaller amounts and less knowledge ETF's are excellent. An ETF (exchange traded fund) is a listed share that mirrors the performance of the share market, for example.
4. Which shares to buy? For new investors, quality is the word. A few characteristics that define this are a strong balance sheet; growth in dividends over time; robust competitive advantage; less cyclical earnings i.e. think businesses that don't rely on a cycle like oil or housing development. Australia's best example is CSL, a world leader in blood plasma and flu vaccines.
5. Pulling the trigger: Buying shares is the next challenging aspect. The good news for you, it becomes easier with experience and confidence. To start pulling the trigger begs the questions, at what price, today or tomorrow? These speed humps are very personal and as I explained to my son, no one has a crystal ball. Buying good quality shares for the long-term is the aim. Start with a small exposure- the number of shares and the amount invested in each and then add more money over time. The sell -off in global share markets due to the coronavirus is a classic case in point of when it is an opportune time to invest, not for tomorrow or the next week but through the passage of time. Most investors feel more emboldened to buy more shares when the market is rising, it's like a confirmation bias that we are doing the right thing. However, as the coronavirus correction has shown, share prices are far more appealing after they have fallen. It is always worth keeping some powder dry (cash available), as markets can move up and down, known as volatility and the challenge is to be brave during periods of fear (market selloffs).

Like my son, you too can start the share investment journey. Plan and prepare, with small steps to start and I think you will be pleasantly surprised by what you can achieve.



Danielle Ecuyer has been involved in share investing in Australia and Internationally for over three decades, both professionally and personally. Her experience and knowledge has been combined to help new or existing investors with long term wealth creation and income generation in her first book Shareplicity: A simple approach to share investing (Major Street Publishing \$29.95). Find out more at www.shareplicity.com.au (or click on the book cover on the next page).

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DANIELLE ECUYER

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q security: SOCIAL MEDIA HACKERS

How to keep hackers out of your social media accounts

When we hear the word 'hacker' these days, we tend to think of a 20-something year old, in their bedroom, tapping away at their computer trying to break into our accounts. The truth is a little more scary when you consider that there are many things that most of us do without thinking, that opens the door wide open, making it easier for people to tap into our most private information.

Social media is like the gateway these days to a lot of your personal information and you cannot afford to let it get into the hands of anyone else. Protecting it is a must.

The consequences of your social media accounts being hacked range from insignificant to dire. You need to make sure that you are doing all that you can to minimise the chances of the latter.

1. Change your passwords regularly

It may seem like an obvious suggestion when many sites prompt you to change your passwords every 60-90 days, yet, have you noticed that your social media accounts don't prompt this? They don't, so you need to be proactive. It may be inconvenient but it's a step that is worthwhile when it comes to protecting yourself.

2. Step away from the quizzes in your feeds

"What celebrity do I look most like" and "What will I look like in 30 years from now" quizzes are designed to gather your data. Things that may seem unassuming and innocent are often not. When you use these quizzes, you're often sharing information with them directly or you're giving them permission to access your profile and everything in it. From there, hackers have systems to collate the data, enabling them to build a profile on you that they can then use to hack your accounts. Don't do any more quizzes!

3. Be aware of who your friends are

There is a misguided idea that the more friends you have on social media, the more popular you are. Don't accept all friend requests unless you know who they are. When you get a friend request from someone, be sure to examine their profile and take a look at what they're posting and sharing. Trust your instincts and don't let just anyone in! Many people will go through your friends' list and add everyone in there. If it feels untoward and suspicious, ignore the request.

4. Don't use the same password for all your accounts

Be discerning about your passwords and consider that if someone were to hack one account, the chances of them trying all of them are pretty high. It can be frustrating trying to remember them all, but it's better to be safe than sorry.

5. Don't use the 'sign in with Facebook' when signing into new services.

When you do this, you're telling Facebook what your platforms you use (so they can target their advertising to you!!). It can make it a bit harder to regain access if something goes awry.

If someone happens to get your Facebook password, they can then access any site that you have utilised the "Use Facebook to sign in" feature

Keep everything separate and the passwords different to ensure maximum security.

6. Delete old accounts, format old phones and format computers

Be aware of how much data there is of yours sitting around. Just like you wouldn't throw your paper-based credit card bills and/or statements into the general waste, don't just toss your old hardware in the bin.

If you decide that you're going to no longer use an account, consider deleting it. Often these days we receive bills to our email

accounts and other personal communication through our social media accounts. Make sure you before you delete them that you provide a current email address that you have access to. This way, if you someone tries to reactivate or login to a closed or old account, you'll receive an email notifying you.

7. Use a secure single sign on

If all this seems a bit much, you can download software that stores your passwords securely and use only one password to login to that.

There are various software programs out there that do this, which means that all you need to do is remember one password and the software will store the passwords for all your profiles within it. Make sure you do the research to find one that works for you.

Nicola Moras is an online visibility expert, author of **VISIBLE** a guide for business owners on how to generate financial results from social media and digital marketing. Nicola helps clients around the world achieve visibility, impact and profits.

Find out more at www.nicolamoras.com.au



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q beauty: HERBS AND HEART

According to health authorities, hand hygiene is the single most effective action we can take to prevent the spread of infectious pathogens. In fact, disinfecting with anti-microbial cleansers and alcohol-based sanitisers can reduce the likelihood of contracting influenza-like viruses by up to 36%.

However, repeated use of soaps, detergents and alcohol-gel can leave the skin feeling dry, cracked and sore. By stripping the proteins and natural oils from the epidermis, skin barrier function becomes compromised and can lead to contact dermatitis and other irritations. For individuals with pre-existing skin conditions, such as eczema or psoriasis, excessive hand sanitisation can exacerbate symptoms and prevent the proliferation of new, healthy skin cells.

Advocates for ethical and sustainable living, artisan skincare brand, Herbs & Heart, today releases its After-Sanitiser Overnight Hand Mask as an effective treatment for over-cleansed and under-nourished hands.

10 times richer than a hand lotion, this creamy, emulsifying mask repairs skin while you sleep. Designed for evening use, the rich balm encapsulates hands in a hydrating and nourishing cocoon; providing overnight relief for severely dry and damaged skin.

Naturally formulated with mango butter and hemp seed oil, the mask contains a powerful combination of vitamins A, C and E, including omega fatty acids 3, 6 and 9, to restore optimal hand hydration and skin surface lipid function.

Providing relief in as little as one application, the mask doesn't interfere with daytime hand care and ensures skin hydration post future hand sanitisation.



Manufactured in Australia with locally sourced ingredients, the natural and cruelty-free After-Sanitiser Overnight Hand Mask retails for \$24 RRP and is available nationwide at www.herbsandheart.com

q online: STONED CRYSTALS LIVE

Once touted as a simple photo-sharing app for the aesthetically elite, Instagram is now considered one of today's most influential and formidable marketplaces. With over 200 million monthly active users and an algorithm in favour of digital commerce, the social media platform has proven to be a critical communications tool for businesses during the global pandemic.

With online engagement levels exceeding 47%, home décor and crystal styling brand, Stoned Crystals, today reports a +134% increase in Q1 year-on-year sales despite dismal economic trends and the temporary closure of their bricks and mortar store. Accrediting Instagram for their continued success during lockdown, the brand has enjoyed an average online return of \$180k per month since February and is forecasted to exceed \$1.7M in sales by the end of the 19-20 financial year.

Utilising Instagram's live video broadcast functionality, the aptly named Stoned Crystals Live Sales was responsible for over \$780k worth of revenue for Stoned Crystals in 2019 and was expertly refined during lockdown to recreate an authentic in-store customer experience.

Conducted triweekly, each live event is structured by category and incorporates a unique selling mechanic that fosters human interaction and real-time dialogue in a fully immersive and mobile environment. Incorporating a number of experiential marketing tactics, Stoned Crystals Live Sales has become a resource for crystal related news, lifestyle tips, styling tutorials, brand commentary and exclusive community rewards.



"Instagram Live Sales is the closest thing to selling in person that technology has to offer," said Ashley Bellino, founder of Stoned Crystals. *"Although COVID-19 restrictions have eased, a post-pandemic mindset will remain for some time so it's important for brands to think about the future of retail and how they can evolve and adapt to the customer's changing needs."*

First conceptualised in 2017 following an urgent need for cash injection, the success of Stoned Crystals Live Sales is attributed to a synergistic mix of bold branding, entertaining content, purposeful merchandising, smart selling cues, engaging discussions, value-driven promotions, memorable hosts, and practice.

"In a way, Instagram has transformed into something more intimate," said Ashley. *"Customers want to see what happens behind the scenes; they want to be part of a brand's narrative and they want to know they're cared for well beyond the transaction."*

According to Boston Consulting Group, 76% of Australians are now shopping online compared to 39% four years ago; and 1 in 3 consumers will continue to do so over the next 12 months regardless of stores reopening.

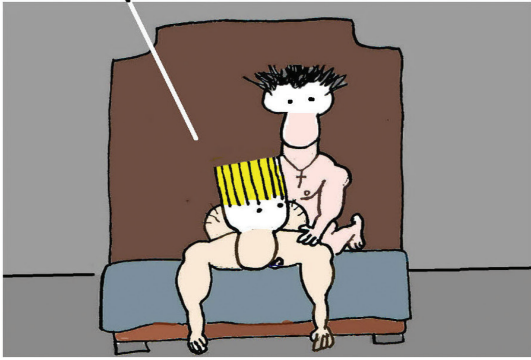
Bringing crystals into the mainstream, the brand's inaugural Geo Gems Collection has been a popular choice for Australians seeking to create a wellbeing space at the home or office. Including the laser-cut Black Hex (Obsidian), Chevronica (Amethyst), Love Triangle (Rose Quartz), Captain Jack (Pyrite) and Clear Boy (Clear Quartz), each gemstone offers individual benefits for the mind, body and soul, and is uniquely shaped to offer visual and aesthetic value.

Founded in 2017, Stoned Crystals currently employs a team of 15 staff members across two locations. With the increase in sales over lockdown, the brand accepted their biggest delivery since launch - 7 pallets of crystals weighing in at 4 tonnes - and is due to release their own proprietary Live Sales app which will enhance the customer's online shopping experience even further.

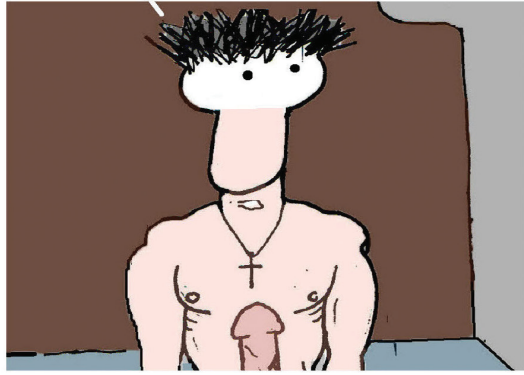
Visit www.stonedcrystals.com for more information.

Gaylord Blade

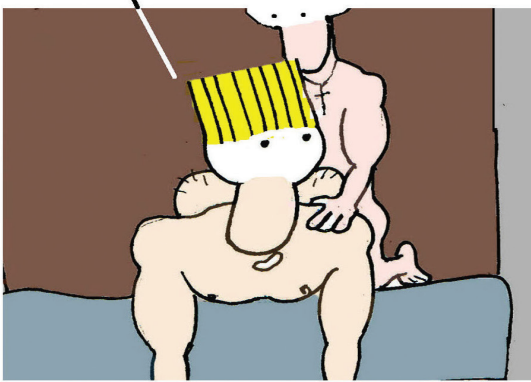
Well, are you planning to stick it in, **THIS** week?



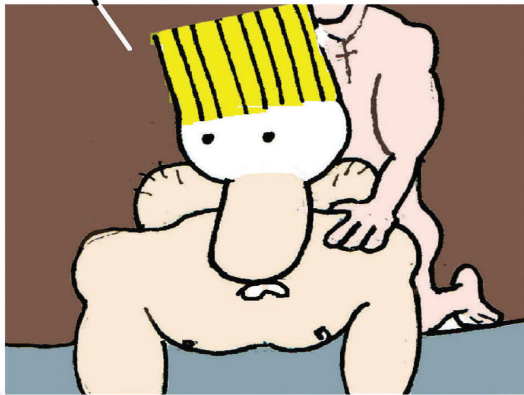
Oh no, Jesus !



Jesus? I think you former priests like feeling guilty...



Jesus doesn't care who or which orifice you shag !



No, no. I forgot to buy lube and we've run out



Christ! Just slather spit on the thing and stick it in!





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