

REVEALED: THE MOST TRUSTED BRANDS IN 2021

AUSTRALIA Reader's Digest



A Matter of TRUST

*The Bond That
Binds Us Together*

PAGE 112

LIGHTS, CAMERA, ACTION!

**Military Veterans
As Expert Movie Extras**

PAGE 74

**IMMUNOTHERAPY
A Life-Changing
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**MINING THE MOON
Space Exploration
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22ND ANNIVERSARY SPECIAL

2021
*Trusted
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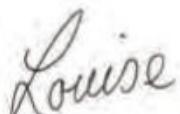
EDITOR'S NOTE

The Moon's Future

THE NEXT TIME YOU GLANCE UP into the night sky and marvel at the beauty of a full moon, try to imagine the surface cluttered with scenes of industry – scenes of mining, to be precise. Sounds like some unlikely scenario from a sci-fi film? Not according to our feature, 'Saving the Moon' (page 126). Science writer Ceridwen Dovey investigates the new space race currently underway that has seen space and resources companies planning to mine the moon and fuel exploration of space frontiers.

My favourite article, 'You Call That a Compliment?' (page 68) is classic Digest – funny, relatable and shareable. This compilation of short real-life stories from readers reveals some hilarious moments when, thanks to a fumbled delivery, words of praise end up being an unintended insult. Priceless. In 'Extras With A Difference' (page 74), we meet an inspiring ex-soldier who is giving skilled military veterans the chance to show their expertise in front of the camera.

This month also marks the 22nd year of our annual Trusted Brands survey (page 157). Since its launch in 2000, the survey and the highly sought-after Trust logo have both grown to become clear indicators of quality and reliability of products and services Australians buy and use every day. As one of the oldest consumer awards and logos in the local marketplace, readers and consumers alike can be assured that any product or service featuring the Reader's Digest Trusted Brand logo is worth purchasing.



LOUISE WATERSON
Editor-in-Chief



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LETTERS

Reader's Comments And Opinions

What a Surprise

I normally read my Reader's Digest from beginning to end but wasn't looking forward to 'Indonesia's Snake Bite Doctor' (March) as I don't like snakes!

To my surprise, I found the Bonus Read most interesting with some fantastic previously unknown facts.

Dr Tri Maharani – known as Maha – must have saved hundreds of lives by passing on her toxicology knowledge to other doctors.

A wonderful lady. SHIRLEY APLIN



Roany's Good Nature

Pam Houston's story 'He Trots the Air' (February) brought tears to my eyes. It so beautifully and eloquently reflected her love, respect and compassion for her horse, Roany, and his intelligence and loyalty to Pam. I felt like I was experiencing Roany's life and dignified ending first-hand. COLLEEN J. ATKINSON

Sustainable Vehicles

The race to reduce landfill is being won by Dutch researchers who have developed an electric car made from recycled waste (News Worth Sharing, March). This means sustainable vehicles could soon become a fact instead of science fiction – an exciting look at what our world might look like.

Let us know if you are moved – or provoked – by any item in the magazine, share your thoughts. See page 8 for how to join the discussion.

The only road block standing in our way is ourselves.

MICHAEL WOUTERS

Words to Live By

'An article a day...' used to be part of the tag line of Reader's Digest and to date I am sticking to that. I read just one article a day so that the magazine lasts till I receive my copy for the next month. It gives me pleasure and satisfaction to keep it by my bedside and read it before I go to sleep.

SALEEM RAZA

Broader Horizons

I have been a reader and subscriber of Reader's Digest for at least 50 years. At the age of 14, I left my home in Staffordshire, England, during the school holidays and caught a train to my grandmother's



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 PILOT



YELLO?

We asked you to think up a clever caption for this photo.

I would really have preferred an Apple phone.

JINI GREEN

Always a fruitful call!

LEONARD MERRIFIELD

That banana is not real.

It's a phoney.

LEIGH DUFFETT

Peel-Free to Dial me!

KAMALRAJ RASAMANICKAM

This phone is for monkey business only.

PATRICIA LONG

Congratulations to this month's winner, Jini Green.



WIN!

CAPTION CONTEST

Come up with the funniest caption for the above photo and you could win \$100. To enter, email editor@readersdigest.com.au or see details on page 8.

READER'S DIGEST

place who lived in the south of London. Before catching the train, I bought a copy of Reader's Digest from a small shop.

Over the years I have been fortunate enough to travel to many parts of the world and in most cases have taken the latest edition of Reader's Digest with me.

The magazine has given me a wider outlook on life as the articles cover so many different areas that influence a life. I will continue to look forward to future editions.

MIKE HILTON

Saving Species

Your excellent articles, 'Tracking the Tiger Butcher' (February) and 'Pooches versus Poachers' (March), give encouragement that all is not lost. Commitment and courage are being harnessed to save endangered species.

EULALIE HOLMAN

Full House

'Fuller House' (March) could have been written just for me. With the family home now too big for me and my daughter struggling to buy her own home, we have played with the idea of combining our funds and living together. I adore my grandchildren and my son-in-law is wonderful. We all get on very well but I wonder if, as I get older, and may need more care, this would cause resentment.

DENISE LANE



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"I suddenly realised I didn't have tinnitus anymore!"

Kelvin Pleming,
panel beater



Effective Tinnitus Relief – at last!

Every year millions of people visit their doctors complaining of tinnitus (ringing in the ears), and most are told that they just have to learn to live with it. Affecting approximately 20% of the population, tinnitus is a stressful condition that can cause sleeplessness, anxiety and social isolation. It is often accompanied by dizziness, sound sensitivity, blocked-ear or hearing loss.

Now there is a home-based treatment which comes from new research on the ear and brain. It uses high frequency stimulation, through music, to re-build and organise brain connections. The result, for most listeners, is relief or reduction of tinnitus and related conditions.

Benefits can also include better sleep, clearer hearing, better memory, relief of dizziness and vertigo and a general feeling that the brain is sharper and communication is easier.

For a free DVD and information pack call the Sound Therapy national enquiry line on **1300 55 77 96**.

NEWS WORTH SHARING



Feeling Stressed? Try Watching a Cute Animal Video

Do you get captivated by cute videos of cats and dogs on the internet? Watching them may actually be doing you some good. Scientists already knew that hanging out with pets in real life can relieve stress, but now a small UK study suggests that watching adorable animals on a screen can trigger a similar effect on your heart rate and blood

pressure. Subjects watched videos of quokkas, a small but engaging marsupial, but YouTube has countless sweet videos of a variety of animals, from puppies to piglets and pandas and even baby hippos. The next time you're feeling a bit anxious, spending some time online with these cute creatures might help you relax.

COMPILED BY VICTORIA POLZOT

Sensory Room Improves Inclusivity

Holidays provide a wonderful break from routine. However, for families with children on the autism spectrum, the sudden absence of all things familiar and the disturbance to routine can be unsettling and overwhelming.

The Reilly Room Project was founded by special education teacher Gail Watts in honour of her son Reilly, who lived with Asperger's Syndrome and passed away in 2018. Watts wanted to establish more inclusive holiday settings for people with autism. The Big4 Adventure Resort in the Whitsundays has become the fourth in Australia to incorporate a Reilly Room in their holiday park.

Designed by Watts, the sensory room has all the features expected in an autism-specific educational setting such as a hammock, weighted blankets, calming music, a variety of tactile experiences and a toy box.

Whitsunday regional councillor, Jan Clifford, says that she hopes this spreads to other properties and organisations.



Kiwi Designs Skylight That Desalinates Water

Dinking water is scarce for the 110,000 families living in shanty towns along Chile's coast. Windows are also often boarded up which removes almost all natural light. But not for much longer.

New Zealander Henry Glogau, who recently graduated with a masters degree specialising in architecture for extreme conditions, wanted to create a sustainable, passive, and striking feature inside the dark homes, and has designed a solar-powered lighting fixture that desalinates water. Inexpensive to manufacture, one light can purify 440 ml of water per day, and the leftover brine is used in batteries that power an LED light.

Glogau's invention is one of six finalists in this year's Lexus Design Award. Even if he doesn't win, his device has already won the hearts of Chileans.

MY STORY

Shocking Secret of the Gown

A childhood act of mischief leads to almost half a century of guilt and sadness

BY Patricia Scott

My aunties all said my mother was a very beautiful debutante; shy, demure and dressed in the most exquisite lace gown.

As the partner chosen by her parents to escort her to the 1938 Debutante Ball at St Margaret's College, my father fell in love with her that night and eventually they married, and the rest is the unfolding history of our family.

But my story is about my mother's beautiful ball gown.

She had carefully wrapped it in tissue paper and placed it in a cardboard box - carried from house to house in Christchurch, as over the years my parents had upgraded their dwellings - and it was hidden away in a top cupboard. From time to time it would be lifted out of its box and shown to us, and as small girls we would ogle over it and imagine the day when we might

be allowed to try it on. That never happened.

The top cupboard where the dress was stored happened to be in my bedroom in the Knowles Street house. One day, when I was around the age of nine or ten, I climbed up on a chair and reached into the cupboard and took down the box containing the beautiful dress.

I placed the box on my bed and lifted the lid off and carefully, full of breathless anticipation, unfolded the tissue paper to reveal the lacy gown. Tentatively, I fingered the white lace, then carefully lifted the dress from the box, letting it unravel itself until it unfolded floor-length. I had an irrepressible urge to try it on. My mother was not at home, so I had time.

I quickly undressed and then pulled the gown over my head, easing it down over my girlish frame. I was tall for my age and it was not overly long on me. My mother's waist must have been extremely tiny as it fitted my waist with little room to spare.

Then I found the little jacket and

Patricia Scott, now retired, lives in Whangarei, New Zealand. She is keen on writing and is part of a writer's group. She also enjoys making personalised, humorous cards for her friends, and gardening.

put that on. It had puffed sleeves and a little Peter Pan collar and fastened with a hook and eye at the neck. I entered my mother's bedroom to view myself in her long mirror. A long pause of mesmerised examination ensued as I looked at myself in the gown from all sides. I felt like a princess and convinced myself that I looked like a princess too, gawky and unattractive though I was.

I looked at the cute little flap falling from the waist at the back. Then at the large appliquéd floral pattern on the front of the dress, the spider web pattern of the lace

broken at intervals by the creamy satin ribbon which was sewn horizontally across the fabric. The satin lining and the little domed placket at the side were all exquisitely sewn by

a dressmaker, on a treadle sewing machine. It was so beautiful.

Suddenly, reality hit, and I realised that my mother would be home soon, so I hurriedly undressed and placed the gown carefully back in the cardboard box among the tissue paper, put on the lid and placed the box back on the upper shelf in my wardrobe. Mum came home soon after.

From time to time, I would take down the gown from the wardrobe and try it on and daydream – until

one awful day disaster struck. I accidentally spilt a bottle of ink over the bottom of the dress and the lining. I was shocked and scared. I knew I would be in big trouble should my mother discover it. It didn't occur to me to try to remove the stain. Instead, shaken and trembling, I stuffed it into the box and shoved it back onto the wardrobe shelf, never to be tampered with again, and never, never, never to be forgotten.

I lived with the dread throughout my teenage years that it would eventually be discovered with traumatic consequences.

At 21, I moved to Auckland, married, and got on with my life. The years passed into decades and my mother grew old and became ill. She lived alone in Christchurch now and was not managing, so I made the decision that she would come to live in a nursing home near me.

As she was still in hospital, it fell to me to sort through and move her belongings. I uncovered so many memories as I pulled out box after box, for my mother never threw anything away. She had kept all the cards and letters we had sent her, ornaments and presents and all of her beautiful dresses.

Finally, I came to the familiar box, now much tattier, and opened it.

There was the beautiful gown with the dreadful ink stain. My heart sank in sorrow for my mother. I was overwhelmed with terrible guilt and sadness. I put it aside to bring with us, along with mum's other treasures.

As she was leaving Christchurch probably forever, I decided to arrange an afternoon tea with a group of her closest friends.

We had a wonderful time and Mum and her friends reminisced about their past days. Somehow the conversation turned to the debutante dress and my mother said

she never could understand how it got a terrible ink stain on it.

Suddenly, at the age of 60, I found myself in front of my mother and her dearest and oldest friends - owning up, red-faced, the culprit, guilt and shame washing over me. I was so embarrassed and stunned that my worst fear was finally being realised that I don't remember the outcome.

I am sure my mother would have forgiven me, as mothers do, and at last I was released from that awful secret carried deep inside me from my childhood. It was never mentioned again.

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SMART ANIMALS

Interaction between humans and animals leads to special moments



Four Little Ducks

REBECCA JULIAN

Last October, my husband and I travelled an hour or so from our home to attend his uncle's funeral. It was a very hot day so we decided to pull into a fast food restaurant to freshen up before the service.

The restaurant carpark covered quite an expanse and had several pedestrian crossings, one of which was located close to where the carpark backs on to a childcare centre. My husband stopped at this

crossing but from the passenger's seat I could not see why. There were no people crossing and I told him to move on and park. He suggested I look over the dashboard and what I saw was delightful.

A father wood duck (judging by the markings on the wings) was crossing with four little ducklings

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in tow. The mother duck waited patiently but noisily by the side of the crossing for the last of the ducklings to waddle off before following. They headed straight for the bushes near the childcare centre, no doubt bringing much joy to the children watching from behind the fence. It was lovely to see that, regardless of the species, all parents look out for their young.



Appreciate the Help

JENNIFER FYN

Returning home from a fortnight's holiday, we noticed there had been a lot of rain in our area. As I was checking out some post holes that my husband, Peter, had dug, I noticed that they were a quarter full with rain. I was surprised to see that a little hedgehog had fallen into one of them. I am still amazed that he did not drown. Peter put some

gloves on, reached in and pulled the poor thing out. It was quite late in the evening so we put him near the compost heap and gave him some chopped-up lettuce and some water, although I'm not sure he needed any more water. The next morning when Peter went out to check on the hedgehog, he was nowhere to be seen.

We didn't see him again until six months later. It was about 8pm when I heard an unusual grunt and light knocking at the front door. I peered outside, and to my astonishment, there was the hedgehog. I opened the door just a little and he barged straight in. I had read somewhere that hedgehogs carry hydatid tapeworm so I tried to edge him out, I didn't want him walking on my carpet.

The children, on the other hand, were quite excited because usually hedgehogs roll up into balls if you touch them. However, this little fellow did not. After sticking around for a few minutes, he ambled off. I came to the conclusion that he had popped in to thank us for saving him.

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Grieving the Loss of a Pet

Allow yourself time to experience feelings of sorrow

BY Dr Katrina Warren



Our regular pet columnist, Dr Katrina Warren, is an established and trusted animal expert.

PETS ARE AN IMPORTANT PART OF OUR LIVES, providing great companionship and unconditional love. We find so much joy in our relationship with our pets that it is normal to feel intense grief when a pet dies and that special bond is broken. Veterinarian Dr Katrina Warren shares her advice on dealing with the loss of a beloved pet.

DIFFERENT STAGES OF GRIEF It takes time to recover from the death of a pet. You may experience a range of feelings, from sadness to anger, denial to guilt, despair to pure sorrow for a long time. Our sadness is a testament to how much we love and care for our pets. Not everyone experiences grief in the same way, so it's important that you take as much time as you need to process your own personal range of emotions.

TALK TO A SYMPATHETIC LISTENER Pets are increasingly viewed as important family members, so it's not surprising many people view the loss of their pet as comparable to, or even harder, than losing a human friend or relative. For many people, talking to a sympathetic listener can help them accept their loss. Seek help from those who understand or have experienced your emotions and seek professional help if necessary.

NOT JUST A PET Learning to live without your pet by your side is hard enough, but to make matters worse, sometimes it can be difficult for people who have never owned a pet to understand how much our pets mean to us. You might hear dismissive, ignorant comments such as 'it's just an animal', 'you'll get over it', or 'go get another one'. Your pet is an important part of who you are, and you have every right to grieve.

CONSIDER A CEREMONY The love you feel for your pet never has to end, and they can live on in your heart and memory forever. Although you miss them deeply, it can be helpful to honour them and celebrate the wonderful times you spent together. Many people choose to hold some sort of ceremony. There is no 'one size fits all' response to death and loss. You might have a simple and personal



Love for your pet doesn't have to end when their life ends

ceremony between intimate family members and friends, or a bigger, more celebratory occasion that involves a wider circle of friends and, in the case of dogs especially, their friends from the neighbourhood and park. For some of us, having a larger ceremony is a way to express how much a pet is a central part of daily life.

Compiling and printing a picture book of favourite photos of your pet can be another way of remembering them.

CREATING A CEREMONY TO HONOUR YOUR PET

CEREMONY Combine words, music and actions that provide everyone gathered space to share their own experiences of your pet, acknowledge their death and celebrate their life.

PLACE Have the ceremony in a place that you are comfortable in; at home, in the park where you spent time, or a special place you can return to and are able to shed a tear.

INVITATIONS Send an email or drop cards in letterboxes informing friends and family of your pet's death, inviting them to the ceremony and asking them to contribute stories and pictures.

HEALTH

A Hairy Situation

BY *Vanessa Milne*

Sudden bald patches can have many causes but fortunately most can be treated

Hair loss is often begrudgingly accepted as a natural part of life. After all, most people will lose some or all of their hair as they get older. But when hair loss happens suddenly – handfuls coming out in the shower or while brushing – it can be truly distressing. It can also be a signal of a health issue that needs to be addressed.

To understand why unexpected hair loss happens, it's useful to know the growth cycle of healthy

hair. Usually, most of your hair is in a growing phase, during which strands lengthen by about 1.25 centimetres a month. This part of the cycle carries on for between two and eight years.

After that, there's a middle phase, lasting about three weeks, during which the hair isn't getting longer but also isn't falling out. Finally, strands enter a resting phase, where the hair is loosened but sits in its follicle. Then, when the follicle begins to grow a new hair, the old one drops out.

Due to this cyclical process, we all lose up to 100 strands of hair each day. "At any one time, about ten per cent of our hair is in the falling out phase," explains dermatologist Dr Jennifer Jones. When that balance is disrupted, there can be too much hair in the resting phase – and a few months later, you might find that a large amount of hair comes out all at once.

One of the main triggers for this disturbance is hormonal changes in the body. Oestrogen keeps hair in the growth phase, while androgens shorten the growth cycle. For this reason, giving birth and thyroid issues – both of which shift the balance more towards androgens – can cause hair loss. "Stress is also a massive trigger," says Dr Jones. "So life events like divorce, bereavement or even moving house have this effect."

Another common culprit is autoimmune conditions, most notably alopecia. This condition, which affects two per cent of people worldwide, runs in families and can be activated by a stressful event. In some cases, alopecia is subtle; other times, sufferers lose all their hair – including their body hair, eyebrows and eyelashes. Patches of alopecia tend to grow

back, while full-body loss is usually permanent.

Scarring from other autoimmune conditions – including eczema, psoriasis and lichen planopilaris – can lead to patches of hair loss. Similarly, ringworm, a fungal infection, can affect the part of the head that it appears on.

Some people on prescription drugs also experience a disruption of their growth cycle. For instance, hair loss is a known side effect of some blood pressure medications, statins and hormone replacement therapy, among others. "If you notice hair loss, discuss it with your doctor," says Dr Jones. "We can often switch medications."

Treatment depends on the underlying cause. To discover

that, a doctor might order blood tests, perform a small skin biopsy or examine the hairs under a microscope. If the loss is hormone- or stress-related, it is usually temporary and resolves within a few months without any intervention. For cosmetic solutions, topical steroids can help thicken hair, and hair transplants are another option. Some people, of course, simply embrace their baldness.

ABOUT 90% OF WOMEN EXPERIENCE SOME HAIR LOSS AFTER CHILDBIRTH


HEALTH

Eat Well, See Well

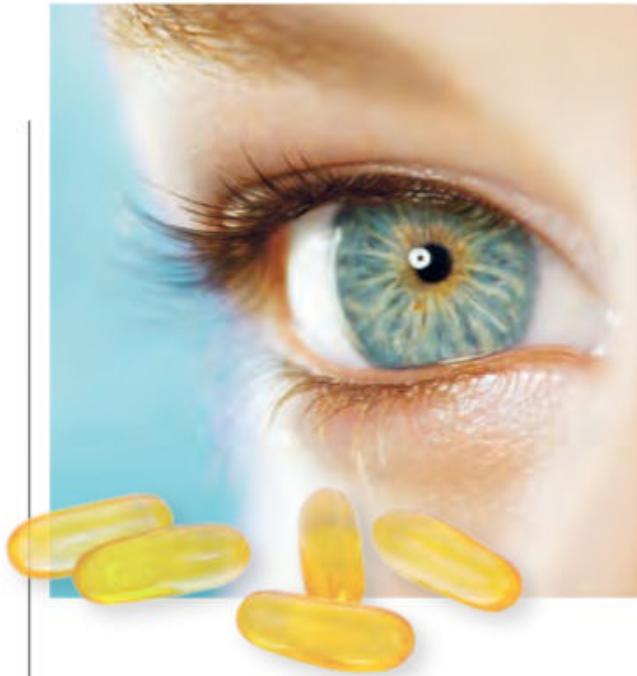
*Adding certain nutrients
to your daily diet can help
preserve your vision*

BY George Miata

New research suggests certain food and supplements can help protect against three leading age-related vision thieves: glaucoma, cataracts and macular degeneration.

GLAUCOMA Just one serving a month of leafy greens such as kale, English spinach or bok choy or more than two servings of carrots a week reduced the risk of glaucoma by more than 60 per cent in a UCLA study of 1000 women. Scientists believe that high levels of vitamin A and other antioxidants in these veggies help protect crucial cells in the optic nerve.

CATARACTS Adults who regularly drink orange juice and also include Vitamin C-rich foods such as red



and green capsicum, tomatoes and broccoli in their daily diet are 45 per cent less likely to develop cataracts, according to new research from Australia. Vitamin C may help counteract the lens-clouding effects of light and heat.

MACULAR DEGENERATION

Eating oats, high-fibre cereals and whole-grain bread cut the risk of macular degeneration by about 39 per cent, shows a recent study. The two most important omega-3 acids, eicosapentaenoic acid and docosahexaenoic acid, found in cold-water fish such as cod, salmon and mackerel, also support eye health, and can be easily added to your diet through cod liver oil and fish oil supplements. Complex carbs, such as peas, beans, whole grains and vegetables, also prevent blood sugar swings that can damage delicate cells in the centre of the retina.

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WORLD OF MEDICINE

VEGETARIANS NEED TO KEEP BONES STRONG

In theory, you can get the nutrients you need without eating meat or dairy. Yet, a British study found a significantly increased risk of hip fractures in vegetarians, pescatarians and especially vegans. Protein and calcium, which are both essential to bone health, are found in certain plant-based foods such as beans, lentils, broccoli and cabbage, so be sure to include them in your meals.

STRESS-RELATED DENTAL PROBLEMS ON THE RISE

If you wake up with a headache or sore jaw, you might be grinding your teeth in the night – and you're not alone. Stress often triggers this problem, and a survey conducted last year in Israel and Poland found that the pandemic is making the issue more widespread. In fact, during Israel's first lockdown, the rate of people who suspected they were grinding jumped from ten per

cent to 35 per cent. To prevent tooth damage, a dentist can make you a bite guard to wear at night.

And, to reduce the stress at the root of this habit, many activities can help. These include a workout, meditation, deep-breathing exercises, watching a comedy, or simply indulging in a leisure activity that you enjoy.

BREAKING CHRONIC PAIN'S VICIOUS CYCLE

People living with lasting pain often avoid regular exercise. While understandable, that habit can be counter-productive, as physical inactivity can make pain worse. A Pennsylvania State University study of people with knee osteoarthritis found they were more sedentary and avoided physical activities they usually enjoyed on days when they fixated on their pain. A psychologist can coach people living with chronic pain in avoiding this pitfall, along with other techniques to improve wellbeing.



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MARY & CECIL
The Rookie Writer and the Established Author



CONNIE & SUSAN
The Red Belt and the Opponent Who Kicked Her



JANA & TINA
The Second Wife and the First Wife



BILL & GIOVANNI
The Octogenarian Gentleman and the
23-Year Old Oreo Lover

CARTOONS BY MARY POTTER KENYON LEFT: COURTESY MARY POTTER KENYON. COURTESY SUSAN LISS. COURTESY GIOVANNI PAZ VILLA. COURTESY JANA FISHER



My Most UNLIKELY FRIEND

*Would you hang out with your spouse's ex?
Or befriend someone who kicked you in the face?
These readers did and found lifelong companions*

ILLUSTRATIONS BY **ISTVAN BANYAI**

BILL & GIOVANNI

I met my best friend, Bill Cervenka, at work. I was 23, and he was 85, but it seemed I had more in common with him than with any friends my age. We were both really stubborn. He always had an umbrella, and whenever it was raining after work, he used to say, "Let me walk you to your

car." I would always decline the offer, but he would say, "I'm walking you to your car whether you like it or not."

Bill and I always took the same lunch break. He didn't recognise some of my dishes and often asked what I was eating. I always offered him a taste, along with some of my Oreo biscuits. Eventually it became our tradition that every time a new

limited edition Oreo flavour was released, we waited to try it together.

Bill passed away in April 2019. I miss him every day. Now I always carry my umbrella and make sure people without one don't get wet. And when someone declines my offer, I say, "I'm walking you whether you like it or not."

Giovanni Paz Villa

JANA & TINA

Tina is my best friend. She is also my husband's ex-wife. When we first met, she and Bob had been divorced for more than 12 years, and he and I had been dating only a short time. We didn't become close friends right away. It took years of getting to know

each other and seeing each other for who we truly are. We've stood together through difficult times and family hardships. We've shared wonderful celebrations, and we were together to see the birth of our first grandson. Even though we now live 2400 kilometres apart, Bob and I still take holidays with her and her husband, and Saturday is our 'phone call' day. She has brought so much joy and love into my life. I don't know what I'd do without my best friend.

Jana Fisher

BILL & BOBBY

Bill Greenhaw was a retired school principal who looked rather stern. He was an organist and highly respected in our parish. I wore leather jackets and rode a motorcycle. One day, I jokingly asked him if he would like to go out to lunch with me on my bike. To my surprise, he accepted!

He was the opposite of me in so many ways, but he enjoyed riding with me on my bike. We took many rides together, but he never told anyone about them. I think it brought out a sense of adventure in him, and I was the only person he felt comfortable sharing that side of himself with. He was shy around most people. At his funeral, I told his family about our rides, and they were astonished. I miss his kind and gentle character, and our rides together.

Bobby Mills



My Most Unlikely Friend

I had walked before him. I sent him portions of my book in progress, and he ended up writing a foreword for that book.

I write him a long letter at least once a month. I ask for his advice on writing, life, faith, even dating. He answers by email, never failing to say exactly what I need to hear. I've saved all of his e-mails, more than 125 of them. I can honestly say that an 87-year-old man is one of my best friends.

Mary Potter Kenyon



SUE & KAREN

*The Fancy Nancy
and the Plain Jane*

MARY & CECIL

It was my husband, David, who urged me to read a book by Cecil Murphey and to apply for a scholarship he was offering for a writing conference in 2012. By the time I learned I had won it, my husband had unexpectedly died. I wanted to meet the man who was responsible for my scholarship, so I attended a conference where he was speaking. When I heard a few months later that his wife had died, I began writing him letters. I may have been nearly 30 years younger than he was, but this was one path

SUE & KAREN

We are the same age. And we both like to sing. That's where the similarities stop. The differences go on and on.

We met more than 20 years ago in our local choir. Karen is a lovely, quiet woman who would never think of using make-up. And then there's me. I put make-up on to take out the garbage, and I don't have an inside voice.

So, why are we friends? Because we share our ethics and our music. We love each other for being ourselves and for being good people with good hearts. When we meet for breakfast, I show up in my brightly coloured top, and she comes in with her hair tied back and her charity shop jeans. I sit and sip my coffee with soy milk while she enjoys her glass of plain water, and we talk for hours. We just work together. She is one of my favourite people.

Sue Wallace

CONNIE & SUSAN

I met Connie in 1976, when we were both competing in a tae kwon do tournament. Both red belts, we had been paired to compete against each other. As we sat next to each other waiting for our match, Connie began to talk to me. She was friendly and had a wonderful smile. I was struck by how nice she was. Then we got up to compete. Connie suddenly put on the fiercest face you can imagine. This terrified me. Out of self-preservation, I proceeded to kick her in the head – twice – and won the match.

Despite this, Connie and I became close friends. And despite our many differences, we have remained friends throughout the last 43 years. Connie is black and I am white. She was raised in a big city and I was brought up in a small town. Connie is a moderate voter and I am a conservative voter.

Connie now lives on the other side of the country, but we keep in touch through social media. One of her favourite things to do is to introduce me as her bestie who put a foot in her face.

Susan Liss

**WAYNE & SUZANNE**

The Old Man and the Tomboy Next Door

WAYNE & SUZANNE

In 1977, I was a ten-year-old tomboy growing up on a farm. I still remember Wayne's voice on the phone telling me, "Suzanne, your horses are in the garden again and Dolly [his wife] and Hazel [his mother] are mad!" Wayne kept me company while I got the troublemakers out of the garden.

Wayne was 85 when I introduced him to my husband. Now my husband and I see him every time we return home to the farm. We have a standing birthday breakfast date every year. In 2020, Wayne turned 100.

Suzanne Ryan

R

**Coded Message to Mars**

The huge 21-metre parachute used by NASA's Perseverance rover to land on Mars contained a secret message. A binary code spelt out 'Dare Mighty Things' in the parachute's orange and white strips. AP

COURTESY SUZANNE RYAN



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I REMEMBER...



Michael Parkinson

Broadcaster and TV presenter Michael Parkinson has interviewed thousands of the world's most famous and fascinating public figures

AS TOLD TO *Simon Hemeltryk*

...BAWLING MY EYES OUT AT A HOLIDAY CAMP. I was only about four and had gotten separated from my parents. Some beautiful female staff members tried to comfort me by stroking my head. But I was distraught. My upset might have also been down to having eaten about three gallons of ice cream. My dad

came running over to get me, after about half an hour. I stayed very close to my family after that – for my entire life.

...A DAD WHO TAUGHT ME TO BE KIND. He was a hard-working miner and we lived in the working-class village of Cudworth in





Left: Michael's parents John William and Freda Rose Parkinson; (above) Michael with his parents, Scarborough, 1938

South Yorkshire. But he never really shouted at me and certainly never raised his fist. My mum, Freda Rose, was stricter, but it was a very happy household. Mining communities have been seen as dreadful places to grow up in. Not for me. There were woods to be played in and football matches in the street. Occasionally, I'd go into a friend's house and see the other side of things. A father who was drunk all the time and a woman with a black eye. But, in general, the community wrapped itself around me and made me feel safe.

...THE MOST IMPORTANT THING MUM DID WAS LEAD ME TO BOOKS.

She loved reading, frequently coming back from the library with three or four novels by people like

A.J. Cronin and Daphne du Maurier. I read from a very early age and got into John Steinbeck, Hemingway and crime novels by Raymond Chandler. I learned a lot from reading and it gave me the ambition to be a journalist.

Mum would take me to the cinema several times a week, too, sitting there with her knitting while I was dazzled by the actors and writing on screen. I really wanted to marry Ingrid Bergman.

...I WAS BOUND TO LIKE CRICKET. Growing up in a Yorkshire household with a dad who was a great cricket enthusiast, there was no other possibility.

When I was a teenager, I played with people like Dickie Bird in the Yorkshire League. If you scored a



**Left: Michael with his mother;
(above) a family holiday
with neighbours**

50, there'd be a collection for you, but some of the dads would spend it behind the bar before you got your hands on it. My teammates would get themselves out deliberately to stop them.

One of my favourite sporting memories is skippering Maidenhead and Bray's third team, with my son Andrew in the team. That, and watching my friend [legendary soccer player] George Best play football with my three boys on our lawn. They couldn't get the ball off him, of course.

...I DIDN'T CARE ABOUT BARNSLEY GRAMMAR SCHOOL AND IT DIDN'T CARE ABOUT ME. A lot of the teachers were old guys who'd been brought out of retirement because the young men were away in the war. They

didn't understand my love for reading authors like Steinbeck.

But I could always write. I'd do essays for my friend John, while he did my maths homework. He once came top in English and I came top in maths, even though neither of us could do either subject. So I walked out of school at 16 and said, "Give us a job" to the local paper, the *South Yorkshire Times*.

While working as a journalist in Doncaster, a few years later, I covered the story of the last train engine to be made in the town with a journalist from the *Manchester Guardian*. He fell asleep during the celebration lunch, and had to copy my notes for his story. During our subsequent pub crawl he told me there might be a vacancy to work at *The Guardian*



Michael and boxer Muhammad Ali, 1979

and that he'd put a word in for me. That was my big break into national newspapers.

...A REVOLUTIONARY TIME AT GRANADA TV IN MANCHESTER.

I joined as a producer in the 1960s. It was such a vigorous place full of wonderfully creative people, and a focus on youth culture. The Beatles were practically the house band on a music show I did. It was the first station to go out of its way to have presenters with northern accents.

I started presenting a film programme called *Cinema* and got to interview film stars like Laurence Olivier – the brother-in-law of one

of the station bosses. The BBC came calling not long after that.

...MIXING IT UP ON PARKINSON. Part of the joy of doing my BBC chat show, starting in 1971, was that we had everyone from the mathematician Jacob Bronowski and satirist Malcolm Muggeridge to comedian Ken Dodd on it – people I was really interested in.

One of my favourite guests was the politician Dennis Healey. I admired him greatly, but after descending the famous steps, he proceeded to turn the wrong way and sit with our piano player instead of me.

Wonderful.

My interviews with boxer Muhammad Ali are very famous, but I never loved him. He was always a challenge – you never knew whether he was about to say something remarkable or strange. He was afraid of flying so he wore his own parachute to the Rome Olympics. A remarkable mind.

...NEVER FORGETTING I WAS JUST A JOURNALIST. It didn't matter how well-known I got, I tried to treat *Parkinson* as no more than a job.

I had my moments while making the show, but I don't think I was ever badly behaved in public. Believe all that celebrity-status palaver and you're heading for the dustbin.

...RUPERT MURDOCH MADE ME AN OFFER I COULDN'T REFUSE. He gave me a very lucrative deal to do a show in Australia in 1979 called *Parkinson in Australia*. The BBC didn't pay that well, so it gave me some much-needed security.

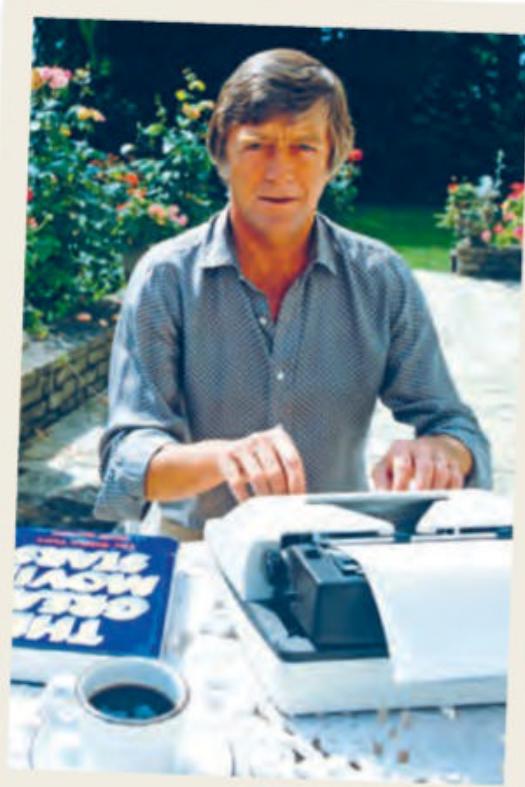
The Aussies and I hit it off straight away. They loved cricket and were very straight-talking. Basically Yorkshiremen with suntans.

...WRITING ABOUT A FAMILY OF DOGS CALLED THE WOOFITS. I branched out into light-entertainment more in the 1980s, doing *Give Us a Clue*, for instance, which I loved. It was daft and funny. I somehow became a children's author, too.

The Woofits were created in France, but I was approached to reinvent them for an English audience. I moved them to a coal mining village and gave them names such as John Willy Woofit, after my dad.

...HAPPILY WHISTLING GERSHWIN ON THE WAY TO WORK. When I was approached to present *Sunday Supplement* on Radio 2 in 1996, they told me, "You'll be playing music from the station playlist".

I replied, "No, I won't. I don't enjoy that kind of stuff. I want to play stuff like music from the Great



Michael in his garden, 1982

American Song Book. And that's a dealbreaker."

They backed down and let me play what I wanted. So for the next 11 years I was able to give a new platform to all the songwriters I loved.

...I BECAME A BETTER INTER-

VIEWER LATER IN LIFE. I did a chat show again in the late 1980s, then from 1998 to 2007, speaking to everyone from singer David Bowie to broadcaster David Attenborough. I had more confidence and a surer step than I'd had when I was

trying to make a name for myself. But I started to think, *You're in your mid-70s and still working. You're joking!* Plus, the people running the TV industry had changed and I didn't want to get all groovy and disenchanted working with them. So I quit television and radio at the same time.

I started doing more writing and tours, a few years later, however, I was back doing the odd show on TV. I never reached the blissful state of contemplating my navel for very long.

...MARY, MY WIFE, IS STILL VERY ATTRACTIVE AT 84.

We have been together for more than 60 years now, since I met her on the bus on the way to report on a village council meeting. I don't sit round pondering why we've stayed together so long. But she's still so energetic.

She is a bit of a golf bandit, however. And what does annoy me is when people call her Lady Mary but don't call me Sir Michael [chuckles]. A man at the golf club did it the other day.

"How do you think she became a Lady while I'm still Mr?" I told him. Calling me "Sir" is generally entirely optional, though!

...STILL STICKING CLOSE TO THE FAMILY.

My son, Michael, now 53, lives next door to me in Bray, Berkshire, and Andrew, 60, and



Michael's wedding day on August 22, 1959. His wife, Mary, later presented a daytime TV show



Michael and Mary with their family at their home in Maidenhead, Berkshire, in the 1970s

Nicholas, 57, are a couple of kilometres away. We enjoy each other's company, even though they probably think I'm a boring old fart.

It's been a joy working with Michael on the book and to see what a gifted writer he is.

Andy works in the media, too, and Nicholas ran a wonderful Michelin-starred restaurant, The Royal Oak in Paley Street, nearby. The Queen and President Macron went there. But it's closed down because of COVID-19.

We'll have to see what he does next.

...WATCHING THE THAMES DRIFT PAST DURING LOCKDOWN. My wife and I live right on the River Thames which is particularly lucky. I wish the bloody pandemic would go away.

At 85 though, my ambitions are now quite limited. When I wake up in the morning, I think, *Thank God for that.*

Looking back, I can see that my life has been really fascinating. I feel incredibly lucky. R

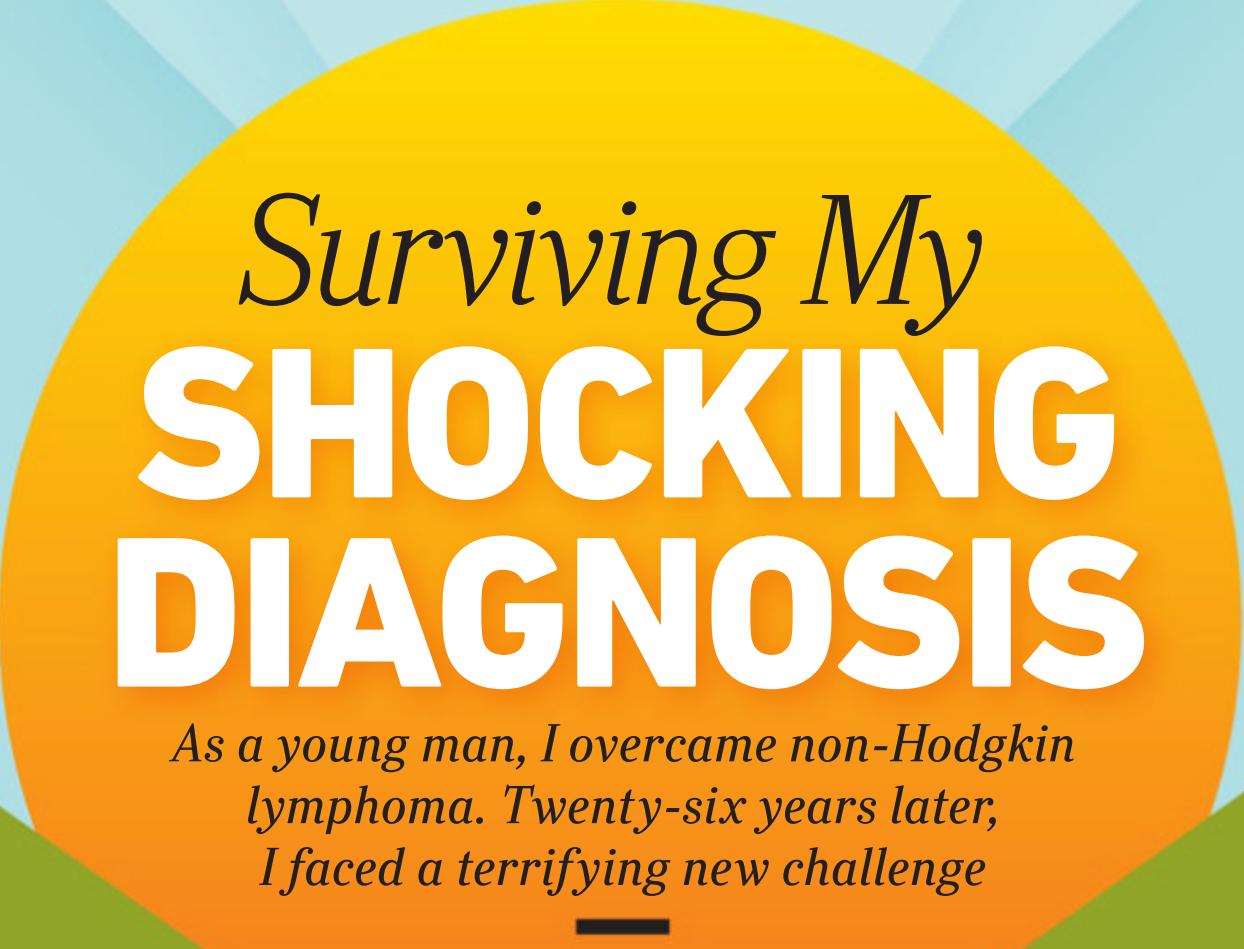
Parkinson's new book, Like Father, Like Son (Hodder & Stoughton), is a memoir about his dad, John, and is co-written with his own son, Mike.

Garry Maddox:
“I learnt to live in
the moment”



PHOTO: JAMES BRICKWOOD/SYDNEY MORNING HERALD

HEALTH DRAMA



Surviving My **SHOCKING DIAGNOSIS**

As a young man, I overcame non-Hodgkin lymphoma. Twenty-six years later, I faced a terrifying new challenge

BY Garry Maddox

FROM THE SYDNEY MORNING HERALD

t's late June 2019, and I have no indication of what's ahead. Family life and work as a senior writer for a newspaper in Sydney are going well, and I'm enjoying training for an overseas triathlon. Since taking up the sport six years ago, I've come to love getting outdoors to swim, run or cycle nearly every morning.

I book in to see my doctor about a lump under my left arm. He thinks it's a harmless cyst. I get back to work and training. In early July a second lump emerges on the left side of my chest. The GP thinks it's another cyst but, because it's more noticeable and I'll be away soon, I ask to have it removed. He sends me to a surgeon who wants a biopsy before operating.

So on a wintry afternoon in late July, I have a series of scans and a needle biopsy at a clinic. It goes on much longer than expected. After the doctor glumly studies the X-rays and does another biopsy, I ask if he thinks it's cancer. He nods.

Whatever either of us says next is a blur.

Arriving home, I tell my wife, Heather, as calmly as I can what the doctor said. Just as stunned as me, she's immediately practical: suggesting we wait till we know more, and take things day by day.

I break the news to my son, Kip, 27, who is in his bedroom. He takes it in slowly and calmly. We all know there is no point wasting tears now.

We have a quiet dinner, silently resolved that, as a family, we will do everything possible to beat this thing.

Two days later, the surgeon confirms it's cancer. "If you're lucky, it's lymphoma," he says. "If you're unlucky, it's melanoma."

I still hope to race in five weeks and get treatment when I return home. But after more scans and biopsies, an oncologist calls. It's late on a Friday in August, and I'm walking home after having my biopsy stitches removed.

The doctor admits to being shocked: it's melanoma, metastasised. I ask whether she's shocked because of how much cancer there is or how far it has advanced. "Frankly, both," she says. There are tumours all around my chest, stomach and legs.

It's a sombre walk home.

I talk through the diagnosis with Heather and Kip, trying to stay positive but unable to forget those words, "Frankly, both." We go to a favourite Thai restaurant, and talk about anything but the diagnosis in a bid to stay cheerful. The surreal thing is how fit I feel. Without those lumps, I'd have



From the beginning, Garry Maddox's son Kip and wife Heather were with him in his fight against cancer

had no idea that I was dangerously ill.

I work the following Sunday, write a couple of stories, then tell the executive editor about the diagnosis. It's a tough, awkward conversation for both of us, but I'm relieved and grateful when he offers whatever support I need to get through it.

I have no idea when or where treatment will start. Over the next few days, I steel myself for what I expect will be chemotherapy. I try not to get too distressed. Whatever happens next, it will take time, and that's time I should try to enjoy.

TWENTY-SIX YEARS EARLIER, a similar experience made me grow up fast. After being diagnosed with non-Hodgkin lymphoma, I went through six

months of sometimes brutal chemotherapy. The treatment worked, and I came out of the experience a better, more grateful person. Heather and I had just bought a house, and with Kip a toddler I was determined to stay alive to be a good father.

Stepping back from work, I learnt to live in the moment, appreciate what I had and make the most of life. Getting well again, I was determined to live with intensity, give back, have fun.

Now it's a different challenge. Melanoma. "Australia's cancer", as my oncologist calls it. With high UV levels and outdoor lifestyles, Australia and New Zealand have the world's highest incidence of melanoma. Despite decades of sun-awareness campaigns, one Australian is diagnosed with

melanoma every 30 minutes. It killed more than 1400 in 2018, according to the Melanoma Institute Australia.

The cascade of bad news continues. Five pathologists are unable to specify what type of melanoma I have, other than by a terrifying and indecipherable phrase: "undifferentiated malignant neoplasm with prominent lymphohistiocytic reaction".

From a form given to me to sign in a waiting room, I discover I have 'stage four' melanoma, meaning it has metastasised extensively around the body. Googling on my phone, I'm horrified to learn there is no stage five.

Six weeks after the first lump but before any treatment begins, another lump emerges on my stomach, and my thighs begin to ache ominously.

Strange as it might sound, I realise how lucky I am. Only one tumour – in my lung – is affecting a vital organ, and, crucially, the doctors don't think the cancer has reached my brain. And there's a really touching amount of support from family and the friends and work colleagues who know about the diagnosis.

I tell as few people as possible. If a friend is upset when I tell them, it upsets me. If someone says how confident they are I'll get through it, that

also upsets me. *Don't they know how serious this is?* In calmer moments, I realise people are just doing their best to respond without knowing what to say.

The nights are the worst. There's a lot to think about in the darkness: *This will end badly. There will be pain. Why didn't I do more with my life?* Eventually, sometime past five every morning, our kelpie, Kody, barks to be let in. As he jumps around and follows me back up the stairs, sniffing and snorting, the dark thoughts disappear.

ONCOLOGIST DR

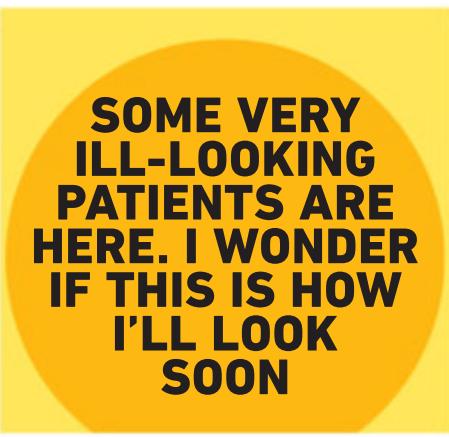
ALEX MENZIES

works out of a modern clinic in North Sydney, headquarters for Melanoma Institute Australia, the world's largest not-for-profit organisation devoted to the disease's clinical care, research and

teaching.

Energetic, laser-focused and practical, Dr Menzies says that after further testing there's still uncertainty about exactly what type of cancer I have. He thinks it's most likely melanoma, and says the best treatment is not chemotherapy but immunotherapy.

Two powerful drugs, Opdivo (or nivolumab) and Yervoy (ipilimumab), will aim to activate my own immune system to kill the cancer cells.



**SOME VERY
ILL-LOOKING
PATIENTS ARE
HERE. I WONDER
IF THIS IS HOW
I'LL LOOK
SOON**



Gary found peace swimming at his local aquatic centre

To start, there will be four treatments, three weeks apart. Only 50 per cent of patients get through all four because of side effects, but even one treatment can have a positive effect.

The staggering \$250,000 cost over two years is covered under the Australian government's Pharmaceutical Benefits Scheme. The drugs are available at a centre across the road so I can start immediately if I want. I can hardly say "absolutely" quick enough.

Half an hour later, I'm sitting in a leather armchair with a drip in my arm for the first treatment: 30 minutes of Opdivo, 30 minutes of a saline solution, 30 minutes of Yervoy. Some very ill-looking patients – pale and thin – are being treated in armchairs

in various rooms. I wonder if this is how I'll look soon.

Two weeks into treatment it's clear immunotherapy is nothing like chemotherapy. Instead of being knocked flat, then gradually recovering before the next treatment, each day is different. Some days I feel good; others, tired and sick. Sleep is fitful.

I've worked out my own approach to getting well: enjoy every day, stay in the moment, relish time with family and friends, eat well, stay engaged with the world, exercise, have fun and keep mentally stimulated.

I love reading books and watching films when I feel well enough. Swimming is helping, too, even just sliding into the cooling water at a nearby

aquatic centre. Calmness comes as the laps pass.

By late September, a month into my treatment, my side effects have been limited to skin rashes and thrumming aches in my hands, legs and feet, mostly at night. I start the day by walking the dog. Even if I don't feel like it, I head to the pool.

An easy 20 laps becomes 30 some days. I decide on a project: using treatment time to improve my swimming. I try to convince myself – almost trick myself – that there will be a future. I can sometimes stretch to 40, even 50, steady laps.

As the weeks pass, I come to terms with two aspects of having cancer that settle the overnight anxiety. Instead of baulking at being a patient, I accept that I'm part of this twilight world of medical struggle. I start wearing the rubber wristband I've been given that tells doctors and paramedics the drugs I'm taking. Instead of feeling different from other patients, I feel a kinship. I try to smile instead of avoiding eye contact.

And I decide that it's OK if there isn't a future. I've been a good father and I've made the most of the time I've had since getting through lymphoma.

What really matters is that I'm here now.

In October, after the third treatment, my sleep gets worse as my legs, feet and hands ache again at night. By the afternoon, I need a nap.

Swimming gets me through it. One morning I swim four kilometres. The next week, five. Three weeks later, six. Focusing on a smooth style and a low heart rate, I'm enjoying swimming so much that the laps pass easily.

Soon it's November – time for scans to see how the four treatments have worked.

HEATHER AND
I have barely sat down when Dr Menzies breezes into the clinic. The scans, he says, show the treatment is working "spectacularly". I'm confused. "In a good way?" I ask.

He smiles. Of the possible results from immunotherapy, "This is as good as it gets."

With further treatment – Opdivo every four weeks – he expects the tumours to continue to shrink, even disappear altogether. He thinks I'm heading towards being effectively cured.

I'm stunned. Heather and I have a coffee in the hospital garden, trying to work out whether to believe what has just happened. I'm relieved but bewildered.

A
DECADE AGO
STAGE FOUR
MELANOMA WAS
EFFECTIVELY
A DEATH
SENTENCE

Surviving My Shocking Diagnosis

Over the coming weeks, progress continues, and scans show the treatment will need to continue once a month well into 2020. But now when Kody barks to be let in at 5am, it's no longer a relief that the night is over. It's the start of a new day.

It's not until I interview Dr Menzies for this story that I learn exactly how lucky I've been. A decade ago, he says, stage four melanoma was effectively a death sentence. With chemotherapy of little value, I would have been given six to nine months to live, less if it reached my brain.

Dr Menzies says 50 per cent of stage four melanoma patients now survive long enough to be effectively cured. "It's been an absolute revolution," he says.

The two drugs that are saving me, Opdivo and Yervoy, were administered as a combined treatment for the first time in 2016. Among a suite of immunotherapy treatments that are revolutionising the way many cancers are fought, they are proving useful for certain types of breast, lung, head and neck, bladder, bowel

and stomach cancers, as well as melanoma.

According to Dr Menzies, the only cancers this type of immunotherapy is not beneficial for are pancreatic, prostate and brain cancers. "Immunotherapy is the biggest breakthrough in medicine in our generation," he says. "Across the whole body of medicine, it's been the biggest breakthrough potentially since penicillin."

It's 5.30am on a February morning, almost exactly six months since I started treatment, and I feel strong as I arrive at the pool. I start swimming in darkness and keep swimming as a sparkling morning emerges, reaching ten kilometres for the first time. The sky, I can't help but notice, seems especially blue. R

FROM THE SYDNEY MORNING HERALD (APRIL 3, 2020), © 2020 BY THE SYDNEY MORNING HERALD

Update: Garry Maddox says that his doctors have given him the all-clear and he has stopped his treatment. In October 2020, he competed in a 'comeback triathlon.'

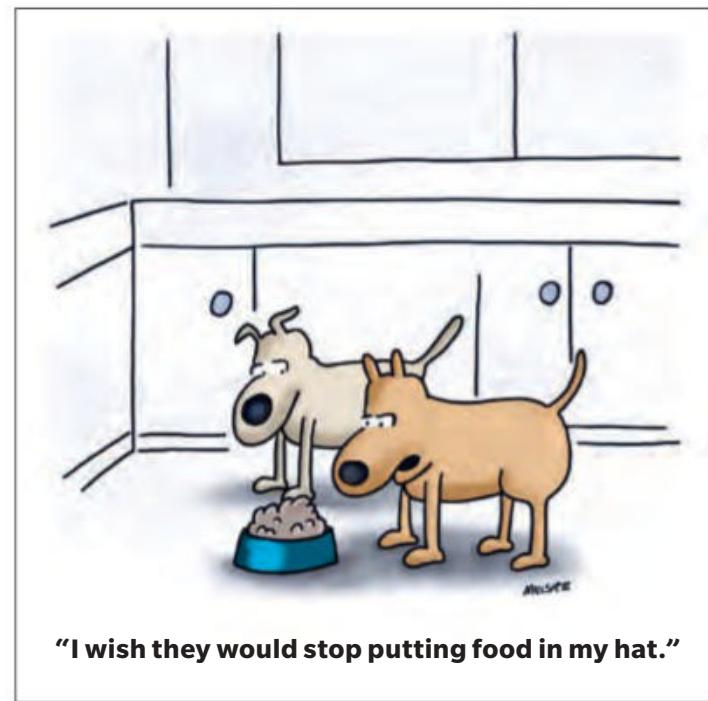


Million Dollar Dog

It won't be a dog's life for a Tennessee canine whose owner recently died. Lulu, an eight-year-old border collie, will be living the good life in Nashville after inheriting \$5 million in her owner's will. Martha Burton, Lulu's caretaker, said Lulu's owner, Bill Dorris, was a successful businessman who wasn't married. His will states the money should be put into a trust for Lulu's care. AP

LIFE'S LIKE THAT

Seeing the Funny Side



Parallel Interests

Looking out of a restaurant window, I noticed a woman struggling to parallel park. After a good few minutes of watching her move backwards and forwards, I went outside to offer my help, which she readily accepted. After I parked her car, a man came over to thank me.

"You're welcome," I said. "Are you her husband?"

"No," he replied. "I'm the guy parked behind her."

SUBMITTED BY MITCHELL PLANTIER

Medical Advice

After she quit smoking, my mother gained 23 kilograms in six months. Concerned, she asked her doctor, "Do you think I have an overactive thyroid?"

"No," he said. "You have an overactive fork."

SUBMITTED BY LORRAINE YOUNG

Taking It Easy

"Gorgeous night for a walk."
Me, moving from couch to chair.

@alyssalimp

Out of Reach

I recently received a call from a telemarketer asking to speak with my husband.

"Unfortunately, that's impossible," I told him. "He's in heaven."

"In that case," he said, "what's the best time to reach him?"

SUBMITTED BY CAROL WHITE



Wise Beyond Their Years

My granddaughter's life philosophy: "Money can't buy happiness, but it can buy cows. Cows can make milk, and milk can make ice cream, and ice cream can make you happy."

SUBMITTED BY JOELLEN TURNER

I was out with my 11-year-old grandson for a picnic in the park and it was a lovely day. I looked up at the sky and asked, "Do you know what clouds are made up of?"

Without looking up from his mobile phone, he retorted, "Sure, Nana, music files!"

SUBMITTED BY DAISY TRUBY

I asked my cousin's four-year-old nephew, "What are you going to be when you grow up?" He replied, "Still me!"

SUBMITTED BY R.M.



THE GREAT TWEET-OFF: FAMILY EDITION

It's all relative for the folk of Twitter.

My little sister discovered we have different dads; now she's trying to say we're just friends ...

@NTNASTYY

Opening gifts that say "From Mum and Dad" and knowing that Dad is going to be just as surprised as you are.

@KELLICOPTER

Instead of 'XOXOXOXOX' my mother ends every email with 'MOMOMOMOM'.

@ERINBODE

My grandmother sewed and crocheted until she was into her 90s and her hands just couldn't do it any longer. So don't expect me to be putting this phone down anytime soon.

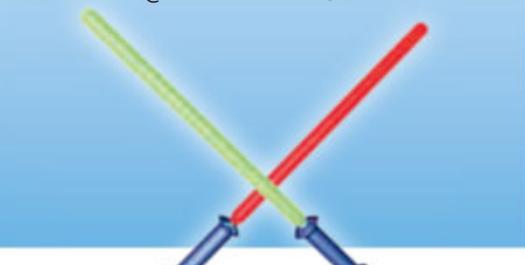
@DARLAINKY

My uncle only polished the front half of his car because it was the only part he saw when he drove it.

@GALGOSRGREAT

My two-year-old nephew learnt to imitate laser beam sounds, a rite of childhood. Getting hit with a lot of imaginary beams, a rite of unclehood.

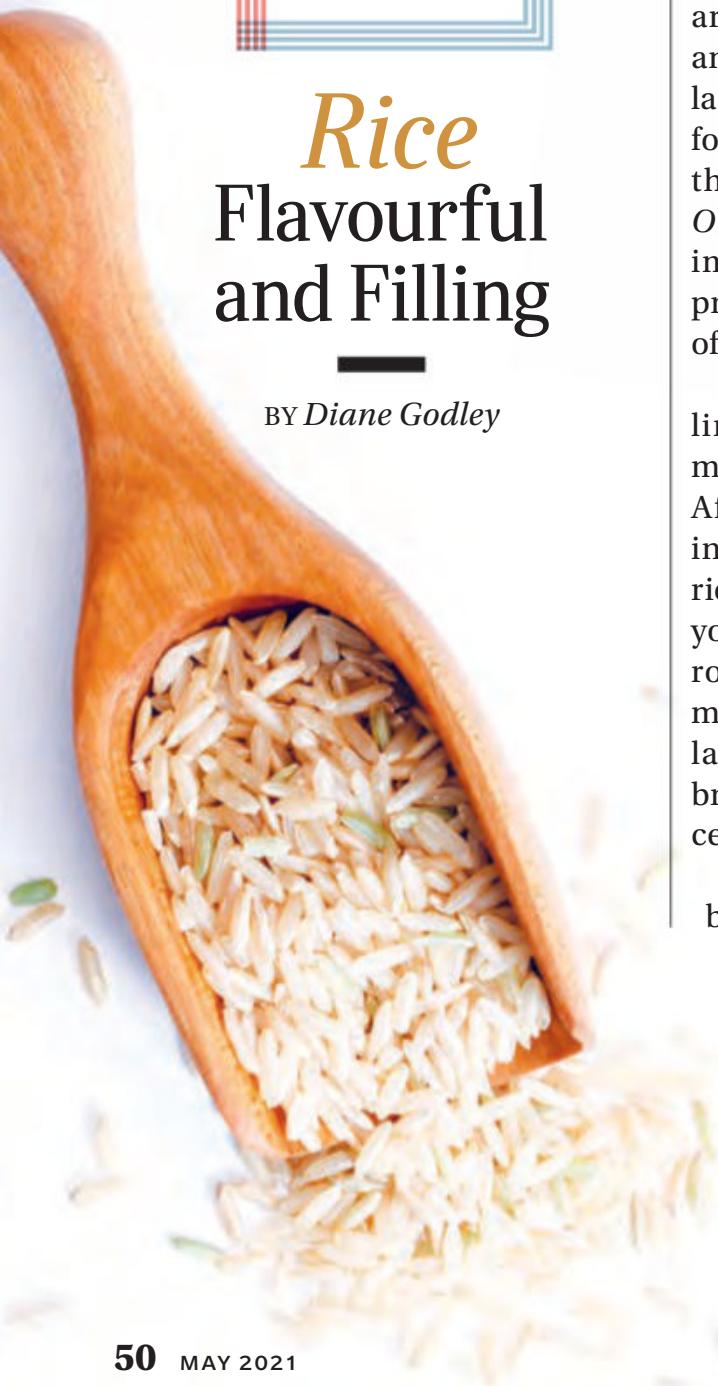
@MATTHEWPLEASANT



I Am the
**FOOD
ON YOUR
PLATE**

Rice Flavourful and Filling

BY Diane Godley



I may be small in stature, but I am almighty when it comes to feeding the world. This is no baseless boast. I, unassuming rice, can claim bragging rights as being the most widely consumed staple food on the planet. Some may argue that more tonnes of sugarcane and corn are harvested each year, but large portions of those crops are used for non-edible purposes. Whereas I, the mere seed of the grass species *Oryza sativa*, am the Earth's most important food crop; on average, I provide you humans with one-fifth of the kilojoules you consume daily.

Ranging in size from five to 12 millimetres, I also come in an assortment of colours, varieties and names. After harvest, when my husk is still intact, you choose to call me paddy rice. At this stage I am not edible, as you humans are unable to digest my rough outer layer. When this layer, my husk or hull is removed, my bran layer is revealed. I am now called brown rice, although not all my ancestors are brown when dehulled.

As my colour is derived from my bran layer and germ, or embryo, some of my family are light yellow in colour, some red, while the black grain is a class all of its own. In fact, in ancient China, black rice was out of reach of many hungry mouths. It was known as the 'forbidden rice', as only those belonging to the upper classes could afford to eat it. Black rice,

which has a similar amount of fibre as brown rice and a mild, nutty taste, turns deep purple during cooking.

When my bran and germ are intact, I provide you with larger amounts of dietary fibre, vitamins and minerals than when you remove it to eat only my delicate white centre, the kernel. But it would seem taste reigns over nutritional value when it comes to the food you humans prefer to eat, as the vast majority of me sitting on your supermarket shelves has been milled and polished to remove the bran and germ, revealing my pearly white kernel. One advantage of the milling process is, however, that my shelf life is extended, as my outer layers contain more lipids which are susceptible to spoiling – so you may be on to something there.

Size matters

My length and shape are important factors when choosing the kind of dish you wish to make, as my distinct varieties and size provide very different outcomes after cooking.

Long-grain varieties, such as jasmine (which is mostly grown in Thailand and is named after the jasmine flower) and basmati (mostly grown in southern Asia), expand to more than double their dry length during cooking and deliver a plateful of firm and

fluffy magnificence. While the delicate aroma of freshly cooked jasmine goes perfectly with seafood dishes and is used to make Thai desserts, basmati, which is rich in amino and folic acids and has a nutty taste, is a popular choice for fried rice.

Medium-grain rice is a favourite in Japan, Korea and Northern China and has a soft, moist, sticky texture after cooking. My cousin arborio, also medium in stature, started life in Italy. It boasts a firm internal texture and creamy exterior and is perfect for absorbing flavour and stocks.

Mamas throughout the big boot have been using my good cousin for centuries to make the perfect buttery risotto.

My short-grain family, including glutinous or sticky, has a similar texture to my medium-grain clan and is widely used in Asian delicacies, especially sushi. The grain of my glutinous ancestor (so called because of its glue-like texture, not because it contains gluten – it doesn't!) has a low amylose content, making it sticky when cooked.

Adaptability

But I am eaten in more ways than just a bowl of hot, steamy loveliness. When I am ground, I am turned into a gluten-free flour. With my flour I am used to make rice noodles and South

Indian pancakes. I can be used to thicken soups and stews, as well as provide an alternative to wheat flour for humans suffering from coeliac disease.

My flour's relatively neutral taste makes it perfect to be mixed with milder flavours. This gives me an advantage over other grains as I am not overpowering and therefore less flavour enhancers are needed. Did I also mention that my flour is hypoallergenic, making it ideal as infant cereal?

But my uses don't stop there. I am

baked and made into the lightest, crispiest rice crackers. I am turned into vinegar, as well as wine and cooking oil. I was even added to the mortar of the Great Wall of China during the Ming Dynasty (1368-1644) to give it extra strength and help it survive earthquakes. Is there no end to my uses?

Did I mention that I'm also versatile to grow? In fact, I can be grown almost anywhere, as long as I am watered well.

Given my many attributes, it's no wonder that they say 'rice is life'. **R**



EASY VEGETABLE PILAF

Ingredients

- 2 tsp olive oil
- ½ onion, diced
- 1 ½ cups white long-grain rice, uncooked
- ½ tsp garlic salt
- ½ tsp ground turmeric

- ½ tsp basil leaves, dried (crushed)
- 2 cups chicken broth
- 1 cup peas and carrots mix, frozen
- 1 cup cooked potatoes (if desired)

Instructions

Heat the oil in a deep frying pan with a lid over medium heat. Add the onion and cook 3 minutes, until translucent.

Add the rice and stir, until the rice is lightly toasted. Add the garlic salt, basil and turmeric to the pan and stir until evenly combined.

Stir in the chicken broth and bring to a boil. Reduce heat to a simmer, cover and cook for 10 minutes. Stir in the peas and carrots (and potatoes), cover and cook for an additional 10 minutes. Fluff with a fork and enjoy.

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PHOTOS: OMOMIO

The mutual distrust and hostilities between Russians and Americans is nothing new – but conflict over caviar? When a sting was set up by US fisheries officials to catch illegal Russian poachers of paddlefish, prized for its caviar, the stakes were high. Or were they?

CAVIAR KRAZY

BY David Gauvey Herbert

FROM LONGREADS.COM

PHOTO ILLUSTRATIONS BY JOHN RITTER

MIKE REYNOLDS WAS WORKING AT CODY'S BAIT AND TACKLE

in rural Warsaw, Missouri, when two Russian men entered the shop and began rifling through fishing poles that didn't yet have price tags. Reynolds asked them to stop, but they ignored him.

Reynolds, then 57, had seen plenty of Russians come through the shop. He was tired of them poaching the town's beloved paddlefish.

He removed a .40-calibre pistol from under the counter. The two men looked up, backed out of the store, and never returned.

It was just another dust-up in the long-running war between caviar-loving Eastern Europeans, local fishermen and state and federal government agents that centres on this unlikely town and a very curious fish.

The American paddlefish can weigh more than 72.5 kilograms and measure 2.7 metres long, including its needle-nose snout. Paddlefish eggs taste quite a bit like Russian sevruga caviar. This curious fact explains why, in the mid-2000s, Russian immigrants began descending on tiny

Warsaw (population 2127), paddlefish capital of the world.

For most of the 20th century, connoisseurs considered only the roe of beluga, Russian sturgeon, Persian sturgeon and stellate sturgeon fit for making caviar. But after the fall of the Soviet Union, several factors, including poachers, decimated the Caspian Sea's sturgeon population. Russia restricted commercial harvesting. Prices soared.

The American paddlefish, a distant cousin of the Caspian sturgeon, is a mediocre substitute. The best Russian caviar has a clean pop and tastes of the sea. Paddlefish roe typically has an earthier flavour with an inconsistent texture.

Yet it's a sign of the desperate times that a 125-gram jar of paddlefish caviar – a by-product that for years local

The new arrivals spent big and drank hard. They developed a reputation for overfishing



fishermen tossed back with fish guts – was selling for US\$60 at the time of writing. A pregnant female paddlefish can carry up to nine kilograms of roe, which was worth more than US\$2100 on the retail market. If a poacher sells the eggs as high-grade sevruga caviar [which is harvested from critically endangered sturgeon fish species], it's worth US\$40,000 or more.

Every spring, tens of millions of dollars' worth of roe sit at the base of Truman Dam, near Warsaw, when paddlefish stack up there like wood.

Eastern European fishermen are a more familiar sight here than one might imagine. Russian and Ukrainian immigrants who live in nearby Sedalia have fished in Warsaw for years. But

by the mid-2000s, a different breed of Russian was arriving in town every spring, driving flashy imported cars with out-of-state plates.

Most of the men didn't have fishing experience, but they'd spend hundreds of dollars on bait and tackle, hire guides, and drink vodka shots with breakfast. And they developed a reputation for overfishing.

"The phone was ringing off the wall," Rob Farr, the local agent for the Missouri Department of Conservation, told me. State law allows fishermen to keep just two paddlefish a day. So locals were angry. "They just ripped open the fish to remove the eggs, and let the carcass sink," a commenter wrote on OzarkAnglers.com.



"A similar punishment should be administered to the poachers."

Around 2009, Gregg Hitchings, an investigator with the Missouri Department of Conservation, got a call from Farr. Would he make the trip down?

Handing out tickets for overfishing is tough. The perpetrators are often drunk, armed and furious. Over the years, Hitchings found more covert ways to enforce wildlife law.

The two men drove around Warsaw, checking out popular fishing spots, including the Roadhouse, a shuttered restaurant and dock. Hitchings peered into the ruined property. Operation Roadhouse began to take shape. He wouldn't catch poachers by casting out a line and reeling in one at a time.

He'd throw bait in the water. He wanted a feeding frenzy.

When Felix Baravik pulled into Warsaw in the spring of 2012 after an 11-hour drive, the madness had already begun. The chance at landing a paddlefish had drawn anglers from all over the Midwest and beyond, practically doubling Warsaw's population. Baravik and his buddies wanted to snag monsters, too. Females. Lots of them.

Baravik had grown up in Belarus in the Soviet Union. His friends – Arkadiy Lvovskiy, Artour Magdessian and Dmitri Elitchev – were also immigrants from former Soviet bloc states.

Most of the Eastern European fishermen would have heard stories from

their grandfathers about the 1930s, when a tin of caviar only cost twice as much as butter. When stocks dried up, caviar lovers turned to the black market. By the 1990s, overfishing and illegal exports had sent prices skyrocketing. Only oligarchs and gangsters could afford to eat it.

Baravik and his friends rented a cabin, bought fishing licences and hit the Roadhouse, which was brimming with fishermen who paid \$8 a day for a position on the small dock.

None of the fishermen on the Roadhouse dock knew about the investigation that the Department of Conservation was running with the US Fish and Wildlife Service. 'Gary Hamilton', the friendly middle-aged man running the dock, was in fact Hitchings. The Roadhouse 'dockworker' who sold day passes had a hidden camera over his shoulder and was keeping records of their personal information.

Money was changing hands all over Warsaw. Petr Babenko drove around town buying up pregnant female paddlefish. Another man, Fedor Pakhnyuk, bragged that he had sold \$15,000 worth of caviar in 2011. Now he was en route to buying 28 litres of paddlefish eggs.

The Eastern Europeans wanted so many eggs, it was hard to believe they

weren't selling them. Hitchings's idea was that the federal agents would follow the roe to a black market. Who knew what they would find? Russian mafia. An international caviar cartel.

Baravik and Magdessian went fishing with two local guides – actually undercover agents – and landed seven paddlefish, well over the legal limit. Elitchev and Lvovskiy skipped the hassle and bought three females from another agent for \$375.

The Russians drank. A lot. And with so much alcohol and competition over fish, it was only a matter of time until something popped. Late one night, Hitchings, who slept in a camper near the Roadhouse dock, was startled awake by shouting. Rival groups of fishermen prepared for violence, more than a dozen on each side. Weapons

were everywhere. Beer bottles. Fishing gaffs. Handguns. Fists began to connect with dull thuds.

Undercover agents stopped the fight, but the brawl laid bare the stakes. The men who travelled from all over the country for a shot at knockoff caviar would not be denied.

A few days later, the four Colorado friends returned home. The undercover agents would have been justified in feeling confident. They had helped

**Hitchings's
idea was that
the federal
agents would
follow the roe to
a caviar black
market**

Baravik and his accomplices illegally buy and catch female paddlefish. The eggs were worth hundreds of thousands of dollars if mislabelled as Russian caviar.

But there was a problem. Most of the men were buying female paddlefish, processing knock-off caviar and ... eating it. Illegal, yes. But the plot of a Russian mafia thriller? Hardly.

Some officers must have realised the miscalculation on March 13, 2013, when 125 state and federal agents descended on poachers across four time zones to make arrests.

During an interview, one poacher said the caviar was for his family to give guests when they came over.

"Why would I want to sell it?" he asked.

"To make money," an agent replied.
"Heck, no!"

Of the 112 defendants tagged with state or federal violations, four pled guilty to felony trafficking charges and another eight, including Baravik, pled guilty to lesser misdemeanour charges. Only one case went to trial, that of Petr Babenko, the owner of a gourmet store in New Jersey. He was convicted of felony trafficking of paddlefish and given probation.

Fedor Pakhnyuk, who had openly

bragged about his dream of an ersatz caviar empire, was released and ordered to refrain from drinking. Agents returned his personal effects: a leather jacket, \$36 in cash, a lighter, two sticks of chewing gum and some papers. The head of a caviar cartel he was not.

A 2012 conversation during the second and final season of Operation Roadhouse, between an undercover agent and a poacher, was representative. The agent wanted to know how many more female paddlefish his client needed.

"Fifty, twenty, one hundred..." the suspect replied. "Honestly, we'll take them all. We have a big family. We'll stock up on them. Eat it all year."

The Missouri Department of Conservation considers Operation Roadhouse a success.

Paddlefish poaching is way down.

But Hitchings acknowledged that even the men selling were not tributaries to a river of black-market caviar. The state and federal government had spent millions of dollars to protect a fish stocking operation that costs Missouri \$100,000 a year.

A few of their collars were small-time caviar hustlers. But most just really, really liked caviar.

R

FROM LONGREADS.COM (FEBRUARY 2019),
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READER'S DIGEST





SEE THE WORLD...

Turn the page »

...DIFFERENTLY

It may be hard to believe, but this particular Saudi Arabian event has nothing to do with vehicles. At the King Abdulaziz Camel Festival in Rumah, held during December and January, it's all about, as the name suggests, camels. Celebrating the culture and way of life of Saudi Arabia and Bedouin traditions, the festival attracts about 300,000 camels and their owners as well as many visitors. Events include a camel beauty contest, races, auctions and exhibitions on the special place camels have occupied in Arab history.

PHOTOS: (PREVIOUS SPREAD) FAISAL AL-NASSER/AFP VIA GETTY IMAGES; (THIS PAGE) FAYEZ NURELDINE/AFP VIA GETTY IMAGES



LAUGHTER

The Best Medicine

INSOMNIA JEOPARDY

WAYS IN WHICH PEOPLE HAVE WRONGED ME	STRANGE NOISES	DISEASES I PROBABLY HAVE	MONEY TROUBLES	WHY DID I SAY/DO THAT?	IDEAS FOR A SCREENPLAY
\$10	\$10	\$10	\$10	\$10	\$10
\$20	\$20	\$20	\$20	\$20	\$20
\$30	\$30	\$30	\$30	\$30	\$30
\$40	\$40	\$40	\$40	\$40	\$40
\$50	\$50	\$50	\$50	\$50	\$50

Wake-up Call

James received a bill for his recent surgery and was astonished to see a \$900 charge for the anaesthetist. He called the office to demand an explanation. "Is this some kind of mistake?" he asked when he got the doctor on the phone.

"No, not at all," the doctor said calmly.

"Well," said James, irritated, "that's awfully costly for just knocking someone out!"

"Not really," replied the anaesthetist. "I knocked you out for free. The \$900 is for bringing you back."

SUBMITTED BY ARKY MUSCATO

Making A Noise About It

KID: Mummy, why are all the cars beeping their horns?

MUM: Because there's a wedding going on.

KID: But Mummy, isn't the horn a warning signal?

MUM: Exactly, son.

—Herway.net

Rhyme or Reason

If the person who named walkie-talkies named everything, would ...

- ◆ stamps be lickie-stickies?
- ◆ hippos be floatie-bloaties?
- ◆ pregnancy tests be maybe-babies?

Seen on the internet



Rumour Has It

Is there rehab for gossiping? I don't need it, but I'll tell you who does ...

JEN STATSKY, COMEDIAN

The winning pot of curry at the neighbourhood cook-off was named Gossip. Good to your face, but it talks behind your back!

SUBMITTED BY KATHRYN KITCHEN

Accident or Design?

At the supermarket, a customer buying a lot of groceries was checking out.

As the shop assistant lifted the final bag, its bottom gave way, sending the contents crashing to the floor.

"They don't make these bags like they used to," the assistant said to the customer. "That was supposed to happen in your driveway."

GCFL.net



ILLUSTRATIONS: GETTY IMAGES

WOOING TECHNIQUE

Three male dogs are walking down the street when they see a beautiful female poodle. They all scramble to reach her first but end up arriving in front of her at the same time.

Aware of her obvious effect on the suitors, she tells them, "The first one who uses the words liver and cheese together in an imaginative sentence can go out with me."

"I love liver and cheese!" the golden retriever blurts out.

"Oh, how childish," says the poodle.

The Labrador tries next.
"Um, I hate liver and cheese?"

"My, my," says the poodle.
"I guess it's hopeless."

She then turns to the last of the three dogs and says,
"How about you, little guy?"

The Yorkie, tiny in stature but big in finesse, gives her a smile and a sly wink, turns to the other dogs, and says, "Liver alone – cheese mine!"

Planetproctor.com

YOU CALL THAT A **Compliment?**

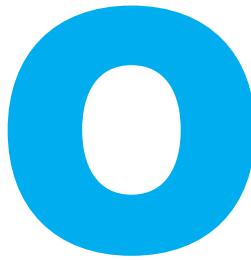


Did you
used to be
good-looking?



*A little
praise is always
nice – except
when it's a
backhander...*





One day, if the stars are aligned and you've worked hard to do the right thing, you, too, might be lucky enough to receive a lovely compliment like the one Nancy Phelan got a few years back. "When I was visiting my son, his fiancée and her children," Nancy wrote to Reader's Digest, "I made them a specialty of mine: breakfast pizza. After eating several slices, my eight-year-old future grandson leaned back in his chair and proclaimed, 'This is so good, it makes my tongue dance!'"

Alas, life isn't always so sweet. In fact, we sometimes get treated to a more stinging kind of praise — the backhanded compliment. We asked you for some of the favourite backhanders you've heard or endured. It's OK to laugh. We did.

PHOTOGRAPHS BY JOLEEN ZUBEK

I HAD JOINED AN AEROBICS CLASS

made up mostly of older women like me. At first, it was difficult to follow all the steps, but after a few weeks I felt that I had a good grasp of the routines. One day, a fellow classmate stopped me to say, "I've been noticing you. You're very coordinated." I couldn't have been prouder. "Thank you," I replied. "Yes," she continued, "your shirt matches your pants, and your pants match your socks."

Joyce Thomasson

WHEN I WAS IN MY 20s, I had a streak of grey hair. One day, a complete stranger noticed and said, "I really like your grey hair. Where did you get it done?"

"Oh, thanks," I said. "It's natural."

She recoiled. "Oh my, what are you going to do about it?"

Donna Calvert

A STUDENT STOPPED ME in the hallway to say that she'd just learned that her mother had had me as a teacher. Then, after looking me up and down, she asked, "Did you used to be good-looking?"

Bob Isitt

AS A WANNABE MUSICIAN, I took advantage of an opportunity to play with a local recorder group. During a break in our first rehearsal, the woman sitting next to me, an accomplished musician, said, "You have a beautiful vibrato!" I was basking in the glow of her praise when she added, "You're not supposed to." *Vicki Morrison Goble*

WHEN I MET MY BROTHER'S NEW FATHER-IN-LAW, he took my hand and said warmly, "You look just like your brother. He has a big nose, too." *Marie Ball*

ONE MORNING shortly after we got married in our 60s, my husband and I were sitting on the bed putting on our socks and shoes. Out of the blue, he reached over and patted me on the knee, saying, "I am so glad we got married."

He was being romantic, and I appreciated it. "Me, too," I said.

He continued, "Do you have any idea how nice it is to open my dresser drawer and find my underwear and socks all folded nice and neatly?"

K.C. via email

MY GRANDMA USED TO TELL ME, "There's no conceit in your family. You've got it all." *Devon Christenson*

"HAPPY BIRTHDAY!" You don't look 60, but I remember when you did!"

Susie Barr

AFTER I SANG A SOLO in church, an elderly gentleman offered me his highest compliment.

"I liked your song for two reasons," he said. "You sang it well, and you didn't sing too long."

Ann Abernathy

IN HIGH SCHOOL, a female classmate told me I'd "make a really handsome guy."

Kimberley Coleman





You Call That a Compliment

Case in point, the time she tried to praise me for being outgoing and having lots of friends.

With a great big smile she declared, "When I grow up, I want to be a big mouth just like you!"

Amy Reynolds

AMONG MY ALL-TIME FAVOURITE MOVIES

is *Babe*. For years, whenever I wanted to compliment someone, I'd quote the film's famous line: "That'll do, Pig, that'll do."

Recently, I finally got my husband to watch the movie with me. When that scene came on, he turned to me, stunned. "It's a compliment?"

All these years I thought you were insulting me!"

Tiger Miller

SOMEHOW, A FRIEND and I got on the subject of age, which led him to ask how old I was.

"Thirty-seven," I said.

He cocked his head and asked, "Is that all?" *Mary Carruth*

WE ADOPTED OUR DAUGHTER

from China when she was nine, and we soon discovered that common English-language phrases and idioms didn't always come easily.

OUR BOSS AT THE FACTORY was a grump with a management philosophy that harked back to the sweatshops of old. A shift without being sworn at multiple times was considered a win. But one day, after I spotted and corrected a problem with one of the machines, he offered me the highest compliment he could think of. "Rich," he said, "you're stinking less at this job all the time."

R.P. via rd.com

BACK WHEN MY DAUGHTER

was an infant, I was out pushing her in the stroller when a woman stopped us on the street.

"My goodness, what a beautiful baby!" she remarked. "Does she look like her father?" *Peggy Greb*



FROM A REFERENCE LETTER written

by my first boss: "Sarah is very lazy. When given a task she immediately figures out the easiest and quickest way to complete it. This tends to make her highly efficient."

S.J. Garner

I WAS TAKING MY FOUR-YEAR-OLD

grandson out of his car seat when he gazed into my eyes and delivered this bit of wisdom: "Papa, you're old. But at least you're not dead yet."

Owen Wilkie

A CLIENT WAS SO IMPRESSED with my work, he made a point of calling to tell me that he had named his new puppy after me.

Sheila Compton

AFTER READING A POEM

I'd laboured over, my mother said,
"This is good. Really good!"

I was beaming!

Then she felt compelled to ask,
"Are you sure you wrote it?"

Theresa Baumbach R



Lockdown or Lockup?

A man in the UK who was wanted by police handed himself in so he wouldn't have to spend another moment in COVID-19 lockdown with the people he lived with. Sussex police officers said the man was wanted for recall to prison and gave himself up to get some "peace and quiet". The man told officers that he would rather go back to prison where at least he could have time on his own. REUTERS

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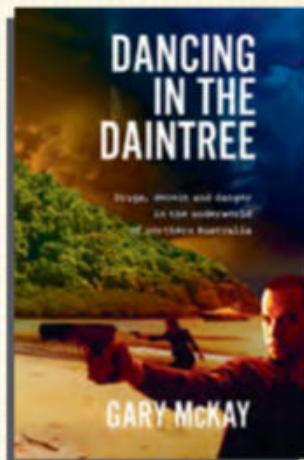
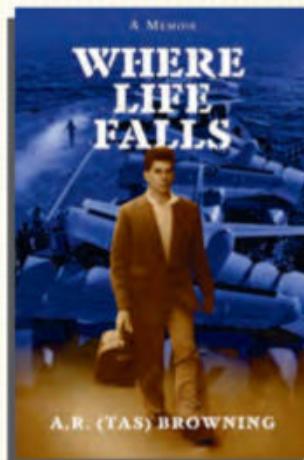
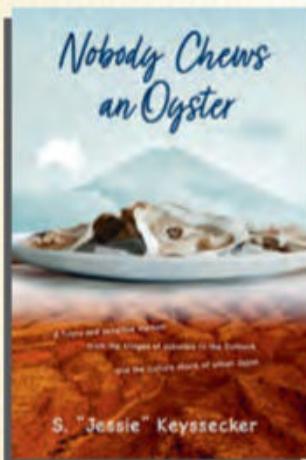


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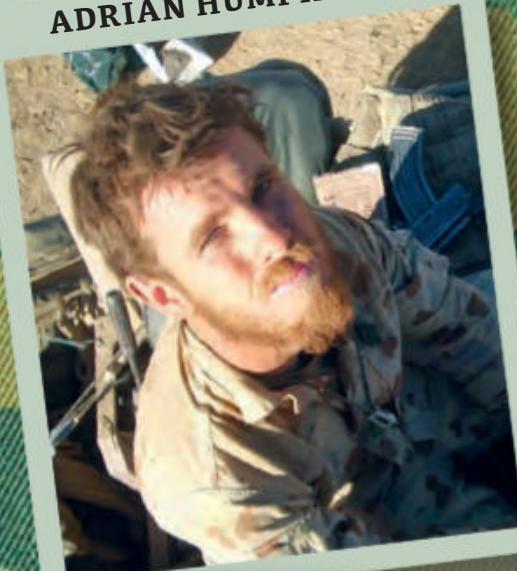
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ADRIAN HUMPHRIES



SHAUN BARRY





Some of the finest ex-military heroes are forging new careers as movie extras, and turning their expertise into first-rate entertainment

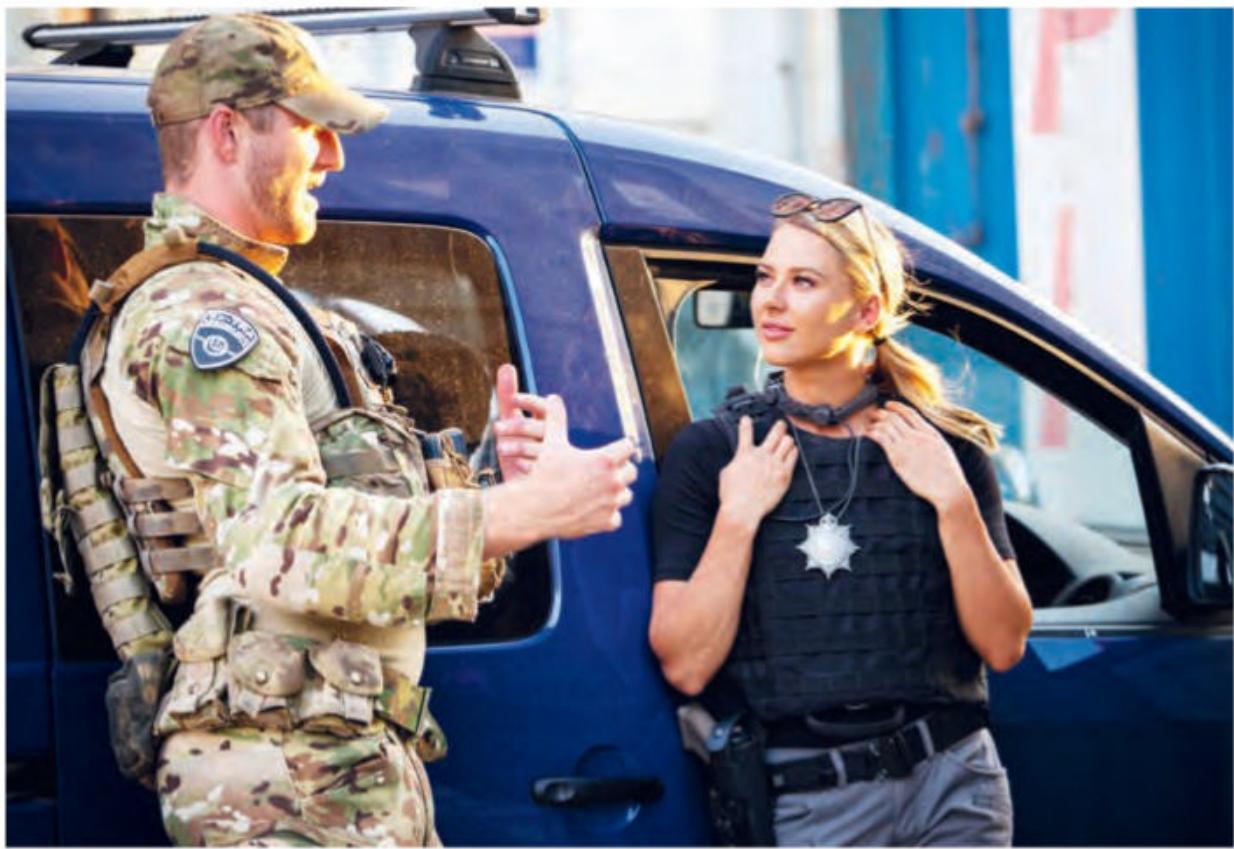
EXTRAS WITH A DIFFERENCE

BY Cath Johnsen

When Australian Army veteran Adrian Humphries found himself working as an extra on the set of the long-running Australian soap opera, *Home and Away*, it was a far cry from the treacherous battlegrounds and arid deserts of Afghanistan, where he had recently completed four tours working within Special Operations.

"There were about 12 of us veterans on television playing police officers, including people I'd known since I was a teenager in the army," Adrian explains. "It was like this weird scenario where we were having a reunion, but it was on the set of *Home and Away*, as opposed to a Returned Services League club."

It was another veteran, Shaun Barry, who cast Adrian and other retired



The ex-military extras bring authenticity and safety to film and TV sets

military personnel for the show through his casting agency – Ex-TRA Specialists Group. The niche agency finds the film and television industry highly skilled extras who are trained in how to use weapons safely, as well as other specialised military or medical procedures.

With almost 1000 extras on his books, representing not only the military but also veterans from fire, police and ambulance services, Shaun, 41, has secured a plethora of work in blockbusters such as *Godzilla vs. Kong*, *Thor*, *Aquaman*, and *Dora and the Lost City of Gold*.

For many of the veterans, like Adrian, the work has been life-changing.

After being medically discharged

from the army following 15 years of service and seven deployments, in May 2017 Adrian was in a dark place. His marriage had broken down, and the 37 year old found himself sleeping on Shaun's couch, wondering how he would get through the next hour, let alone the rest of his life.

Adrian's impressive military career in Special Operations as a signaller had left him with countless spine-tingling stories to tell – like the time he was ambushed in the mountains of Afghanistan, or when he contracted malaria in the Solomon Islands while on a peace-keeping mission. But by the time he left the army, he was unable to even look at his military equipment:

traumatised, he donated the lot to the Australian War Memorial.

"2018 wasn't a good year for me," Adrian explains. "I was actually well on my way downhill with post-traumatic stress disorder (PTSD)."

It was the complex grief he experienced following the mates he lost in action, as well as the loss of his mother from cancer, that ultimately led to Adrian being hospitalised and diagnosed with PTSD.

"During my third tour to Afghanistan in 2011, a young cousin of mine was killed in a car accident. He was a really good kid. And there was just a sense of pointlessness or emptiness – like, a senselessness about it," he says.

"Then my mother was terminally ill, so I had to return to Australia for compassionate reasons, and quickly."

While packing to return to Australia, Adrian spent time talking to a good mate. Forty-eight hours later, while sitting in hospital with his dying mother, Adrian learnt his friend had been killed on the mission that he should also have been on. Not long afterwards, Adrian lost two more friends in action.

"There is no Hollywood goodbye moment," he says, reflectively. "You might have just been talking to them

about something inconsequential, or you've walked past each other and exchanged a few words. And then, that's it. Next you hear, they've been killed."

As part of the healing process, Adrian immersed himself in art, music and writing. He also reached out to Shaun and was soon being cast in movies like those made by Marvel Studios, an experience he describes as "a form of therapy".

Shaun passionately agrees that for the veterans, being able to repurpose their skills for the film and television industry is helpful in their recovery.

"The art of acting and stunt work is so good for soldiers because they're like, 'Well hey, I've got all these skills. I've got all this training. What am I going to do now'? And they don't watch a lot of army

movies because they see holes in the story. But at the same time, they're like, 'I want to be doing that. I used to do that for real.'" "But then I ring them and say, 'Hey, grab your gear, do you want to be a soldier on *Godzilla vs. Kong?*' And they're like, 'Yes!'"

But it doesn't end there, as the consistently positive feedback from the film directors leaves these highly-trained veterans feeling valued for

**"WE'RE TRYING
TO CHANGE THE
NARRATIVES
ABOUT
VETERANS NOW"**

their skills. But as much as Shaun recognises that this work can be helpful to those who are struggling, he also points out that not all veterans are going through a breakdown or PTSD. Many, he says, are simply looking for a career change or a new challenge.

"We're trying to change the narratives about veterans now. We're not all broken and needing help. There's a lot of highly qualified, highly motivated ex-military men and women out there."

Shaun could well be talking about himself. A former soldier, he spent 15 years in the Australian Army as a Corporal Combat Engineer and a Lieutenant Infantry Platoon Commander. After leaving, he worked in mining and explosives before undertaking stunt training in 2016.

In February 2017, Shaun launched Ex-TRA Specialists Talent Agency, barely a month after Gold Coast-based stunt performer Johann Ofner was tragically killed on the set of a music video when a prop gun loaded with blanks was fired at him at close range.

For Shaun, this preventable death reiterated the importance of using stunt actors and extras that are well versed in safe weapon use, and who better than ex-military personnel or police officers?

Ever passionate about safety, in 2020 Shaun launched a combat safety course for actors, based at Screen Queensland Studios in Hemmant. The only course of its kind in Australia, it primarily equips actors to handle stunts, weapons and action scenes that portray dangerous or life-threatening situations, and ensures they perform with authenticity. For the veterans that run the course, it's yet another way to utilise their skills.

Head of Screen Queensland Studios, Derek Hall, also ex-military, says that Ex-TRA Specialists are bringing a new perspective to the art of creating dramatic, yet realistic, high-stakes film and TV scenarios that "pass the plausibility test".

"For these veterans to redirect their combat skills and abilities to the art of storytelling helps to enhance any project they work on, bringing depth, nuance and realism to the production," he says.

"They're also just a great group of people to be working with on the lot here at Screen Queensland Studios."

Despite starring in multiple Hollywood hits, it was Shaun and his crew's work in the 2019 Australian film *Danger Close* that created some of his most memorable moments.

When Shaun first heard about the

**"THEY BRING
DEPTH, NUANCE
AND REALISM
TO THE
PRODUCTION"**



Dangerous action scenes require high-level training and precise timing

production of *Danger Close*, which recounts Australian troops' involvement in the Battle of Long Tan in Vietnam, his interest was immediately piqued. The storyline centres around the Delta Company from the Sixth Battalion Royal Australian Regiment (6 RAR). Shaun had also served with 6 RAR in 2000 as an engineer in East Timor.

He then transferred over to become an officer and attended the Royal Military College in Duntroon. Here, by chance, he was placed in the Long Tan Company and met many of the veteran officers from the famed battle.

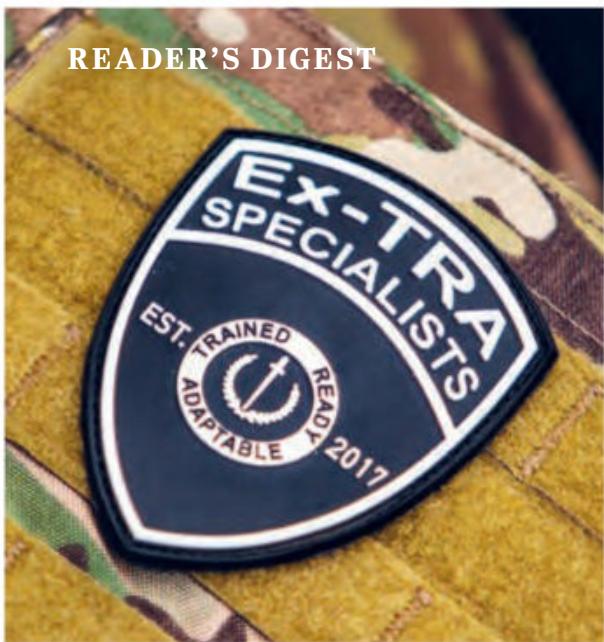
After graduating, he was commissioned as an Infantry Platoon Commander and posted to Delta Company 6 RAR, where he served for two

years with his team but narrowly missed out on a deployment to Afghanistan.

"That was kind of the demise of me," Shaun shares. "I had PTSD, depression, all that, before. But that just sent me over the edge because I had trained them but didn't get to go with them."

So when he found out that *Danger Close* was being filmed, he thought, *I have to be part of this*.

"I knew it was going to be good for my mental health," he says. "It was going to give me that sense of achievement that I hadn't really felt. Because I did 15 years in the army, and I did deploy a couple times, but I left on a down. And it gave other



veterans who were not in the best shape a bit of purpose and identity back again, too."

In addition to 25 former soldiers starring in the film, Shaun was able to arrange for 40 veterans to build the sets and move 25,000 sandbags. This successful experience became the springboard for his talent agency. It was also a watershed moment for Adrian who, although he

only completed a day on the set of *Danger Close*, discovered a love for the film and television industry, leading him to try some script and memoir writing.

"I once asked the head of nursing at the hospital I was at: 'Does anyone ever get better?' She told me, 'Yes. I've seen people that've been as bad as you, Adrian, doing all this treatment that you're doing. And now they're thriving.' I trusted her, but I was incapable of believing her at the time."

Today, Adrian has proved that nurse's words to be true.

"It took a long time to get out the other side. But to have come back and have all these ideas... it's small steps but we'd love to make something special: our generation's *The Lighthorsemen* or the next *Gallipoli* of our experience in Iraq, Afghanistan and Timor. And the authenticity in it will just bleed through." R



Grooving Granny Takes on TikTok

When Germany went into lockdown following the outbreak of the COVID-19 pandemic last year, Erika Rischko, now 81 years old, posted her first 12-second video on TikTok in which she danced the popular Cha-Cha Slide line dance with her husband. Since then, Erika has uploaded over 100 videos of herself doing exercises like pull-ups, as well as dancing and fitness challenges.

She has amassed around 125,000 followers and more than 2.4 million likes on the TikTok app, which is hugely popular among teenagers and is known for dance and lip-syncing routines and viral challenges. REUTERS

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THE Mattress

From straw to feathers, beds have a long, dust mite-filled history. Today's mattresses promise engineering technology that puts space travel to shame

BY Zoë Meunier

Pretty much as soon as cavemen evolved enough to start sleeping horizontally, they figured out that a 'mattress' of some description was a clever idea. Apparently, trying to sleep with a rock in your back was no less comfortable then than it is now.

The earliest palaeontological evidence of a mattress is from an astounding 77,000 years ago. Found in a rock shelter in South Africa, the ancient bedding was only about two centimetres thick and made with alternating layers of reeds and rushes.

Natural materials – straw, leaves,

grasses covered with animal skin – remained the mattresses of choice for many more thousands of years. Hey, you've got to work with what's available. The Ancient Persians were the first to raise things up a notch, with Persian royalty said to have paved the way for the waterbed trend by sleeping on goatskins filled with water some 3600 years ago. We're guessing they weren't heated to optimum temperature and available in semi-waveless varieties, but it was a promising start.

As humans evolved, so did their sleeping arrangements – at least, the wealthy ones. Sometime between 3000 and 1000 BCE, many cultures,



starting with those clever Ancient Egyptians, began raising their mattresses off the ground – all the better to avoid sharing the bed with rats and snakes. The mattresses themselves were usually made from wool, while the beds were made from wood – for your average Joe – while your Cleopatra-types preferred a solid gold, jewel-encrusted slumber number.

Throughout the Medieval period, mattresses continued to vary greatly depending on wealth, with the poor still often sleeping on piles of leaves on the ground or on a hay sack, where 'hitting the hay' became a nightly necessity to dislodge bugs from one's bed. While the wealthy opted for mattresses stuffed with down and feathers, the focus was more on the bed frames, which became increasingly ornate and made of carved wood. This era also saw the rise of four poster beds covered with curtains.



Medieval poor

Mattresses remained largely unchanged throughout the Renaissance period, although cotton-filled mattresses started to replace down and feathers by the 18th century. It was in 1870 that the next big innovation occurred, with the invention of the first innerspring mattress. The brainchild of German Heinrich Westphal, he adapted metal coils from the seats of horse-drawn carriages to make a mattress with a firm-yet-springy sleep surface. Sadly for Westphal, fame and wealth did not immediately spring forth and he died impoverished, his creation taking a good 60 years to be adopted by mainstream consumers.

By that time, the Industrial Revolution was in full swing, meaning that beds and mattresses could be mass produced. But it didn't take long for people to realise that an open spring coil gone awry in a mattress could be almost as

**SLEEP
ON IT**
A bit of shut
eye over the
ages



Renaissance rich



1920s coils

uncomfortable as a good old-fashioned rock in the back. This paved the way in the 1920s for English engineer and machinist James Marshall to patent his 'Marshall Coil', the first pocket sprung mattress. Consisting of individual springs in connected pockets of fabric, his concept allowed the coils to function independently of each other, tailoring to individuals' posture and body shape. Thank you James, you saved many a bad back – and probably a marriage or two as well.

Nonetheless, as something we spend a third of our lives resting upon, plenty more attention and innovation has been laid into mattress design over the last century.

The first latex foam mattress was introduced in 1931. Latex comes from the sap of rubber trees. The Dunlop Rubber company spent several years trying to turn it into a foam, until one of their scientists had a lightbulb

moment – and borrowed his wife's cake mixer to whip the liquid latex into a soft foam. The resulting air bubbles gave the foam its unique cushioning qualities. Now, we can't help but think if only there'd been a female scientist in that lab, perhaps they would have figured out that solution a bit sooner.

Another game changer was memory foam, aka viscoelastic polyurethane foam. First invented by NASA in the 1970s to provide better seat cushioning and crash protection for airlines, the first memory foam mattress entered the marketplace in 1991.

Praised for its ability to 'hug' the body, the material offers better spinal alignment and more pressure point relief, becoming an instant hit amongst the bad-back brigade. Its extreme density means it's also resistant to those ubiquitous dust mites and their havoc-causing droppings, making them popular among allergy sufferers, too.



1970s waterbed



2020s technology

Better yet, memory foam's ability to spring back to shape means you can stuff 'em in a box, which in recent years has transformed the process of buying a mattress. Sales of a 'mattress in a box' have doubled in the past five years.

Meanwhile, bubbling away on the sidelines was the modern-day waterbed, developed by university design student Charles Hall in 1968 as his Master's Thesis (for which we hope he got a High Distinction). Waterbed mattresses, with their sexy, bohemian image and pressure-point free benefits, rode the crest of a (waveless) wave through the 1970s and 1980s, accounting for 20 per cent of mattresses bought by 1986, but their sales sprang a massive leak in the 1990s and are now only five per cent of the market.

Mattresses are still evolving, with new fabrics and technologies still being discovered. Celliant-infused fabric is one of the latest advances in mattresses, with University of California-Irvine research showing people fall asleep faster on them, as it regulates your body temp and transforms body heat into infrared energy.

Other cutting edge materials include sustainable organic latex; latex

with graphite, to enhance fire retardation; AntiGravity foam to provide the ultimate top layer comfort; hybrid creations; and even nanotechnology, in which a very thin sheet of carbon tubes are stacked to create a memory foam-like substance even more superior than the original.



MATTRESSES ARE EVOLVING, WITH NEW FABRICS AND TECHNOLOGIES

And of course, digital technology has also come into play, because who doesn't want a smart mattress? Eight Sleep's The Pod can automatically adjust itself to the perfect sleeping temperature of each individual in the bed, courtesy of its Active Grid hub, which will even regulate the temperature to gently wake you up at the right time.

The ReST bed is like an airbed on steroids, with three separate layers containing special cooling and pressure devices that adjust to suit each area of your body, and can be set to automatically adjust to your needs.

And then you've got the Sleep Number SleepIQ technology, which not only tracks your sleep patterns throughout the night, but contains PartnerSnore Technology ... so when your bedfellow starts snoring, you can press a button to raise their head and stop the drone in its tracks. Now that's progress. R

HOW TO

Lift Your Own Spirits

We all feel down now and then, especially lately. These techniques can help you bounce back

BY Courtenay Smith
and Samantha Rideout

On a freezing winter's evening, Ashley Austrew sat in her car in a carpark working up the courage to go into a comedy improv class. For about 20 minutes, the 33-year-old journalist and mother of two sat with swirling thoughts of self-doubt: *OMG, I can't do this. I'll be the worst one.* Then she turned off the engine, took a few deep breaths, and went inside.



For Austrew, trying improv was the first small step to improve her self-esteem. "All my life, I've lacked confidence," she says. "I didn't have the courage to try anything new." So she made a list of all the things she was afraid to attempt and then asked herself, *What if I didn't let my excuses win?* Improv was her biggest target.

Her fear dissolved as soon as she walked into the class. Her classmates were also beginners,

READER'S DIGEST

and she discovered that she was perfectly capable of earning a few laughs and making new friends.

Over the next two years, Austrew went on to tackle other what-ifs, including writing a book. "Self-esteem is like a muscle – you have to work it constantly," she says.

Some people are blessed with a seemingly unshakable positivity, but most of us need to learn how to pull ourselves up by our bootstraps.

Psychologists say we tend to experience our lowest self-esteem in adolescence and spend much of our adult lives slowly building it back up. Staying positive has been tough in the past year. Since the pandemic began, three times as many adults have reported symptoms of depression or anxiety (the malevolent cousins to low self-worth) compared with 2019.

Thankfully, like Austrew, we can learn to feel better about ourselves and strengthen our feelings of hope. (Of course, anyone experiencing severe or persistent symptoms should seek professional help.) Here are seven science-backed strategies to improve your relationship with the person in the mirror.

EMBRACE THE UPSIDE OF

FEELING DOWN First, realise that negative emotions aren't inherently bad – they can be useful. "That ping of anxiety gets my attention and says, 'Hey, you need to focus

on this,'" says psychologist Ethan Kross, author of *Chatter: The Voice in Our Head*. If you need to deal with an immediate problem – say, reining in overspending – that call to focus is helpful. But negativity spirals into something harmful when a particular thought circuit just won't shut off. If you can't sleep because of it, feel physically stressed all the time, or keep rehashing the same situation, those are signs you need to employ tools to break the cycle, says Kross.

ENGAGE IN SMARTER SELF-TALK

In his lab at the University of Michigan, Kross asks subjects to talk to themselves in the second person, and to use their own names. Instead of saying, "I'm so nervous about this meeting on Tuesday," for example, say, "[Your name], you seem pretty nervous about this meeting."

Kross's research shows that this simple shift in language gets people into problem-solving mode more quickly. "They turn into coaches and start advising themselves, taking stock of the problem and figuring out if they have the resources to meet it," Kross says.

CHANGE YOUR VIEW –

LITERALLY If you are looking out the window lost in a thought loop, walk to a different window. Alternative perspectives help us digest our experiences, and

changing our physical view intuitively jogs a different emotional one as well. "When I'm stuck feeling a certain way and I choose to walk away and look for something better - that's a choice to do something good for myself. That itself is a treatment," says Sasha Storaasli, an end-of-life counsellor to terminally ill transplant patients.

BELIEVE THAT YOU MATTER

To matter is the bedrock belief that you are important and worthy of consideration, and according to a 2020 study, it is linked to joy. Strong personal relationships are the best aids to believing you matter. Spend time with loved ones, and remind them you offer a shoulder to cry on. Maintaining a sense of control, especially over your healthcare issues, also boosts that sense of importance.

REMINISCE While some research suggests happiness increases with age, studies also suggest that self-esteem peaks at age 60, then declines. As people get older, the loss of loved ones, professional identity or independence can threaten the sense of who they are. Telling someone stories from the past may bolster self-esteem at this key moment. Take a trip down memory lane by looking through a photo album with loved ones or playing music that reminds you of meaningful moments.



REPEAT A TASK YOU'RE

GOOD AT Psychologist Patrick Keelan plays piano every day. When he's helping people with low self-esteem, he suggests they routinely engage with activities that use or improve their skills. "When you're doing something that you're good at or getting better at, it gets harder to think negatively about yourself," he explains.

GET MOVING There's no silver bullet for improving low morale, but exercise is the closest thing we have. It is good for stress management and general mental health and provides a sense of competence and accomplishment. Dozens of studies have indicated that exercise has a significant impact on physical self-worth. The activity you choose matters less than enjoying it, sticking to it, and getting at least a moderate challenge out of it.

READER'S DIGEST



IT'S Eurovision TIME!

By Lorraine Shah



Clockwise at left: Alexander Rybak, Norway, winner in 2009; Lys Assia, Switzerland, winner in 1956; ABBA, Sweden, winners in 1974; Domenico Modugno, Italy, 3rd in 1958. Above: Chingiz of Azerbaijan, 8th in 2019

To millions of devotees across Europe and around the world, May is synonymous with the Eurovision Song Contest, the world's biggest, most bizarre international televised singing competition. This year, it's set to take place in Rotterdam from May 18 to 22 (at press time, it wasn't known if it would include a live audience). Here are 25 surprising facts you may not have known about this much-loved, often-lampooned spectacle.

1 Eurovision has been staged since 1956, making it the world's longest-running international television contest (although the 2020 event was cancelled due to the pandemic). Based upon the Sanremo Music Festival, an Italian song contest that began in 1951, its aim was to bring together European countries post-war. It is organised under the auspices of the European Broadcasting Union (EBU), the world's largest union of public-service media.

2 Its basic format is unchanged: Countries submit original songs, performed live and broadcast by the EBU from an auditorium in the hosting nation. The voting system in place since 2016 works like this: after all the entries have been performed, viewers cast votes for the other nations' songs (they can't vote for their own); these votes are combined with those of EBU-approved juries of music professionals, and the one with the most points wins. And the prize?

Right: In 2009,
Alexander Rybak of
Norway was the
highest-scoring
winner under
the previous
voting
system. Far
right: Under
the voting
system in place
since 2016, the
highest-scoring
winner was
Salvador Sobral of
Portugal, who won
in 2017





Above: Lys Assia of Switzerland won the first Eurovision Song Contest in 1956

PHOTOS: (RYBAK) © OLEG NIKISHIN/EPSILON (SOBRAL) © VLADIMIR SHTANKO/ANADOLU AGENCY. BOTH VIA GETTY IMAGES. (ASSIA) COURTESY OF EUROVISION

The triumphant performer simply receives a trophy and the prestige of having won; their country is then invited to host the event the following year.

3 The first contest was held in Lugano, Switzerland, in 1956 and featured seven countries, each submitting two songs. It was won by Lys Assia for the host nation.

4 The contest always begins with the prelude to *Te Deum*, composed by Marc-Antoine Charpentier in the 17th century. Each participating broadcaster is required to screen the show in its entirety, skipping only the interval break to air advertising. Some of the acts that play the interval have

become household names – perhaps most famously, the Riverdance act got its start at the interval in Dublin in 1994.

5 Under the current voting system, in place since 2016, the highest-scoring winner is Salvador Sobral of Portugal who won the 2017 contest in Kiev. Under the previous voting system, the highest-scoring winner was Alexander Rybak of Norway in 2009.

6 It is the world's biggest live music event; in 2019, 182 million viewers tuned in to the contest in Tel Aviv. Eurovision's largest live attendance was in 2001: almost 38,000 people were at Copenhagen's Parken Stadium.

7 Fifty-two countries have participated at least once. Eligibility is not determined by geographic inclusion within the continent of Europe; competing countries have included Australia and Morocco. If Australia ever wins, it would co-host the following year's contest within a country in the EBU. France, Germany, Spain, Italy and the UK automatically qualify for the final, as they are the biggest financial contributors to the EBU. Romania was expelled from Eurovision 2016 due to unpaid debt to the EBU.

8 Song entries must be no longer than three minutes. The shortest song in the contest's history is

Finland's *Aina Mun Pitää*, which ran for a mere one minute and 27 seconds in 2015. In total, more than 1500 songs have been performed at Eurovision. It would take nearly 72 hours to listen to all of them without a break.

9 The most-covered Eurovision song is Domenico Modugno's *Nel Blu Dipinto di Blu*, also known as *Volare*. It placed third for Italy in 1958, and has since been covered by the likes of Dean Martin, Cliff Richard and David Bowie.

10 With seven victories, Ireland is the most successful country in the contest's history. It is the only nation to win three in a row (1992, 1993, 1994). Sweden has won six times, while Luxembourg, France, the Netherlands and the UK have each triumphed on five occasions. At the



Above: In 1998, Dana International, a transgender woman, won the contest for Israel.

Right: The youngest-ever winner was Sandra Kim, aged 13, for Belgium in 1986





Above: Domenico Modugno's *Nel Blu Dipinto di Blu*, also known as *Volare*, is the most-covered Eurovision song

bottom? Norway has come last a record 11 times – on four occasions with the dreaded ‘nul points’.

11 In 1969, four countries topped the scoreboard with an equal number of points: the UK, Spain, the Netherlands and France. In the absence of a tie-break rule, all of them had to be declared the winner. Today, in the event of a tie, the song that receives points from the most countries is declared the victor.

12 Songwriter/composer Ralph Siegel has taken part a whopping 24 times, with his songs representing five countries: Germany, Luxembourg, Montenegro, San Marino and Switzerland. In 1982, he penned Germany's winning entry, *A Little Peace*.

13 The smallest place to host the event was Millstreet in County Cork, Ireland, in 1993. The village had a population of 1500 – although its Green Glens Arena venue, normally an equestrian centre, could hold up to 8000 people.

14 Between 1978 and 1998, all songs had to be performed in a national language. Now the majority are sung partially or entirely in English. Norway's winning song in 1995 contained only 24 words, accompanied by long violin solos.

15 Eurovision is renowned for its embracing of non-heteronormative performers. In 1998, a transgender woman, Dana International, won the contest for

Israel, while bearded drag queen Conchita Wurst triumphed for Austria in 2014.

16 Current rules require contest participants to be at least 16 years of age, but prior to 1990, there was no age limit. The youngest-ever winner was Sandra Kim, aged 13, for Belgium in 1986. The oldest was Dave Benton, who won for Estonia in 2001 aged 50 years and 101 days. In 2012, Buranovskiye Babushki, comprising eight elderly women, represented Russia in Azerbaijan, where they finished second.

17 Eurovision's youngest-ever principal performer was 11-year-old Nathalie Pâque, who represented France in 1989. The eldest participant, at age 95, was backing performer Emil Ramsauer from the Swiss band Takasa in 2013.

18 When Ukrainian singer Ruslana won Eurovision in 2004, she was rewarded with a seat in Parliament. Dana Scallon, who won for Ireland in 1970, later served as a Member of the European Parliament and ran for the Irish presidency.



From left: Australia's best result is a second-place finish for Dami Im in 2016; Emil Ramsauer is Eurovision's eldest participant; at Eurovision 1974, ABBA won for Waterloo

19 Spain's *La La La* from 1968 contained no fewer than 138 'La's'.

20 Before 1998, each act was supported by a live orchestra, and every country brought its own conductor. Today, there is no live music at Eurovision; all songs have to be performed using pre-recorded backing tracks.

21 In the 1960s and 70s, the Netherlands, France, Monaco and Luxembourg all refused to host Eurovision because of the cost of staging the event; the UK stepped in each time.

22 Eurovision has long been plagued by accusations of bias and unfair political bloc voting. Terry Wogan, the long-standing presenter of the contest on British television, stood down in 2008, saying: "The voting used to be about the songs. Now it's about national prejudices. We [the United Kingdom] are on our own. We had a very good song, a very good singer, we came joint last. I don't want to be presiding over another debacle."

23 Politics has sometimes played a role in Eurovision. Austria boycotted the 1969 contest in Madrid because Spain at that time was ruled by the dictator Francisco Franco. In 1974, France

withdrew from the contest as a mark of respect for President Georges Pompidou, whose funeral was being held on the same day. And in 1978, Jordanian TV refused to broadcast the Israeli entry, showing viewers images of flowers instead. When Israel went on to win, Jordan announced the victor as second-placed Belgium.

24 In 2009, the EBU demanded that Georgia change the lyrics to its controversial entry *We Don't Wanna Put In* for Eurovision in Moscow, due to the song's references to Prime Minister of Russia Vladimir Putin. It was thought to have been negatively loaded against Russia as a result of the previous year's Russo-Georgian armed conflict. The country refused to comply, and withdrew from the contest.

25 Eurovision has been the launchpad for global superstars; one example is French-Canadian singing sensation Céline Dion, who won for Switzerland by a single point in 1988. But Sweden's ABBA is arguably the most famous Eurovision winner of all time, enjoying phenomenal worldwide success since its 1974 victory with *Waterloo*. In fact, in 2005 that song was voted the most popular of the contest's first 50 years. What could the coming years hold? **R**



In Search of

How possible is it to experience an authentic



Authenticity

holiday in a different culture? BY Julie Olum

During our school holidays spent on the white sands at the coast of Kenya, as a child I didn't immediately question the number of Maasai men on the beach selling beaded jewellery, boat tours and other holiday spoils to the gathered overseas tourists.

That is until one morning, on a beach walk, my dad greeted a man cloaked in red with the most basic Maa greeting, "sova", and got a response in Kiswahili, the national language and dominant lingua franca of the coastal region. Dad tried again to no avail and turned to me with a smirk saying, "See? They're not even really Maasai."

Come to think of it he didn't have the stretched earlobes that many adult Maasai men do. And, although they're semi-nomadic people, generally those who choose to live a more traditional pastoralist life will be found moving between the central highlands down into Northern Tanzania. This far East, not so much.

The iconic existence of these tall, dark, lean people, who have so well preserved their traditional dress and way of life is by now synonymous with "that rich, exotic culture to

immerse yourself in on a visit to Kenya and Tanzania" along with your wildlife safari. With tourists happy to pay for native-looking crafts, a dance or jumping show and even a photograph, why wouldn't one try their hand at playing a part in this economy?

Years later, working at the front desk of a South African hostel, two peppy German backpackers approached to ask where in Cape Town

they could try some African food. Dissatisfied with my recommendations of *shisa nyama* [South African barbecue] and Cape Malay [an ethnic group in South Africa] cuisine, they specified that they wanted to try "buffalo meat and crazy stuff like that".

A concept restaurant along these lines has existed since the 1980s in my hometown, Nairobi, where patrons could – up until it was banned in 2004 – try meats from the various animals they may have just spotted on a game drive: ostrich, crocodile, impala, giraffe, the works. You'd be hard pressed to find any Kenyan of the last five or six generations (if ever) to have served any of that, even as a joke, in their home. Who decided game meat was what 'African food' consisted of? The short answer is European

"WHERE
THERE'S A
SELLER, THERE'S
A WILLING AND
OFTEN INSATIABLE
MARKET OF
TRAVELLERS"





colonialists and settlers who pushed out indigenous food and other cultural customs from many regions while simultaneously painting the people in the lands they invaded as savage and quirky characters in the backgrounds of their safaris and various expeditions. But that's an even longer story for another day.

Things are taken a step further in the souvenir business. Many of the diverse and colourful wax print fabrics that light up market stalls in Ghana and other West and Central African nations actually owe their origins to a Dutch textile company, and are increasingly competing with versions made in China. Most of those breezy *dashiki* shirts? Also China. Even other Africans don't always catch that one. But they're so fun, and now you can have your own custom 'African-print' dresses, trousers, even bum bags made.

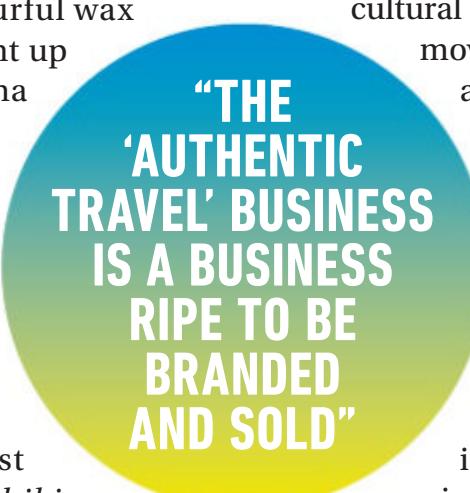
It might be time for the traveller-not-tourist brigade to relax their shoulders and accept that sometimes a place – or ideas of that place – may have been overtaken by the commodification of cultures in the name of tourism. That often includes many packaged offerings of 'authentic' travel experiences.

But that doesn't mean they can't be enjoyed or at least chuckled at. After all, anyone who has spent time around the Colosseum in Rome knows that it isn't actually a gladiator or the Pope posing for pictures. And maybe you're just hearing about this, but pad thai isn't quite traditional cuisine – it was pushed as the Thai national dish in the late 1930s in efforts to encourage national unity and cultural cohesion following the move from absolute monarchy to democracy. A well-made bowl is still hearty and delicious; no need to stop ordering it in Thailand or elsewhere.

Many, myself included, have been guilty of rolling our eyes at today's visual-centred social media obsession which seems set on homogenising life as a whole and travel experiences in particular.

A beautiful image of meticulously arranged flowers in a spa bath in Bali has often led to a booking for that suite and a photograph in that bath with the flowers. But how different is that really from posing with a lei of leaves and flowers presented by a Hawaiian 'hula girl', like you've seen in the postcards and ads for decades?

In her essay, 'Corporate Tourism and the Prostitution of Hawaiian Culture', Haunani Kay-Trask writes,



"THE
'AUTHENTIC
TRAVEL' BUSINESS
IS A BUSINESS
RIPE TO BE
BRANDED
AND SOLD"

"Hula dancers wear clown-like make-up, don costumes from a mix of Polynesian cultures... In hotel versions of the hula, the sacredness of the dance has completely evaporated while the athleticism and sexual expression have been packaged like ornaments."

But where there's a seller, there's a willing and often insatiable market of travellers, who have more likely than not come for the image they have of the place, and not necessarily to experience the culture as it is today.

Once again social media, while seemingly spiralling out of control, reveals itself to be a mirror for society. People have been doing this for decades – consuming designed media and marketing about a destination, its people and their culture and not questioning much, even while on the ground, experiencing the place themselves.

The difference perhaps lies in the increased accessibility of travel and

with it, the growing number of destinations open to receiving tourists. Now more people can be photographers and travel writers at the touch of a button. And many of them grab at the chance to instantly share their new discoveries for the rest of us to scroll through and judge.

The 'authentic travel' business is a business ripe to be branded and sold to consumers.

Personally, I'm team support-local-enterprises. Tourism has drastically improved the lives of people around the world in ways they wouldn't have dreamed plausible in simpler times.

Now travel presents fewer true opportunities for bragging about all the culture you've soaked up when you know how much of it is for show, perhaps the lessons you learned in sales from that persistent hat vendor in Hanoi would make for a more solid story at your next party. R



Socks On or Off?

Wearing socks to bed seems to be something people either love or hate with a passion. If you can't decide, you're one of the very few because most people have strong opinions about whether or not they like to wear socks in bed. However, now a doctor has entered the debate by suggesting that keeping your feet covered can actually help you fall asleep quicker. According to Dr Jess Andrade, wearing socks makes your feet warm and this opens up the blood vessels that cool the body down. "The body being cool tells the brain that it's time for bed," she says. "So actually, people that wear socks tend to fall asleep faster." DAILY MIRROR

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11 THINGS

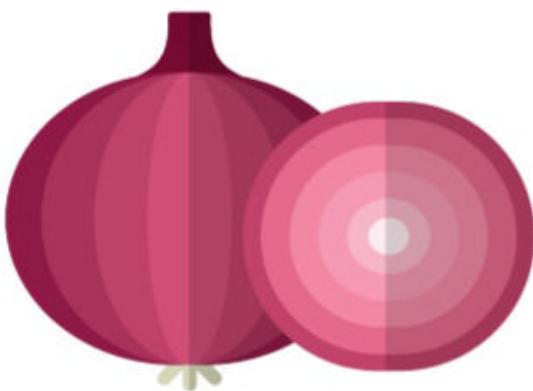
Eye-Opening Facts About Tears

BY Jen McCaffery

1 Tears are generated in the lacrimal gland (*lacrima* is the Latin word for tear), which sits above the eye just under the eyebrow. Humans make three different versions of tears. Basal tears lubricate our eyes; reflex tears form in response to irritants such as smoke and dirt; and emotional tears flow when we're sad or overjoyed. All are made of salt water mixed with oils, antibodies and enzymes, but each also contains different molecules. For example, emotional tears carry protein-based hormones, including leucine-enkephalin, a natural painkiller released when the body is under stress.



2 Onions cause tears because they secrete a compound called lachrymatory factor synthase. To cut down on its release, refrigerate onions before slicing, and use a sharp knife, which reduces release of the compound.



Eye-Opening Facts About Tears

3 Charles Darwin was fascinated by tears. For his book *The Expression of the Emotions in Man and Animals*, the father of evolution collected observations of South African monkeys and indigenous Australians and compared them with his own kids. Darwin concluded, "We must look at weeping as an incidental result, as purposeless as the secretion of tears from a blow outside the eye ... yet this does not present any difficulty in our understanding how the secretion of tears serves as a relief to suffering."

4 Babies cry a lot, but don't produce tears until they are seven or eight months old. Women cry the most; studies have found they cry an average of 3.5 times a month, almost twice as much as men.

5 For centuries, people thought tears were created in the human heart. The Old Testament says they're formed when part of the heart weakens and turns into water. In medieval times, crying was perfectly acceptable, even manly. In the Anglo-Saxon poem 'Beowulf', when Beowulf is killed by a dragon, his warriors were "disconsolate/and wailed aloud for their lord's decease." King Arthur was also known to cry.

6 Crying can be good for you. Some studies have shown it can cause the release of oxytocin and endorphins, chemicals that make us feel better. On the other hand, one study found that people who are prone to crying in general more often feel worse after crying during a movie than people who rarely cry.



7 Speaking of movies, according to *Entertainment Weekly*, the biggest Hollywood tearjerker of all time is *Terms of Endearment*, about how a family deals with a cancer diagnosis. In second place is *Bambi*. The Merriam-Webster dictionary claims the term *tearjerker* debuted in 1912, which happens to be the same year the *Titanic* sank. Incidentally, the movie *Titanic* is 16th on EW's tearjerker list.



8 Ever wondered why a cry causes your nose to run? Excess tears produced by the lacrimal glands flow into your tear ducts. From there, they drain into the nasal cavity, where they mix with mucus to give you a runny nose.

9 Tear gas was banned on the battlefield via the Chemical Weapons Convention of 1993, spurred by Iraq's use of chemical weapons in the 1980s.

10 As we age, production of basal tears slows, which can lead to dry eyes. Women going through hormonal changes such as pregnancy or menopause are also particularly susceptible. To help the situation, try some lubricating OTC eye drops (also called artificial tears) or use warm compresses on your eyes for a few minutes. R

PHOTOS: GETTY IMAGES

11 DOES READING IN DIM LIGHT DAMAGE YOUR EYES?

By Dr Max Pemberton

Nearly every parent has, at one time or another, cited this myth when scolding their children for reading under the covers with only a torch. But it's not true.

There's not a shred of evidence that reading in poor light damages the eyes or the eyesight. Anecdotal reports of people throughout history studying by candlelight and going

blind as a result are wrong. Those people may have lost their eyesight but not because of poor light.

Bad lighting can cause a sensation of having difficulty focusing and it's thought that this may be the source of the myth. Reading in poor light also makes people blink less, which can lead to the eyes becoming dry –

again adding to the belief that they've been damaged. There is, however, no evidence that such eye strain does any permanent harm. While good light will improve your ability to see clearly, it's not essential to protecting eye health.



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ALL IN A DAY'S WORK

Humour on the Job



"Have you tried turning it off and on again?"

Hard to Please

Client: Hi, how much does a brochure cost to print?

Me: Before I answer, I need a bit more information, such as size, pages, and how many ...

Client: Well, if you want to be that difficult, I'll just find someone else.

clientsfromhell.net

Classical Mistake

As a high school Latin teacher, I'm used to fielding questions about my subject, which some find arcane and

ancient. However, I was surprised when someone asked, "Do you have any native speakers in your class?"

Sadly, that person was the principal. **SUBMITTED BY KEITHA ITO**

For Starters

A colleague at our car sales auction was having trouble starting one of the cars. Looking defeated, he complained, "The only thing that's working is the blinker on the check-engine light."

SUBMITTED BY DENNIS MARQUARDT



Animal Distribution

Our local pet store's pandemic rules were laid out on a sign that read, "Please maintain two metres between you and others. That's two Great Danes, four cats or 16 guinea pigs."

SUBMITTED BY PEGGY HOLT

Not Sew Young

My friend has owned a sewing machine shop for decades. Recently, a customer he hadn't seen in years came in to buy a new machine.

Looking around the small shop a bit befuddled, she asked, "Whatever happened to that young man who used to work here?"

My friend smiled. "I got older."

SUBMITTED BY JAMES METZ

Completely Floored

The first day of university can be disorienting, even for returning students. I was walking in the lobby of one of our main buildings when a second-year student stopped me. "Excuse me," he said, looking lost. "Is the third floor still upstairs?"

SUBMITTED BY KAREN LOVE

LEST YOU BE JUDGED

At times, evaluations meant to put professors in the firing line reveal more about the students who wrote them:

"There was too much maths expected of us." Course title: *Maths for Special Education Teachers.*

@njbailey17

For a European History to 1500 course, a student was upset that I didn't include more about China during World War II.

@quinnkl

"Too many women writers."
Course title: *American Women Writers.*

@maryloeff

**The student evaluation that I remember to this day:
"He knows more than I do and that makes me feel bad."**

@Normie_Salvador

"She should wear more green."

@Deborah_T7

"Professor wanted to be here less than we did."

@CarlLPalmer



*Trust is the thread holding life's
patchwork together. It not only saves lives
but creates bonds and strengthens others*

TRUST *in Pictures*

BY *Cornelia Kumfert*

PHOTO FEATURE



PHOTO: © ZOONAR GMBH/ALAMY STOCK PHOTO



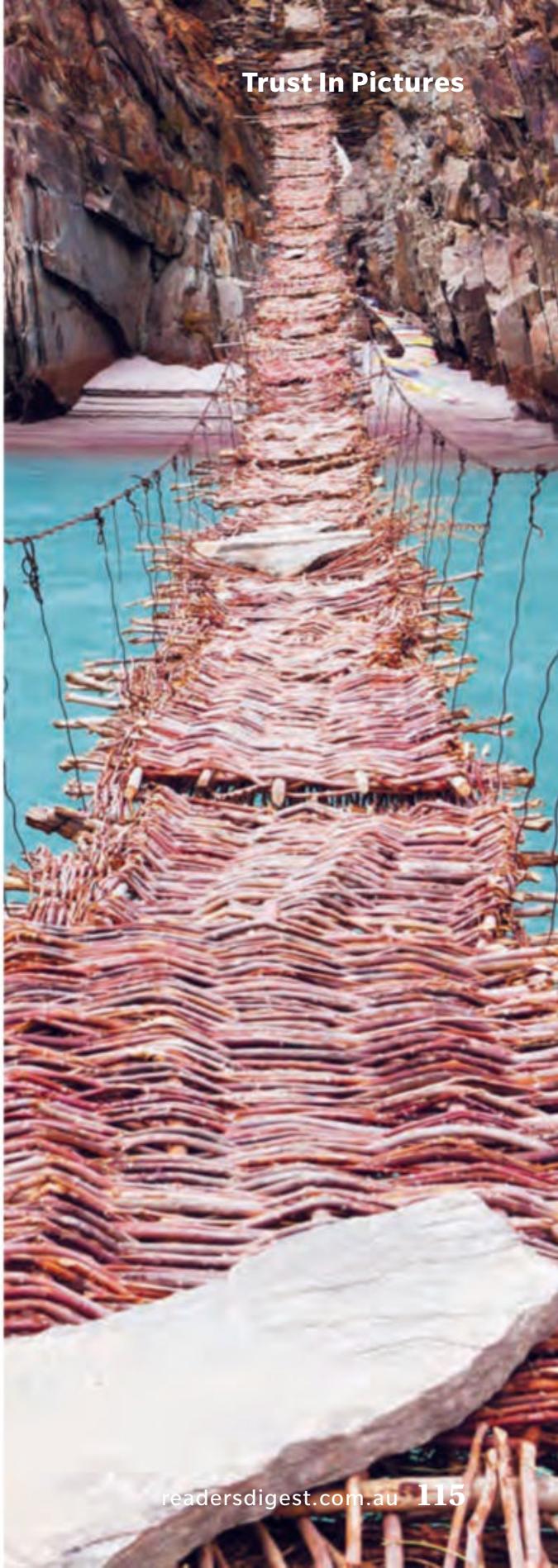
▲ (Previous page) When a trapeze artist performs somersaults at dizzying heights, the audience on the ground holds its breath. Like the acrobat in the air, they can only trust that their partner will catch them. The hard work behind making these death-defying feats look so effortless is staggering. Every day, trapeze artists train for hours to maintain flexibility, balance and strength.

◀ There must be trust between the members of what are known as 'rope teams' during an ascent. When climbing a summit or crossing a glacier, three or more people are usually linked together by a rope. This means they can help save a fellow climber from falling should they get into difficulties. On easier tours, a trained mountain guide can also put a less-experienced climber on a short safety line to prevent a stumble from turning into a fall.

► Every step across this bridge demands a huge effort of will. The locals, however, trust that the wickerwork of thin branches will hold their weight. The bridge over the Tsarap river in the Indian Himalaya is one of the few remaining wooden bridges in India. It connects the village of Marling to the outside world.

◀ Polar bears are one of the most dangerous animals in the world. A highly unusual interspecies trust developed between Knut, a cub abandoned by his mother, and Berlin zookeeper Thomas Dörfllein, who bottle-fed and raised the polar bear to adulthood.

PHOTOS: (PREVIOUS PAGE) ZOONAR GMBH/ALAMY STOCK PHOTO; (THIS PAGE) GETTY IMAGES/ANDRE SCHÖENHERR; ARTUR SZYMCZYK/ALAMY STOCK PHOTO; PICTURE-ALLIANCE/JOHANNES EISELE DPA; (NEXT PAGE) GETTY IMAGES/DENIS MOSKVINOV; SYLVIA LOKING/ALAMY STOCK PHOTO; GETTY IMAGES/DAVID MERRON.





◀ **This tiny fellow** absolutely adores being thrown into the air and caught again by his dad. Incidentally, the game also builds up the child's basic trust, which develops during the first months of life. Researchers have discovered that babies and infants who have experienced a loving bond with their parents learn to trust others more easily.

▶ **The faithful**, who flock to St Peter's Square in the Vatican week after week seeking the blessing of Pope Francis at the General Audience, place their trust in a higher power. The head of the Catholic Church generally enjoys the personal touch of walking amongst the crowds. Only the recent curfews of the COVID-19 pandemic caused him to replace the coveted live audience event with video addresses.

◀ **Emperor penguin** chicks trust their parents unconditionally. They must, because the young animals would not survive temperatures in Antarctica as low as -40°C without the warming plumage of their parents. Before they even hatch, the father places the egg on his feet to warm it in a breeding pouch under his dense feathers for around 65-75 consecutive days. Once hatched, the little penguin also spends the first days of his life there before exploring the world under his father's watchful eyes.

R





Napoléon BONAPARTE

May 5 is the 200th anniversary of the death of Napoléon Bonaparte. Can you answer 12 questions on the life and work of perhaps the most famous French leader?

BY Caroline Friedmann

QUESTIONS

1 Napoléon Bonaparte was born on the island of Corsica in 1769. Possibly the most famous Frenchman of all time nearly did not turn out to be French at all. Why?

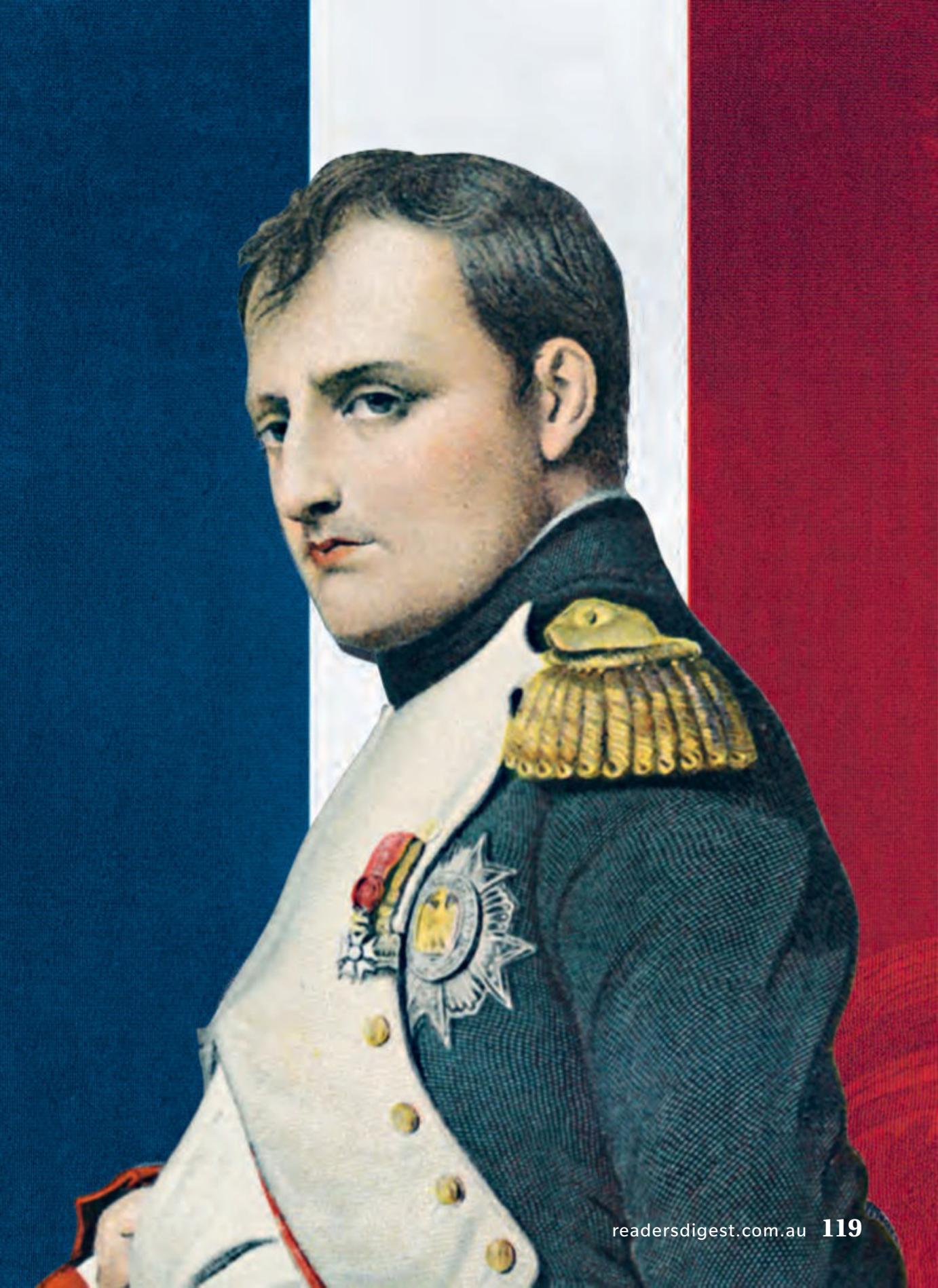
- a.** He was the illegitimate son of an Italian woman and only became French after he was adopted

- b.** Corsica was part of the Republic of Genoa until 1768

c. His Moroccan parents became French citizens just days before he was born

- d.** His parents never registered his birth

2 Napoléon rose up the ranks of the French army during the French Revolution. He then became a brigadier general at the age of 24, before leading the Italian



campaign as commander-in-chief at 26. He is celebrated as a national hero in France. What event made him First Consul and supreme ruler in 1799?

- a.** The death of the king
- b.** A coup d'état
- c.** Free elections
- d.** Luck

3 In 1796, Napoléon married Joséphine de Beauharnais – the daughter of a naval officer. He married for love and gained entry into Parisian society. He divorced Joséphine in 1809, before marrying



Marie Louise, Duchess of Parma, in 1810. What did he expect to gain from it?

- a.** Money for his campaigns
- b.** An alliance with Austria
- c.** An heir
- d.** Both b and c

4 Over his 20-year military career, Napoléon fought many great battles. In October 1813, one raged for several days near Leipzig, Germany and became known as the 'Battle of the Nations'. Why did Napoléon lose this battle?

- a.** The French army was severely weakened by a cholera outbreak
- b.** The Austrian army used new long-range cannons
- c.** The French army was outnumbered by Allied troops and artillery
- d.** The French army was kept awake all night by Russian soldiers banging drums

5 On March 21, 1801, the Napoléonic government enacted the Napoléonic Code, also known as the Civil Code. To this day, the laws of many countries are based on this system of law. What does the Civil Code specify?

- a.** The equality of all citizens before the law

The widow Joséphine de Beauharnais became Napoléon's first wife



The ill-fated invasion of Russia is portrayed in *Napoléon Bonaparte in Burning Moscow* by Albrecht Adam (1841). His army found the city deserted, on fire and without supplies

- b.** The freedom of all citizens
- c.** The protection of private property
- d.** All of the above

6 Archaeologists can thank Napoléon for a momentous – yet accidental – achievement. During one of his campaigns, an officer found the Rosetta Stone, which later allowed scholars to do what?

- a.** To develop a remedy against the plague
- b.** To decipher hieroglyphics
- c.** To produce artificial light
- d.** To locate ruins of a Roman village

7 During Napoléon's rule, France controlled large parts of Europe. As great as his military skills were, physically speaking, he is often described as short. What was his actual height?

- a.** 1.50 metres
- b.** 1.60 metres
- c.** 1.68 metres
- d.** 1.75 metres

8 The French Revolution in 1789 left the relationship between church and state in tatters. In 1801, Napoléon soothed matters with the Vatican by signing the Concordat, a state-church treaty that defined the status of the Roman



An idealised portrait titled *Napoléon Crossing the Alps* by Jacques-Louis David (1801-05). Napoléon crossed the Alps on a mule, not a horse

Catholic Church in France. What caused the break with Pope Pius VII less than ten years later?

- a. The Pope refused to close Vatican-owned ports to the English navy
- b. Napoléon refused to introduce a church tax
- c. Napoléon's divorce
- d. All of the above

9 As a leader, Napoléon aspired to rule all of Europe; as a private person, he harboured artistic ambitions. What discipline of art did he enjoy?

- a. Sculpture
- b. Composing
- c. Writing
- d. Painting

10 Napoléon is famous for some witty remarks. Which of the statements below is attributed to him during the retreat from Russia?

- a. 'The best is the enemy of the good'
- b. 'Man is born free and everywhere is in chains'
- c. 'From the sublime to the ridiculous there is but one step'
- d. 'Such is life'

11 In 1814 Napoléon was exiled to the Italian island of Elba, following the annexation of Paris by Allied nations. He returned to France briefly in February 1815 and took back command. What is this 'comeback' known as?

- a. The Saint Bartholomew's Day Massacre
- b. The Reign of a Hundred Days
- c. The Reign of Terror
- d. The Great Comeback

12 Charles Louis Napoléon Bonaparte ruled France as President of the Republic from 1848 to 1852, becoming Napoléon III, Emperor of France in 1852. How was Napoléon III related to Napoléon Bonaparte?

- a. Napoléon III was his nephew
- b. Napoléon III was his step-grandson
- c. Napoléon III was his illegitimate son
- d. Both a and b

>> Turn to page 124 for quiz answers

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ANSWERS TO BONAPARTE QUIZ

1 b. Corsica belonged to the Republic of Genoa until it became part of France in 1768.

2 b. In 1799, the French government was brought down by a coup d'état supported by Napoléon's military. A new constitution was drawn up under Napoléon – appointing him as First Consul.

3 b and **c.** Hoping to strengthen the alliance with Austria, in 1810 Napoléon married Marie Louise, the eldest daughter of Emperor Franz I of Austria. The long-awaited heir to the throne was born a year later.

4 c. The Battle of Leipzig (16–19 October, 1813) was the largest single battle of the Napoleonic Wars. The French had an estimated 190,000 soldiers and Austrian, Prussian, Russian and Swedish forces almost 330,000 and more artillery.

5 d. The Civil Code upholds the following principles: the freedom of all citizens, the equality of all citizens before the law and the protection of private property.

6 b. In 1799, during the Egyptian campaign, one of Napoléon's officers found the Rosetta Stone. The same text is carved three times: Egyptian demotic, ancient Greek and Egyptian hieroglyphic. Using the Rosetta Stone, Egyptologists

were later able to decipher the hieroglyphs.

7 c. At 1.68 metres, Napoléon was an average height for men of the time. A calculation error caused the rumour that he was only 1.58 metres tall.

8 a. Among other demands, Napoléon wanted to close Vatican-owned ports to the British Royal Navy. When the Pope refused, the French leader directed his troops to invade the Papal States. When, in 1809, Pius VII excommunicated Napoléon, he had the Pope arrested.

9 c. Napoléon wrote a novella, *Clisson et Eugénie*.

10 c. 'From the sublime to the ridiculous there is but one step,' is considered to be one of Napoléon's most famous witticisms.

11 b. After about a year of exile on the island of Elba, Napoléon returned to France for the 'Reign of a Hundred Days,' although his 'comeback' lasted 110 days.

12 d. Napoléon III was the nephew and step-grandson of Napoléon Bonaparte. Napoléon III's father was Napoléon Bonaparte's brother, and his mother, who was adopted by Napoléon Bonaparte as a child, was a daughter from Joséphine de Beauharnais's first marriage.



QUOTEABLE QUOTES

People can't drive you crazy if you don't give them the keys.

MIKE BECHTLE, AUTHOR

WHATEVER WORDS WE UTTER SHOULD BE CHOSEN WITH CARE FOR PEOPLE WILL HEAR THEM AND BE INFLUENCED BY THEM FOR GOOD OR ILL.

BUDDHA



PHOTOS: GETTY IMAGES

I AM OLDER THAN FIRE, AND TWICE AS HOT.

CHER, SINGER

TRUE WISDOM LIES IN GATHERING THE PRECIOUS THINGS OUT OF EACH DAY AS IT GOES BY.

E.S. BOUTON, EDITOR

Those who cannot feel the littleness of great things in themselves are apt to overlook the greatness of little things in others.

OKAKURA KAKUZŌ,
JAPANESE SCHOLAR



When I show my daughter she can be anything she wants to be, she wonders why I ever thought she couldn't.

CANDACE PARKER, ATHLETE

BONUS READ



SAVING THE MOON

What protections exist for the Moon as private



A composite image showing the Earth from space above and the Moon's surface below. The Earth is visible in the upper left, showing blue oceans and white clouds. The Moon's surface, with its craters and gray terrain, occupies the lower half of the frame.

ON

industry rushes to mine our ancient satellite?

BY Ceridwen Dovey

No matter where in the world we are, when we look at the full Moon we see something that has remained unchanged since our ancestors first gazed at it. Unlike Earth's surface, in constant flux due to the effects of the atmosphere, changing weather patterns, shifting continents and moving water, the Moon's features have remained mostly the same for more than four billion years.

Since 2019's anniversary hullaballoo celebrating 50 years since Neil Armstrong took his "small step" onto the Moon and left a boot-print behind on that ancient landscape, the voices calling for a new golden age of space activities have grown louder, fuelled by the recent discovery of water-ice on the Moon.

The presence of lunar water-ice was initially theorised after a 1998 NASA mission, but in 2019, NASA confirmed there are significant ice deposits on the Moon. Water means the possibility of human habitation, and it can also be split into hydrogen and oxygen for rocket fuel. A permanent Moon base would be the first step in any plans to extract resources or launch missions elsewhere, especially to Mars.

All the major spacefaring nations now have designs on the Moon. In January 2019, China landed the first probe on the Moon's far side. The US, India, Russia, Europe, South Korea and Japan will send up robotic

spacecraft in the next few years, and some are gearing up for crewed Moon missions: NASA's Artemis programme is ambitiously aiming for 2024; the European Space Agency and China National Space Administration say they'll establish a joint Moon Village sometime in the 2020s, and China also plans to build its own lunar base by 2030.

Added to the mix, for the first time, are private companies, following a move by Western space agencies to form public-private partnerships to commercialise space activities and reduce costs. NASA has authorised nine US companies to bid on commercial payload deliveries to the Moon over the next decade. Japanese company ispace wants to mine the Moon and establish a settlement named Moon Valley as a base from which to mine asteroid belts. An American company called OffWorld plans to establish robotic mining and manufacturing workforces both "on and offworld".



An artist's impression of a mining operation on the Moon

Morgan Stanley analysts have estimated the global space industry – currently worth around US\$350 billion – will be worth more than US\$1 trillion by 2040. Goldman Sachs Research has predicted the world's first trillionaire will make their fortune mining asteroids.

Untold riches

These new space-mining corporations are keen to get in early on what they see as an emerging market of untold riches. Water-ice is not the Moon's only potentially lucrative resource. It's believed there are also rare-earth metals such as yttrium, samarium and lanthanum, all used in modern electronics, as well as platinum-group metals, and possible future energy sources like Helium-3. The current

buzz phrase is 'in situ resource utilisation' which means rather than bringing lunar resources back to Earth they would instead be used on the Moon to enable settlement and onward journeys, including forays to resource-rich asteroid belts.

Silicon Valley tech titans have funded several space start-ups. In May 2019, spaceflight company Blue Origin (owned by Amazon founder Jeff Bezos) unveiled its lunar lander. Another company, Moon Express, has attracted major investment from Paypal co-creator and Trump backer Peter Thiel's Founders Fund. And, of course, there's Elon Musk's company SpaceX.

"Water is the oil of the solar system," Moon Express's website reads, "and the Moon will become a gas



Richard Branson's Virgin Galactic aims to provide spaceflights to space tourists

station in the sky". Space commerce boosters often describe space as the new Wild West, enthusiastically comparing the Moon boom to gold rushes of times past, with little awareness that this is not the most inspiring analogy for those aware of the social and environmental harm – and economic inequalities – caused by resource grabs on Earth.

The trouble is, when it comes to mining the Moon, the pro-mining camp likes to claim that they are the ones who will save the Earth.

On Moon Express's website, they say their mission is to return to the Moon, "Earth's 8th continent, a new frontier," and unlock "its mysteries and resources for the benefit of humanity". The website claims that "expanding Earth's economic and

social sphere to the Moon is our first step in securing our future," so that "a new generation will look up and see lights on the Moon, and know that they are part of a multi-world species."

Richard Branson, founder of Virgin Galactic, promotes his space tourism company by saying, "We can truly bring positive change to life on Earth", while Mars Society founder Robert Zubrin believes we must go to space so we don't go to war with each other on Earth over dwindling resources.

t's powerful, rousing stuff. Life on Earth has certainly been enhanced by space innovations, including GPS, weather forecasting and wi-fi. There would be genuine advantages

from other space dreams, such as continuous solar power beamed from on high. One large metallic asteroid supposedly holds enough quantities of certain metals to sustain human use on Earth for millions of years.

Those who propose mining space resources describe them as ‘near infinite’, and say once we’re released from the prison of resource scarcity, world peace will automatically ensue. In a 2014 *New Republic* article, Rachel Riederer called out these would-be space miners for believing that a sky “full of infinite riches and abundance” would create peace on Earth. “Why wouldn’t riches from the heavens cause conflicts and problems?” she writes. “Their vulgar terrestrial cousins always have.”

It does seem dangerously naive to believe that, when space exploration ramps up, we’ll be our best selves out there. Margaret Weitekamp, curator of space history at the Smithsonian National Air and Space Museum in Washington, DC, observes there has “always been this sense that space is aspirational, perfecting, different. But it’s an extension of who we are on the ground, run through this lens of great expense and great danger.”

American climate change activist

Bill McKibben thinks it doesn’t make sense to spend time or money on space. “The least hospitable square inch of Earth is ten times more hospitable than the most hospitable corner of the rest of the galaxy,” McKibben says. “That we’re going elsewhere in order to have a pristine Earth is absurd. It’s more likely that the ... idea of an exit gives us permission to wreck this place.” Other commentators counter that investing in space science and technologies does not equate to giving up on Earth, and that those innovations could well improve life as we know it in ways we can’t predict.

Until now, however, there’s been hardly any consideration of the space environment as something worth protecting. This is partly due to the unknown environmental effects of mass space tourism, rocket launches or Moon mining. It’s also the result, writes Australian space archaeologist Alice Gorman, author of *Dr Spacejunk vs the Universe*, of the general tendency to see space “as a resource to be exploited [rather] than an environment to be managed”. She has called for the establishment of “international environmental impact assessments” to be required for “all proposed space projects”.



There's already evidence that rocket plumes may deplete ozone, and vaporised space debris could affect the chemistry of Earth's atmosphere. Hydrazine fuel, often released unburned in the early stages of lift-off, is known to cause diseases in people living near rocket launch sites.

Possible pollution

Worse, nuclear power is once more being touted as the only viable option for Moon missions. NASA and the US Department of Energy recently tested a nuclear fission reactor prototype, called KRUSTY (the Kilopower Reactor Using Stirling Technology), as a power source for long-duration lunar missions, heralding a new era of supposedly "safe" and "efficient" nuclear-powered space exploration. Over the past half century the Soviets have sent more than 40 nuclear reactors into space.

Historically, many prospective space 'colonists' have been untroubled by the risk of contaminating the Moon's environment. Marshall T. Savage, a space settlement fanatic who penned a book about "colonising the galaxy in eight easy steps", wrote in a 1995 *Space Governance* article: "We can't really mess up the Moon, either by mining it or building nuclear power plants. We can ruthlessly strip mine the surface of the Moon for centuries and it will be hard to tell we've even been there. The same is true of atomic power. We could wage unlimited

nuclear warfare on the surface of the Moon, and be hard pressed after the dust had settled to tell anything had happened."

But he's wrong: we can mess up the Moon. Its 'surface boundary exosphere' – now recognised as a very fragile, thin atmosphere – is vulnerable to being altered. NASA has acknowledged that "irreversible pollution of the lunar atmosphere is a real possibility". Philip Metzger, an American planetary scientist, says that with "many, many landings on the Moon, eventually you'll put so much [exhaust] gas into that environment that the atmosphere is no longer a collision-less atmosphere", in which the constituent gas molecules never collide with one another. "Then it becomes a layered atmosphere. Once that happens, suddenly it takes a very long time for all that gas to escape back to space, hundreds of years."

One environmental risk all stakeholders agree on is that posed by space debris. There's already about 5000 satellites in orbit around Earth, of which roughly 2000 are operational, plus hundreds of millions of tiny pieces of debris. Ninety-five per cent of the stuff in low-Earth orbit is classified as 'space junk'. More space debris makes accessing space costlier in terms of loss of equipment (and possibly of human life). There's also the risk of the Kessler effect: a cascade of collisions,

Companies plan to launch large numbers of satellites into very low orbits, which are the most valuable slots

to the point where the most useful orbital slots become permanently clogged.

“We are in the process of messing up space, and most people don’t realise it because we can’t see it the way we can see fish kills, algal blooms or acid rain,” Michael Krepon, an expert on nuclear and space issues, said in 2015. Maybe we’ll understand only when it’s too late, “when we can’t get our satellite television and our telecommunications ... when we get knocked back to the 1950s”.

The current clashes over space are rooted in the nitty-gritty of international space law. There are five multilateral UN treaties governing space, most importantly the 1967 Outer Space Treaty (OST), which has been ratified by 109 states, including all

major spacefaring nations. It defines outer space as a global commons, the province of all humanity, free to be used and explored “for the benefit and in the interests of all countries”, “on a basis of equality” and only for “peaceful purposes”.

Article II of the OST has become the major sticking point in the new space race. It forbids “national appropriation by claim of sovereignty, by means of use or occupation, or by any other means”. No nation can make a territorial claim on the Moon or on any other celestial bodies, such as asteroids.

While the OST contains no explicit ban of appropriation by private enterprise, Steven Freeland, a professor specialising in space law at Western Sydney University and Australia’s representative to the UN Committee

on the Peaceful Uses of Outer Space (COPUOS), says discussions at the time of the OST negotiations clearly show the states parties, including the US, were “of the opinion that Article II prohibited both public and private appropriation”.

Yet this perceived legal uncertainty is the loophole that commercial companies are now exploiting. They’ve actively lobbied for an interpretation of OST Article II in the domestic space law of certain countries, to allow for private ownership of resources extracted from the Moon or other celestial bodies. They argue that, because the OST declares all humans are free to “use” space, companies can exercise this right by mining anywhere they like. They won’t claim ownership of the land itself, but will claim ownership of the resources they mine there.

They’ve already had a major win in this regard. The space industry lobby in the US put pressure on members of Congress to reinterpret the US’s obligations under international space law, to become more ‘business friendly’. The outcome was the *2015 Commercial Space Launch Competitiveness Act*, signed into law by President Obama. Since then, companies owned by US citizens have been given the right to claim ownership of – and sell – any resources they mine off-Earth.

Further emboldened by the Trump administration, the “commercial [space] industry is becoming far more aggressive in how it lobbies for its own

interests” in the US, Freeland says. There have been Acts proposed in recent years to enable a corporate space culture of “permissionless innovation”, with little regulatory oversight. In a 2017 speech, President Trump’s space law adviser Scott Pace said, “It bears repeating: outer space is not a ‘global commons’, not the ‘common heritage of mankind’, not ‘*res communis*’ [area of territory that is not subject to legal title of any state], nor is it a public good.”

Even if you accept the US government’s interpretation of Article II – that space resources, but not the territory on which they’re located, can be owned – what happens if someone mines an asteroid out of existence, which is an act of outright appropriation?

Should the public trust that companies mining in space will do the right thing? We’re still uncovering the full extent of terrestrial mining companies’ cover-ups. For instance, in-house scientists at Exxon – now Exxon-Mobil, one of the biggest oil and gas companies in the world – knew long ago that burning fossil fuels was responsible for global warming, but they actively buried those findings and discredited climate change science for decades.

We live in a world where ‘meta-national’ companies can accrue and exercise more wealth and power than

traditional nation-states. Silicon Valley is believed to be becoming more powerful than not only Wall Street but also the US government. Branson and other space billionaires like to reassure the masses they're "democratising" space: just as plane travel started out for the wealthy and gradually became cheaper, so too will space travel. Yet this conveniently overlooks the fact that railroads, airlines and now space industries have all been heavily subsidised by taxpay- ers. "When we take a step back and notice that private corporations are often even less accountable than governments, then it seems mistaken to say these decisions have been democratised," Ryan Jenkins, an emerging sciences ethicist at California Polytechnic State University, says. "They've merely been privatised."

Lenient supervision

In 2017, Luxembourg – already a corporate tax haven, complicit in international investor tax avoidance and evasion – followed the US's lead and passed a space-resources law that allows companies to claim resources they extract from space as private property. *Guardian* journalist Atossa

Araxia Abrahamian recounted a chilling comment from an American space executive: "We just want to work with a government who won't get in the way." Companies anywhere in the world can stake resource claims in space under this new law; their only requirement is an office in Luxembourg.

This sets a murky precedent of 'regulatory forum-shopping', where companies choose to incorporate in states where they'll be most leniently supervised. In 2018, a Silicon Valley start-up called Swarm Technologies illegally launched four miniature satellites known as CubeSats into space from India. They'd been refused launch permission in the US due to safety concerns over whether the satellites could be tracked once in orbit. Fined US\$900,000

by the US Federal Communications Commission, the company was subsequently given permission to start communicating with its satellites, and launched more CubeSats as part of a payload on a SpaceX rocket that November. In January 2019, the company raised \$25 million in venture capital.

Space start-ups that are prepared – unlike Swarm Technologies – to play





An artist's impression of what asteroid mining might (possibly) look like

by the rules are nonetheless still proposing to launch their own swarms of hundreds or thousands of satellites into very low orbits around Earth. SpaceX has already launched over 1000 internet-beaming Starlink satellites, aiming to have a constellation of at least 30,000 in orbit eventually. The UK's Royal Astronomical Society said these satellites will "compromise astronomical research" due to light pollution, and questioned why there'd been no proper consultation with the scientific community before launch.

What protections exist for the Moon? After the Moon landing in 1969, there was a growing sense in the international community

that the Outer Space Treaty did not go far enough towards establishing rules of lunar engagement.

A new treaty was proposed, which came to be called the Moon Agreement. This received unanimous approval from the UN General Assembly, and opened for signature in 1979. In stark contrast to the 1967 OST, however, the Moon Agreement has only 18 states parties to the treaty, of which one is Australia (India and France have signed but not ratified the treaty). None of the spacefaring nations with a crewed space programme would sign it.

The Moon Agreement reaffirms many of the same general principles as the OST: that the Moon is the "province of all mankind", to be used and explored only for peaceful purposes.

But in Article 11, the Moon Agreement states the Moon and its natural resources are the “common heritage of mankind”, which means something quite different to “province of mankind”, explains Joanne Gabrynowicz, editor-in-chief emerita of the *Journal of Space Law*. The term *province of mankind* affirms that space is for the use and exploration of all humans (gender-biased language notwithstanding). *Common heritage of mankind* is a term yet to be clearly defined, but suggests the Moon is the repository of many varied forms of human heritage, not just economic but also historical, religious, cosmological, cultural and scientific – all of which must be taken into account when deciding what can be done there. “This was the first source of controversy in the Moon Agreement,” says Gabrynowicz.

The next controversy was that, while in theory the Moon Agreement allows for the use and exploration of the Moon, the conditions on this use (and any proposed mineral extraction) are stringent.

The Moon Agreement calls for the states parties to establish a more detailed international governance regime once the exploitation of the natural resources of the moon is “about to become feasible”. Consideration must be given to environmental risks. Most significantly, there must be mandatory and “equitable sharing ... in the benefits derived from those resources, whereby the interests and

needs of the developing countries ... shall be given special consideration”.

In spite of the rhetoric of all humans being comrades on Spaceship Earth, when it came down to it, the wealthy, spacefaring nations were not prepared to contemplate the possibility of sharing the financial or other benefits of space-resource prospecting with poorer nations.

Treaties

Australia’s ratifying of the Moon Agreement wasn’t so much to do with divvying up space resources, but to support the principles of non-nuclear proliferation. The Moon Agreement put in place stronger prohibitions against nuclear weapons in space and on the Moon than the OST, and Australia’s representatives to the UN understood these were security and arms control treaties more than space treaties.

Kerrie Dougherty, former curator of space history at Sydney’s Powerhouse Museum, says it’s often forgotten that Australia held the chair of the UN Committee on the Peaceful Uses of Outer Space’s Scientific and Technical Subcommittee for more than 30 years, and was “therefore influential in the development of many aspects of the space regime that is governed by the various UN treaties”. Now that the Australian Space Agency has been established, she believes the country is in a strong position to play mediator once again.

Since the establishment of the Australian Space Agency in 2018, those who strongly support the growth of local space commerce have been hinting – rather loudly – that Australia should consider withdrawing from the Moon Agreement.

"The train is moving very quickly for the space industry here, and we're concerned that developing a regime through the UN is not going to be a fast process," William Barrett, of the Space Industry Association of Australia, said at a discussion of the Moon Agreement hosted by his association. "People in industry want to know: can I protect my assets? And I'm not sure how long they're prepared to wait for an answer on that."

However, when Alexandra Seneta, the Australian Space Agency's executive director of regulation and international obligations, was asked at the same event if Australia might consider withdrawing from the Moon Agreement, she responded emphatically. "No. These treaties are black-letter international law. We are committed to multilateralism, not unilateralism, when it comes to space." Along with Steven Freeland, Seneta represents Australia at meetings of UN COPUOS. The Moon Agreement, in her view,

"expresses the desire to prevent the Moon from becoming an area of international conflict".

Many of the most passionate advocates for privatising space believe it will transform what has been mostly a military domain, governed by secrecy, into a place of free trade.

Others believe, just as passionately, that allowing commercial operators to undermine the principles of non-appropriation encoded within international space law is a sure-fire way to hasten global conflict in space. Nikki Coleman, an Australian space and military ethicist, returned from the UN Institute for Disarmament Research's Space Security Conference in Geneva in 2019 feeling concerned at "the glacial

pace at which we make and change laws regarding space" compared with the "breakneck pace at which commercial groups are now entering space".

In 1997, the US Space Command (disbanded in 2002 but re-established in 2019 under President Trump, with responsibilities for space-warfighting) laid out their future for space in their 'Vision for 2020': "Historically,



military forces have evolved to protect national interests and investment – both military and economic ...

“Likewise, space forces will emerge to protect military and commercial national interests and investment in the space medium.”

There is no separating “the militarisation, weaponisation and privatisation of space,” says Bruce Gagnon, an American activist who has rallied for social justice and peace in space for almost 30 years, and in 1992 founded the Global Network Against Weapons and Nuclear Power in Space. “It’s a seamless web.”

Many people within the wider Australian space community believe, like Dougherty, that Australia should use its position as a party to the Moon Agreement to play a leadership role in restarting a crucially important

global conversation about space governance and security.

Annie Handmer, a scholar of the history and philosophy of science at the University of Sydney, has studied both the Antarctic Treaty System and the outer space treaties. She believes Australia's track record using science diplomacy in Antarctica is something it should draw from as a global leader in space diplomacy.

In centuries past, the Moon was thought to be two-faced, to have a dual personality. It could be welcoming and serene, or the harbinger of lunacy and mayhem. The Earth has two faces to show to the Moon, too. Which one will we choose when the time comes? R

THIS IS AN ABRIDGED VERSION OF AN ESSAY
ORIGINALY PUBLISHED IN *THE MONTHLY MAGAZINE*'S
JULY 2019 ISSUE AS 'MINING THE MOON'.

Puzzle Answers

From pages
150–153

SUDOKU

4	9	6	5	2	1	3	7	8
1	5	3	8	7	9	4	2	6
2	8	7	6	3	4	5	1	9
9	2	5	1	8	7	6	4	3
7	3	1	4	5	6	9	8	2
6	4	8	2	9	3	7	5	1
5	1	4	9	6	8	2	3	7
3	6	2	7	1	5	8	9	4
8	7	9	3	4	2	1	6	5

NO MORE SCISSORS

Earth does. To be balanced, each element must win against two other elements and lose against two. We already know that metal is defeated by fire and water, and it can't win against itself, so it must beat earth and air. Now earth has lost to air and metal, so it must beat water and fire.

BREAKFAST PLATES 15.

The diagram shows a Go board with black stones and arrows indicating moves. The board has a grid of 19x19 lines. The stones are black circles. Arrows point from some stones to others, indicating capture or influence. The top row has labels: 2 1 2 1 1 2 2 1. The left column has labels: 2 3 2 2 2 0 0 2 0 1. The board shows a complex pattern of live and dead stones.

PIC-A-PIX: PENNY

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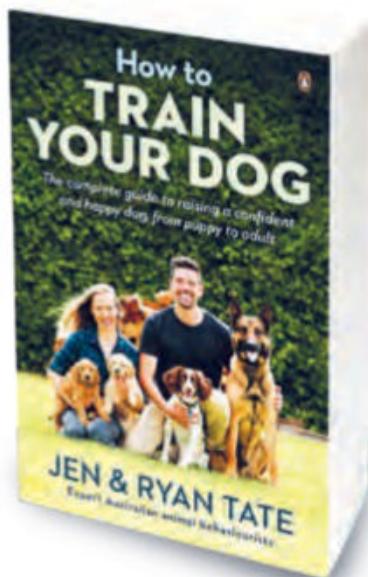
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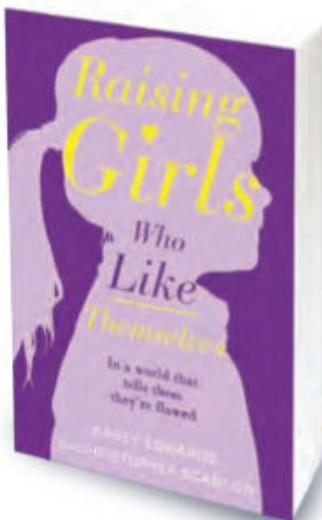
How to Train Your Dog

Jen & Ryan Tate PENGUIN RANDOM HOUSE

Whether you're thinking of getting a pet pooch or you acquired one during the pandemic, this comprehensive guide to raising and training dogs of any age is an indispensable resource. Ryan and Jen Tate are respected dog and animal behaviourists with 30 years' experience between them. In this book they offer practical advice so you can stay in control and enjoy your dog. Topics include resolving common behavioural issues such as barking, digging and chewing, misconceptions about socialisation, and ongoing learning for adult dogs.



COMPILED BY DIANE GODLEY



Raising Girls Who Like Themselves

Kasey Edwards
& Dr Christopher
Scanlon

PENGUIN RANDOMHOUSE

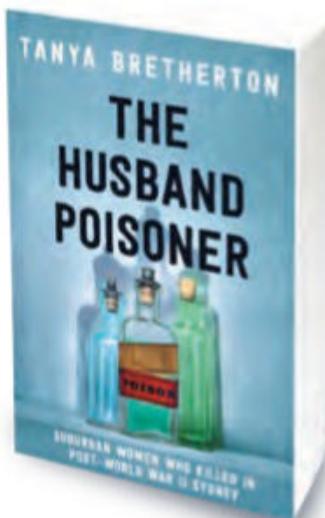
According to the authors, when you raise a girl who likes herself, she will strive for excellence, nurture her physical and mental health, insist on healthy relationships, and be joyful and secure – everything you want for your daughter. Based on a decade of research and their own experiences, this book details the qualities that enable girls to thrive. Packed with evidence-based advice, it is an essential guide to raising your daughters to be happy and confident.

The Husband Poisoner

Tanya Bretherton

HACHETTE

After WWII, women who had gone out to work and contributed to the war effort suddenly found themselves disenfranchised – freedoms lost and troublesome husbands regained. When some of these women headed back into the kitchen, they did so with sinister intent. In her fourth non-fiction title, sociologist and critically acclaimed author Tanya Bretherton investigates women in post-war Sydney who looked for deadly solutions to what they saw as impossible situations. A fascinating read.



The 16:8 Intermittent Fasting

Jaime Rose
Chambers

PAN MACMILLAN

Unlike most diets, the focus on intermittent fasting (IF) is on *when* to eat, not so much on *what* you eat. According to Chambers, an accredited dietitian, it really is as simple as fasting for a period of the day (mostly overnight) and eating within a certain window. Providing expert advice, recipe inspiration and meal plans – removing the daily dilemma of what to eat and when – Chambers' quest is to help people turn IF into a long-term lifestyle.

The Cat with Three Passports

CJ Fentiman

SILVER VINE PRESS

Fentiman's heart-warming memoir portrays how a Japanese cat taught her about an old culture and new beginnings. Struggling to fit in, she unexpectedly receives a job offer she can't refuse as well as a homeless kitten. The silver tabby grounds her in Japan, which in turn helps open her heart and mind to reconnect with her estranged family and experience the unexpected, like the naked men's festival, forest bathing, the temples of Takayama and Cat Island.

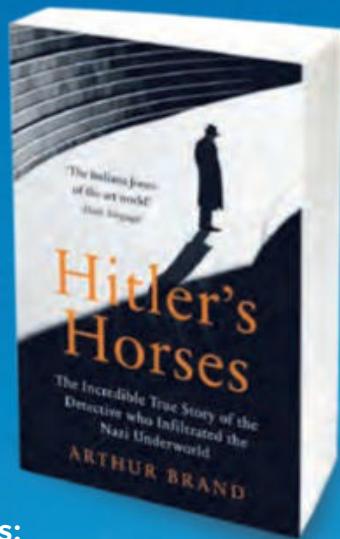


Hitler's Horses

Arthur Brand

PENGUIN RANDOM HOUSE

Author Arthur Brand is an art detective who recovers lost treasures. *Hitler's Horses* is the true story of how Brand went undercover to investigate one of World War II's unexplained mysteries: the disappearance of the three-metre-high *Striding Horses* – Hitler's favourite statues that stood sentinel outside his window in the Reich Chancellery in Berlin. During his investigations, Brand discovers a terrifying world where neo-Nazis and former KGB agents work in collaboration to sell Nazi art and forgeries worth millions of dollars.



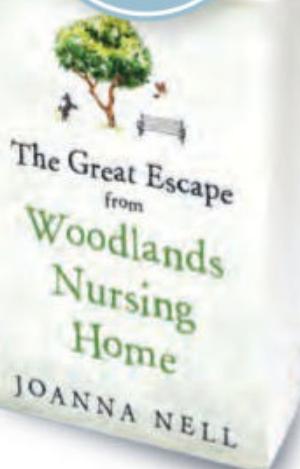
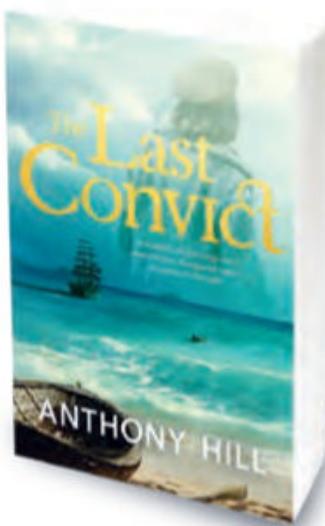


Fiction

The Last Convict Anthony Hill

PENGUIN

Meticulously researched over 16 years, award-winning author and historian Anthony Hill has recreated the life of Samuel Speed, the last convict to be transported to Australia and survive. A few months before his death in 1938, Speed shared his story with a journalist, which formed the foundations of *The Last Convict*. Homeless and starving, Speed burns a stack of barley in order to be locked up for the night and given food and shelter, but finds himself sentenced to seven years in the colonies.



The Great Escape from Woodlands Nursing Home

Joanna Nell

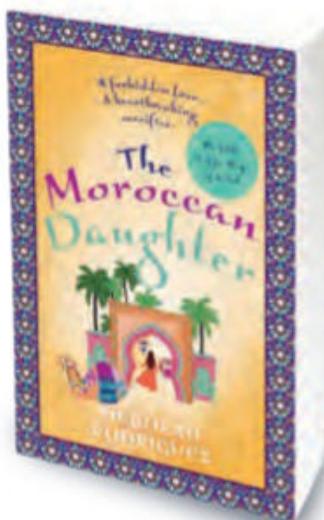
HACHETTE

Best-selling author Joanne Nell is also a general practitioner with a passion for women's health and elderly care. So, it's not surprising that her character-driven novels centre around these subjects. Creating young-at-heart characters, Nell's third novel is set in a nursing home where newly arrived 'inmates' Hattie and Walter plan to return home ASAP. A charming yet poignant tale that shows it's never too late to laugh and form new friendships.

The Moroccan Daughter Deborah Rodriguez

PENGUIN

You may know hairdresser turned author Deborah Rodriguez from her previous novels, such as *The Little Coffee Shop of Kabul*. In her latest novel, Rodriguez regales us with a modern-day story of forbidden love set in North Africa. When Amina goes back home to Morocco to attend her sister's wedding, she realises it is time to confront her father with her secret, her American husband. But behind the ancient walls, she is caught in a web of lies and clandestine deals.





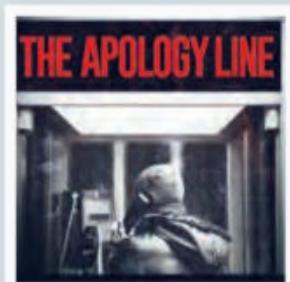
Podcasts

**Short & Curly**

Aimed at primary school children and their parents, this fun-filled ethics podcast discusses hard-to-answer questions such as: Is it fair to punish the whole class? Is it ever OK to fight back against a bully? From banning lollies to colonising other planets, this podcast helps kids find their way around tricky topics.

**My Parachute Won't Open!**

Skydiving has associated risks, such as one in 1000 parachute openings not going to plan. When Timothy Verissimo looked up, he expected to see a comforting canopy above him. Instead the New Zealand high school student saw a mass of twisted cords. His story will send chills down your spine.

**The Apology Line**

If you could call a phone number and say you're sorry anonymously ... what would you apologise for? For 15 years, thousands of callers flooded the line, confessing to everything from shoplifting to infidelity, drug dealing to murder. Then the man at the other end of the line decided to stop listening passively.

**LibriVox**

This month we highlight the most prominent site for free audio book downloads, <http://www.librivox.org>, which provides open access to over 15,000 books. The texts are all in the public domain and include classics such as *Treasure Island* and *Frankenstein*.



Audio Book

HOW TO GET PODCASTS **To listen on the web:** In a search engine, look up 'The Apology Line', for example, and click on the play button. **To download:** Download an app such as Podcatchers or iTunes on your device and simply search by title.

TO LISTEN TO RD TALKS GO TO

www.readersdigest.com.au/podcasts and click on the play button.

THE GENIUS SECTION

*Sharpen Your
Mind*



The Art of the **'GOOD'** **MELTDOWN**

*Not all emotional eruptions
are bad. Here's how to lose
it the right way*

BY Elizabeth Bernstein

FROM THE WALL STREET JOURNAL

reston Woodruff held it together for months during the pandemic – working in his garden and workshop, sharing meals with his daughter, and walking in the forest behind his home. Then a sneeze sent him over the edge.

Woodruff was sleeping soundly when he woke to an uncomfortable feeling in his nose. He reached for the box of tissues on his nightstand. He tried and tried to dig one out. The entire wad remained tightly wound.

So Woodruff grabbed the box, crushed it in his hands, and flung it at the far wall of his bedroom. Alone in the dark, he slammed his head back on the pillow and swore.

"I momentarily lost it," says Woodruff, a retired philosophy professor.

Welcome to the meltdown. Have you had one lately?

It's what happens after you've held it together through a pandemic and a quarantine, working from home and homeschooling – on top of the dishes and the laundry and your regular familial responsibilities. Then, when something seemingly small happens, suddenly you're alone in your car screaming or sobbing to your dog about, well, everything.

People lost control of their emotions before this past year, of course. But we've been doing it a whole lot more because of our sustained levels of stress, anger and fear. It's no wonder our fuses have been short.

Think you've never had a meltdown? Think again. Although we typically expect meltdowns to look like the adult version of a toddler's tantrum – wailing, whining, whimpering – psychologists say they can manifest in different ways: crying, rage, silence or an emotional shutdown. "Often, people don't identify with the word meltdown because of the stigma of having a mental health crisis," says Amanda Luterman, a psychotherapist. "They will just say they are having a really horrible day."

What most meltdowns have in common is a loss of emotional control – often manifested physically – and a sense of helplessness. They occur when we no longer have the emotional resources to deal with our stress. And they're typically triggered by something small and unanticipated – a stubbed toe, a spill on our shirt, or (for me recently) a broken backspace key on the laptop.

Yet meltdowns have an upside. They allow us to release tension, and once we do that, we can think more clearly because we're no longer spending all our energy trying to hold it together. "A meltdown is the body's natural mechanism to let go, to cleanse itself of painful emotions," says psychologist Tal Ben-Shahar. "It lets us reset."

Not all meltdowns are created equal. Bad ones happen often and

can hurt people around us or leave us feeling worse. Good ones are rare, ideally take place when we're alone, and leave us feeling better than we did before.

To have a productive meltdown, experts say we should accept that it's happening (or about to). We need to identify what will make us feel better – and explain this to others. We should be careful to manage the negative effects and explore the meaning afterwards.

Woodruff, of the tissue tantrum, has minor meltdowns several times a week these days and makes a point of taking his

frustration out on inanimate objects – throwing a piece of wood across his workshop or slamming silverware into the dishwasher. But Woodruff makes sure to keep his outbursts brief. "It's wasted energy and wasted time to focus too long on the hostility of the moment," he says. "I let it out, and then I have an immediate feeling of relief."

Mike Veny was walking to his vehicle one afternoon when he received an e-mail from a colleague stating that some information he needed for a project wasn't available. He began stomping down the street, ranting about a growing list of complaints: a colleague who annoyed him, the state of the country, whether people

THEY CAN MANIFEST IN CRYING, RAGE, SILENCE OR AN EMOTIONAL SHUTDOWN

were looking at him funny, how his dad hadn't called him all week.

"It spiralled faster and faster until things felt 10,000 times worse than they really were," says Veny, who owns a company that provides mental-wellness and diversity training for corporations.

Luckily, Veny has a plan for dealing with meltdowns. He sat in his vehicle for 20 minutes and thought about the answers to three questions: "What do I feel?" (Anger, but also sadness at losing work and fear of whether he would get the coronavirus by going to the gym.) "Where do I feel it?" (In his

chest and stomach.) "What do I need now?" (Time to feel his emotions rather than suppress them.)

Next, he went to the gym and worked out. When he got home, he did yoga, which he says helps him let go of his emotions.

In bed that night, Veny realised he had a smile on his face. "I felt free of whatever it was that had been cooking up inside me," he says. "I felt like I was in control again, like I had taken my power back." R

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TIPS ON HOW TO HAVE AN EFFECTIVE MELTDOWN

ACCEPT IT Don't judge yourself. A meltdown lets you release tension and frees up energy that was spent suppressing emotions.

KNOW WHAT YOU NEED Some people prefer to be left alone. Others want a hug or a pep talk. Be clear with your loved ones about your needs.

MODEL A GOOD

MELTDOWN No kicking the dog, punching the wall, or full-blown meltdowns in front of children – it can frighten them. But showing

others, especially kids, that you can express painful emotions in a way that doesn't negatively affect others can be an important lesson.

"Having an occasional meltdown and recovering from it helps people see that we can be OK through these expressions," says Carrie Krawiec, a marriage and family therapist.

TRY AN 'ALTERNATE

REBELLION' When we lose control, we often want to rebel: quit our job or tell off our father-

in-law. Instead, plan a healthy rebellion that satisfies the need to assert control in your life, says psychologist Jenny Taitz. For example, turn off your phone, then go do something you enjoy yourself, explore the meaning of your meltdown, and move on. Get some exercise or try steady breathing. Reflect on what happened. Apologise if you've upset others – and forgive yourself. Having a meltdown makes you human.

ONLINE

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HOME

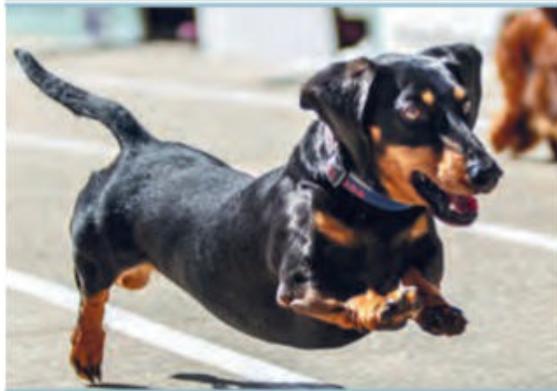
Things electricians wish you knew

Never attempt to DIY repair a power problem in your home. Experts explain why.

CULTURE + LIFESTYLE

Successful people do these 8 things each weekend

Subtle secrets to restorative and productive weekends.



PETS

25 FUN FACTS ABOUT DOGS

From top to tail, understand our furry friends better with these amazing facts.

PHOTOS: GETTY IMAGES

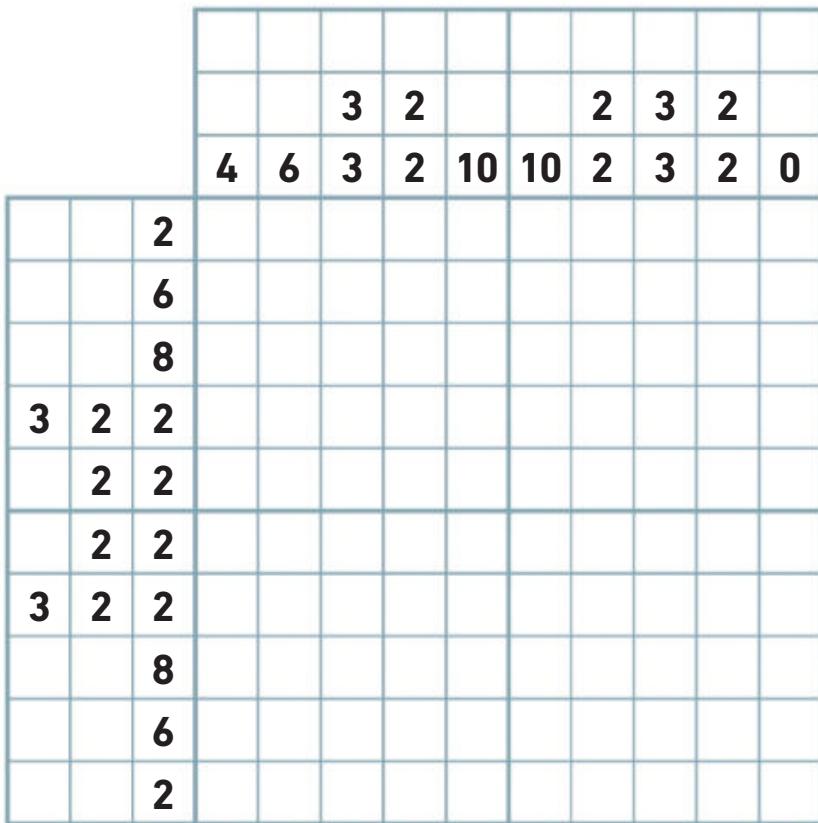


ReadersDigestAustralia

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MORE HOT OFFERS, TOP STORIES AND PRIZES!

PUZZLES

Challenge yourself by solving these puzzles and mind stretchers, then check your answers on page 139



Pic-a-Pix: Penny **Moderately Difficult**

Reveal a hidden picture by shading in groups of horizontally or vertically adjacent cells. The numbers represent how many cells are in each of the corresponding row or column's groups. (For example, a '3' next to a row represents three horizontally adjacent shaded cells in that row.) There must be at least one empty cell between each group. The numbers read in the same horizontal or vertical order as the groups they represent. There's only one possible picture; can you shade it in?

9	5		7	8				
		9						
8	7	6		5	1			
			7			3		
3					8			
6		2						
1	4		8	2	3			
		7						
8	7		2		6			

Sudoku To Solve This Puzzle

Put a number from 1 to 9 in each empty square so that: every horizontal row and vertical column contains all nine numbers (1-9) without repeating any of them; each of the outlined 3 x 3 boxes has all nine numbers, none repeated.



No More Scissors Moderately Difficult

Simone decides to create a variant of the game rock, paper, scissors. It will feature five elements. So far, she has decided that:

- Water puts out fire
- Fire melts metal
- Water rusts metal
- Air blows away earth

Simone will ensure that the new game is balanced, meaning that each element wins against as many other elements as it loses to. Under this system, between earth and fire, who wins?

BRAIN POWER
brought to you by



"Write, Erase, Rewrite"

**Breakfast Plates Difficult**

A cafe offers three options for breakfast:

- **bacon and eggs**
- **pancakes**
- **sausage and hash browns**

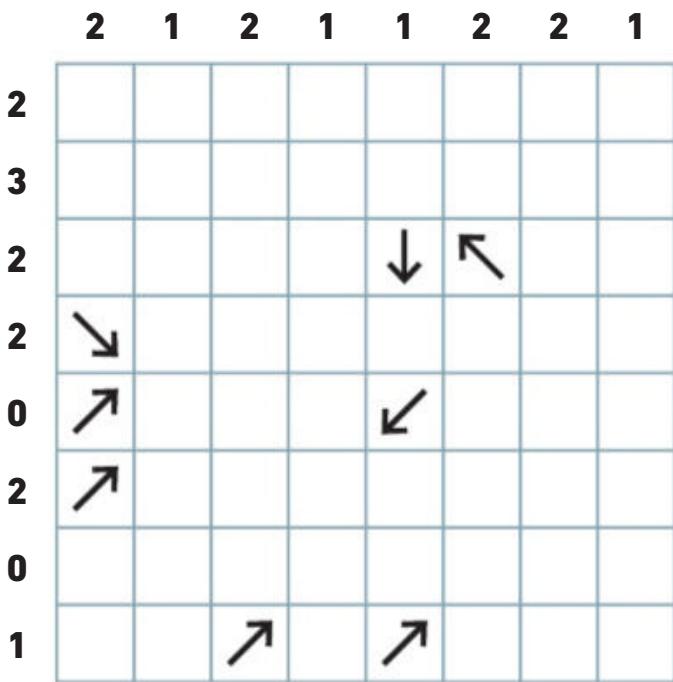
If four students come in, the waiter could get any of 81 different orders, since each person could ask for any one of the three things, and $3^4 = 81$.

Unlike the waiter, the cook doesn't need to know which customer gets what: he only needs to know how many of each breakfast plate to make (for example, three plates of bacon and eggs and one plate of pancakes). Considering this, and assuming that each student asks for only one breakfast plate, how many different possible orders are there that the cook could receive?

Treasures Easy

Can you locate 12 hidden treasures in the empty cells of this grid? The numbers outside indicate how many treasures are in each row or column. Each arrow points directly towards one or more of the treasures and does not share a cell with one.

An arrow may be immediately next to a treasure it points to, or it may be further away. Not every treasure will necessarily have an arrow pointing to it.





WHAT'S NEW IN RD TALKS

*Join over 100,000 readers who enjoy listening to our podcasts.
Each story guaranteed to thrill, engage and inspire.*

READ BY Zoë Meunier



THE HAND ON THE MIRROR

A widow finds mysterious evidence of her late husband's efforts to reach her from the other side.



DIAMONDS ARE FOR SHARING

Imagine if we shared what we desired? What a group of women learnt from one spectacular necklace.



MY THANK YOU YEAR

How writing 365 notes of appreciation to friends, family and acquaintances reconnected me to what's important in my life.



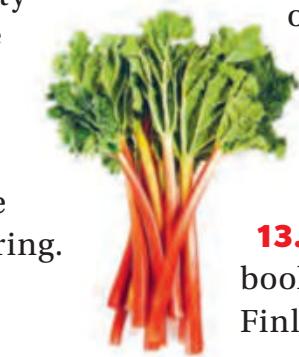
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TRIVIA

Test Your General Knowledge

1. Which common cloud type most resembles a fluffy white cotton ball? **1 point**
2. In what year was the Association of Southeast Asian Nations (ASEAN) established? a) 1948.
b) 1967. c) 1977? **1 point**
3. The leopard seal is an apex predator on which continent? **1 point**
4. What was the first human-made object to orbit the Earth? **2 points**
5. Singapore is one of only three surviving independent city-states in the world. Name one of the other two. **1 point**
6. Compared to other seasons, heart attacks are more common during spring. True or false? **1 point**
7. In Western art, what is a *memento mori*? **2 points**
8. In which country were robotic wolves with flashing red eyes



15. Rhubarb's stems are delicious and nutritious, but which part of this plant is toxic for humans? 1 point

and bared teeth recently deployed to scare off bears? **1 point**

9. What Spanish building did Frank Gehry design using software first made for the aerospace industry? **3 points**

10. There is growing evidence from geologists that New Zealand is part of a 93% entirely submerged mass of continental crust known as what? **1 point**

11. Which form of arthritis most commonly affects the large joint of the big toe? **1 point**

12. Which one of these technologies is the newest: the compass, irrigation or gunpowder? **1 point**

13. What beloved children's book characters were created by Finland's Tove Jansson? **2 points**

14. Which Australian band had worldwide hits with 'Never Tear Us Apart' and 'Need You Tonight'? **1 point**

16-20 Gold medal 11-15 Silver medal 6-10 Bronze medal 0-5 Wooden spoon

ANSWERS: 1. Cumulus. 2. 1967. 3. Antarctica. 4. The Soviet satellite Sputnik 1. 5. Monaco and the Vatican City. 6. False: they're more common during winter and summer. 7. A symbol or artwork intended to remind the viewer of their mortality. 8. Japan. 9. The Guggenheim Museum Bilbao. 10. Zealandia also known as Te Riu-a-Maui or Tasmania. 11. Gout. 12. The compass, which dates back to the 11th century. 13. The Moomins, a family of round, white trolls. 14. INXS. 15. The leaves.

WORD POWER

Order in the Court!

All rise! This month, we're taking you to court. The law has a language all of its own and your score is contingent on your knowledge of legal lingo. After you've made your case, turn to the next page for the verdict

BY Sarah Chassé

1. *acquit* – A: appear in court twice.
B: declare not guilty of a crime.
C: pay a fine.

2. *defendant* – A: a person who does without a lawyer. B: a person who is held in contempt. C: a person who is charged with a criminal offence.

3. *exculpate* – A: banish from a country. B: settle quickly.
C: clear of blame.

4. *affidavit* – A: written declaration.
B: first offence. C: star witness.

5. *perjury* – A: failing to appear.
B: lying under oath.
C: skipping jury duty.

6. *sequester* – A: cross-examine.
B: approach the bench. C: isolate.

7. *remand* – A: return to custody.
B: pay a small fine.
C: overrule an objection.

8. *docket* – A: witness stand.
B: list of court cases.
C: ceremonial gavel.

9. *appeal* – A: higher court's review.
B: plea deal. C: damages awarded.

10. *deposition* – A: parole hearing.
B: testimony. C: lawyer's brief.

11. *negligent* – A: careless.
B: honorable. C: jailed.

12. *transcript* – A: stenographer.
B: a typed copy of what is said in court. C: judge's collar.

13. *punitive* – A: involving money.
B: related to corruption.
C: related to punishment.

14. *lenient* – A: merciful.
B: biased. C: bankrupt.

15. *presume* – A: return from a recess. B: believe without proof.
C: give evidence.

Answers

1. **acquit** (b) declare not guilty of a crime. The judge directed the jury to acquit Smith of the murder.

2. **defendant** (c) a person who is charged with a criminal offence. Another word for ‘an accused’ is ‘defendant’.

3. **exculpate** (c) clear of blame. I’m not trying to exculpate myself – I admit that I stole a cookie!

4. **affidavit** (a) written declaration. Anthony submitted a sworn affidavit to support his claims that he was out of town.

5. **perjury** (b) lying under oath. “Ladies and gentlemen, this woman has committed perjury – you can’t believe anything she says,” the prosecutor began.

6. **sequester** (c) isolate. Jurors were sequestered for months during the high-profile criminal trial.

7. **remand** (a) return to custody. The defendant has been remanded to prison until her sentencing.

8. **docket** (b) list of court cases. “What’s on the Supreme Court’s docket this morning?” asked the reporter.

9. **appeal** (a) higher court’s review.

After losing the case, the defence team decided not to seek an appeal.

10. **deposition** (b) testimony. In his deposition, Colonel Mustard claimed that Professor Plum committed the murder.

11. **negligent** (a) careless. The negligent driver caused a three-car pile-up on the freeway.

12. **transcript** (b) a typed copy of what is said in court. The judge’s sentencing remarks were recorded in the transcript.

13. **punitive** (c) related to punishment. “Our teachers use positive reinforcement instead of punitive measures,” explained the principal.

14. **lenient** (a) merciful. Colleen hoped the judge would be lenient about her many parking tickets.

15. **presume** (b) believe without proof. In most legal systems, people are presumed innocent until proven guilty.

VOCABULARY RATINGS

5–9: Fair

9–11: Good

12–15: Word Power Wizard



Trusted Brands

2021

Winners

== *Special Supplement* ==

WIN

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THE STRONG LIGHTWEIGHT

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BOSCH



For your chance to win, simply tell us in 25 words or less why you trust Bosch. To enter, visit the giveaway page at www.homeoftrustedbrands.com.au

*Full terms and conditions can be found online. Entries close May 31, 2021.



Who Are the Trusted Brands in Australia?

The winning brands for 2021 have shown Australian consumers the true value of trust

For many, 2021 will be remembered as the year of rebuilding. With the pandemic under control, countless families who had been separated by distance and border closures enjoyed reunions, and businesses began the task of restoring and planning for the future. For businesses that maintained transparency during the pandemic, adjustments were made easier because of their pre-existing

legacy of trust, in some cases built over decades of consistent and reliable performance in the eyes of their valued customers.

There's no denying that the dramatic shift we all experienced to our lifestyles last year could have resulted in consumers also swapping brands. The financial drop in business activity in many sectors across the Australian economy has certainly seen customers think more carefully about how and where they

spend their money. Most notably, consumers have driven a revitalised focus on all things ‘local’; to shop, visit and invest locally, to support those small businesses who employ locals and offer stronger local

experiences. The trust built at the local level is invaluable to small and big business alike. It also results in businesses paying greater attention to social responsibility in the quest to satisfy their customers’ actual daily needs and priorities.

Throughout 2020 and now 2021, the climate of uncertainty meant we had to ‘trust’ the information we were given. At home, we trusted our national and state leaders. As care givers, we trusted our medical professionals, and at work, we trusted our managers. Perhaps more than any other year previously, trust has been the guiding human emotion we’ve all had to rely on to navigate through our day safely.

This year’s winners top 20 list is itself a narrative of what matters to Australians in 2021. Our top three most-trusted brands, Band-Aid, Dettol and Cancer Council Sunscreen, once again cement the theme we have seen in past surveys: we place our trust in those brands that offer protection and comfort. And, with Western Star butter being voted Australia’s fourth most-trusted brand, never underestimate the importance of home bakers needing a consistent flavour to provide comfort to family and friends in a deliciously tasty way!

The results of our 22nd consecutive annual Trust Survey

TOP 20 TRUSTED BRANDS*

1	Band-Aid
2	Dettol
3	Cancer Council Sunscreen
4	Western Star
5	Bridgestone
6	Cadbury
7	Bunnings Warehouse
8	Dyson
9	Panadol
10	Woolworths
11	Royal Flying Doctor Service
12	Selleys
13	Dulux
14	Morning Fresh
15	Glen 20
16	Victa
17	Bosch
18	Twinings
19	Comfort
20	Finish

* Of brands surveyed



reveal that, above all, Australia enjoys a business community grounded on this core human value. Those celebrating being voted a trusted brand now carry a symbol of trust, which for all Australian consumers is reassuring.

How the survey was conducted

The 2021 Trusted Brands survey was independently conducted by leading research company Catalyst Research. It invited a sample of over 3000 Australian adults, from every state and territory, to complete an online questionnaire. Catalyst Research first asked each individual participant to name the brands they trust for each category.

This was an unprompted question to ensure the rating of top brands in each of the 72 categories, as selected by Australians, was without prejudice.

The participants were then asked to rate which was their most trusted brand in each category, and explain why.

In each category, one overall Winner was awarded, along with two Highly Commended brands. These brands scored higher in their respective categories than the other brands polled.

We are confident that the results of the 2021 Reader's Digest Trusted Brands survey provide a truly accurate measurement of Australian consumer sentiment.

2021 Australia's Most

CATEGORY	WINNER
» Australian Iconic Brand	Bunnings Warehouse
» Bank of the Year	Bendigo Bank
» Aged Care & Retirement Villages	Anglicare
» Air Conditioner	Fujitsu
» Air Freshener	Glen 20
» Airlines	Qantas
» Australian Wine Club/Subscription	Cellarmasters
» Barbecues	Weber
» Body Moisturisers	Nivea
» Breakfast Food	Sanitarium Weet-Bix
» Butter	Western Star
» Car Rental	Budget
» Cars	Toyota
» Charity	Royal Flying Doctor Service of Australia
» Cheese	Bega Cheese
» Coffee Machines	Breville
» Confectionery	Cadbury
» Contact Lens Solution	Renu (Bausch & Lomb)
» Cough & Cold Medicine	Vicks
» Cruise Operators	Royal Caribbean
» Dishwashers	Fisher & Paykel
» Dishwashing Liquid	Morning Fresh
» Dishwashing Tablets	Finish
» DIY Power Tools	Bosch

Trusted Brands



HIGHLY COMMENDED

Australian Unity	Uniting Care
Daikin	LG
Air Wick	Ambi Pur
Singapore Airlines	Air New Zealand
Naked Wines	Wine Selectors
Jumbuck	BeefEater
Dove	Vaseline
Uncle Tobys Oats	Kellogg's Cornflakes
Devondale	Mainland
Hertz	Avis
Mazda	BMW
Cancer Council	Guide Dogs
Mainland	Coon
De'Longhi	Sunbeam
Lindt	Darrell Lea
Opti-Free (Alcon)	RevitaLens (Acuvue)
Codral	Betadine
Cunard	P&O Cruises
Bosch	Miele
Palmolive	Earth Choice
Morning Fresh	Fairy
Ryobi	Stihl

2021 Australia's Most

CATEGORY	WINNER
» Electricity Provider	Origin
» Fabric Softener/Conditioner	Comfort
» First Aid	Dettol
» Fridges	Samsung
» Funeral Insurance	Suncorp
» Garden Power Tools (exc. Lawnmowers)	Bosch
» Gardening Products	Yates
» Gas Suppliers	Origin
» Glues & Construction Adhesives	Selleys
» Health Insurance	MediBank
» Hearing Services	Hearing Australia
» Home & Contents Insurance	AAMI
» Honey	Manuka Health
» Household Cleaning Products	Dettol
» Humidifiers & Vaporisers	Dyson
» Incontinence Products	Poise
» Irons	Sunbeam
» Jewellers	Michael Hill
» Kettles & Toasters	Breville
» Laundry Appliances	Bosch
» Laundry Detergents	OMO
» Lawnmowers	Victa
» Life Insurance	AAMI
» Microwaves	Panasonic

Trusted Brands



HIGHLY COMMENDED

AGL	EnergyAustralia
Cuddly	Earth Choice
Band-Aid	Betadine
Fisher & Paykel	Westinghouse
Apia	Australian Seniors
Ryobi	Makita
Seasol	Bunnings
AGL	Kleenheat
Bostik	Tarzan's Grip
Allianz	AAMI
National Hearing Care	Audika
Allianz	Suncorp
Capilano	Beechworth
Pine O Cleen	White King
Vicks	Philips
Depend	Tena
Philips	Kambrook
Pandora	Angus & Coote
Sunbeam	Russell Hobbs
Fisher & Paykel	LG
Cold Power	Dynamo
Honda	Bosch
Suncorp	Allianz
LG	Sharp

2021 Australia's Most

CATEGORY	WINNER
» Milk	Dairy Farmers
» Optometrists	Specsavers
» Ovens	Westinghouse
» Pain Relief	Panadol
» Paint	Dulux
» Pet Care (exc. Food)	Frontline
» Pet Insurance	RSPCA Pet Insurance
» Plasters & Adhesive Bandages	Band-Aid
» Property Developers	AV Jennings
» Real Estate Agencies	Ray White
» Retailers (exc. Supermarkets)	Bunnings Warehouse
» Sealants & Fillers	Selleys
» Skin Care	Nivea
» Solar Panels	LG Solar
» Stain Removers	Vanish NapiSan
» Sugar Substitutes	Equal
» Sunscreen	Cancer Council
» Superannuation	AustralianSuper
» Supermarkets	Woolworths
» Tea	Twinings
» Tyres	Bridgestone
» Vacuum Cleaners	Dyson
» Vegetarian/Vegan Food	Vegie Delights
» Vitamins & Supplements	Blackmores
» Yoghurt	Yoplait

Trusted Brands



HIGHLY COMMENDED

Pauls	Devondale
OPSM	Laubman & Pank
Miele	Smeg
Nurofen	Voltaren
Wattyl	Taubmans
Advantage (Bayer)	Advocate (Bayer)
Coles Pet Insurance	Woolworths Pet Insurance
Elastoplast	Smith & Nephew
Metricon	Stockland
LJ Hooker	Harcourts
JB Hi-Fi	Officeworks
Polyfilla	Bostik
Dove	L'Oreal
SunPower	REC
White King	Sard Wonder
Splenda	Natvia
Nivea	Banana Boat
Rest	HESTA
Coles	ALDI
Lipton	Dilmah
Michelin	Goodyear
Electrolux	LG
Quorn	Beyond Meat
Swiss	Nature's Way
Dairy Farmers	Gippsland

Bunnings Warehouse

WINNER AUSTRALIAN ICONIC BRAND



Iconic Brands in Australian Culture

This year, Bunnings Warehouse has been voted Australia's Most Trusted Iconic Brand by Australians. Since its humble beginnings in 1886, when brothers Arthur and Robert Bunning opened their first hardware store in Perth, the company has transformed into a mega-retailer whose brand name offers just about any home improvement tool and gadget (many of which appear in this year's most trusted winners list).

Homeowners have spent more time at home over the past year than ever before. But millions saw it as a time to launch into that great Australian obsession – DIY. From growing pot plants and greener lawns, to painting exterior walls and revamping bathrooms, during the pandemic months and beyond, a trip to a Bunnings Warehouse became one of the few indulgences we could enjoy. And we did it safely, with Bunnings team members ensuring public health safety precautions were upheld. With

over 300 outlets, and employing tens of thousands of locals, Bunnings is part of Australian culture.

According to Harvard Business School professor Douglas Holt, few brand marketers know how to secure their brand that illusive iconic status. Why? "Because icons are built according to principles entirely different from those of conventional marketing." Iconic brands like Bunnings, as well as Vegemite, the Royal Flying Doctor Service, Weet-Bix, Qantas, Bega, AV Jennings and Victa are Australian icons with deep connections to our culture and lifestyles. They each enjoy culture share, as well as market share, and are tethered by history and symbolism that states what the brand stands for, not just how it performs.

Among the winning trusted brands in 2021, our iconic brands stand out in the market because of their place in Australian history – they are trusted icons as well as a source of national pride.

The Editors

“Thanks for helping make us Australia’s most iconic brand and trusted retailer”



Anglicare Southern Queensland



WINNER AGED CARE & RETIREMENT VILLAGES

“

“Very experienced aged care provider.”

MALE, 70+, NSW

“I heard good opinions from friends whose relatives use Anglicare aged care.”

FEMALE, 60-69, QLD

“They have a good reputation.”

FEMALE, 60-69, QLD

Anglicare
Southern Queensland

THIRD TIME'S A CHARM for Anglicare Southern Queensland, which has once again been named Most Trusted Brand in Aged Care and Retirement Villages.

With over 150 years' experience, Anglicare Southern Queensland is one of the state's most experienced and trusted in-home, retirement and aged care providers and has over 3000 dedicated and experienced staff, supported by more than 600 generous volunteers.

Anglicare Southern Queensland has a proud history of caring and a proven reputation for delivering an exceptional standard of service to senior members of the community and their families. It is focused on recognising each person in its care as an individual, with their own unique story and diverse needs.

Be it in the cities, regional areas, on the coast, or cattle stations, Anglicare Southern Queensland is by the side of Queenslanders who want to remain in their own homes as they age. It offers a range of services designed to help older Queenslanders live independently, including nursing, meal preparation, home maintenance and modifications, and social support.

Where extra help and community is required, Anglicare Southern Queensland has eight thriving aged care homes and four vibrant retirement villages located in Brisbane, Gold Coast, Toowoomba, Hervey Bay and Bundaberg.

- Visit www.anglicaresq.org.au



Australia's most trusted aged care.



Right here in *Queensland*.

Anglicare
Southern Queensland

150
YEARS

Fujitsu General

WINNER AIR CONDITIONER



“

I've had a Fujitsu reverse cycle air conditioner for over five years and it's still going strong and working properly.”

FEMALE, 40-49, TAS

“I have used this brand and it's always reliable and affordable.”

FEMALE, 60-69, VIC

“Great working condition and long lasting.”

FEMALE, 18-29, NSW

FUJITSU

AUSTRALIA'S FAVOURITE AIR®

CONTINUALLY STRIVING TO BE AN EMPLOYER OF CHOICE, Fujitsu General encourages staff to act positively, show respect, aim for excellence, put safety first, value teamwork and take ownership. Therefore, it's hardly surprising that customers have chosen Fujitsu General as their most trusted air conditioner brand for the fourth consecutive year. Demonstrating its commitment to smart home technology, Fujitsu General is making life easier for both new and existing customers with its suite of wi-fi control options. Fujitsu General **anywAiR®** technology includes an infrared wi-fi device that is compatible with a range of air conditioning units up to ten years old*, as well as a ducted controller for ducted systems.

Investing in the local community is also important to the team. To date Fujitsu General has donated in excess of \$9 million to Sporting Chance Cancer Foundation, with sales of its AC units helping fund research and care for families of children undergoing cancer treatment.

- Visit www.fujitsugeneral.com.au



*For compatibility, visit www.myanywair.com

Trust an Award Winning Brand

4 Years Running



Thank you Australia for making Fujitsu your most trusted air conditioning brand.

Fujitsu General has an air conditioning solution to suit most homes and budgets.

For a single room solution and with a suite of state of the art technologies like built-in human sensor control, inverter technology, economy mode and timers, the Fujitsu General Lifestyle range of wall mounted split systems can be an efficient and effective way to keep you comfortable all year round.

A Fujitsu General ducted air conditioning system provides a whole home comfort solution. Using a single system that is concealed in the ceiling, it's a quiet, easy to operate, and energy efficient solution to heat or cool multiple rooms or the entire home using optional zone control.

Fujitsu General believes in quality and reliability, with a five-year parts and labour warranty included across the domestic range.

**For year round comfort, just get a Fujitsu.
It's Australia's Favourite Air®.**

Visit fujitsugeneral.com.au for more details.

FUJITSU

AUSTRALIA'S FAVOURITE AIR®



Wine Selectors

HIGHLY COMMENDED AUSTRALIAN WINE
SUBSCRIPTION

“

**Great
Australian
wine.”**

MALE, 30-39, QLD

FAMILY OWNED AND OPERATED, this Australian wine business is one of the country's only retailers to exclusively sell Australian wine. Wine Selectors works closely with over 500 wineries to source the best Australian wines direct from their cellar doors, many of which can't be found anywhere else.

“When I started Wine Selectors more than 45 years ago, it was always my mission to support the Australian Wine industry,” says Greg Walls, CEO and founder of Wine Selectors. You'll find today the company remains committed to this very mission.

At the heart of Wine Selectors is its expert Tasting Panel. Made up of industry legends, wine-show judges, winemakers and wine educators, they draw on an impressive combined 250 years of experience.

A subscription to Wine Selectors is designed to immerse wine lovers into a world where wine is thought of as more of a lifestyle than a drink – and broaden their knowledge and enjoyment of wine.

More than 200,000 Australians trust Wine Selectors to uncover the most exciting wines from the most interesting wineries and winemakers in the country.

- Visit www.wineselectors.com.au

**“Selections
are always
high quality
and delivered
on time.”**

MALE, 70+, WA



Wine Selectors



A better way to buy Australian wine

THE BEST OF OUR REGIONS,
SELECTED BY THE EXPERTS

Wine Selectors

wineselectors.com.au

Weber

WINNER BARBECUES



“

I have had a Weber for over ten years now and it's never let me down.

MALE, 70+, VIC

“Best quality, timeless, always makes a good meal.”

MALE, 30-39, NSW

“Cooks my meat to perfection every time.”

FEMALE, 50-59, QLD



THE SOLE PURPOSE FOR

WEBER is not simply to manufacture barbecues, it is to make the very best barbecues in the world. It prides itself on providing the best experience for its customers from the very first time they turn on their Weber. With a focus

on making sure customers create incredible meals, memories and experiences for family and friends in their backyards, Weber has built a firm reputation in the hearts and minds of Australian families.

When customers buy a Weber barbecue, they receive an instructional handbook and videos which offer mouth-watering recipes designed to be cooked on their Weber. The dedicated customer service team know the product range intimately, and will leave no stone unturned to assist a customer with any enquiry.

Upping the ante, Weber recently introduced its Weber Connect Smart Barbecue Hub, which is a Bluetooth and WiFi enabled cooking assistant, making barbecuing even simpler and ensuring customers create great meals every time. Simply download the Weber Connect app on your smartphone to access the cooking assistant, which steps you through cooking your meal: from prepping the ingredients, barbecue set up, monitoring temperature, when to flip, right through to when to serve. Think of it as having your own personal barbecue master by your side every step of the way.

- Visit www.weber.com/au





Thank you
Australia



For every year there has been an award for barbecues, Weber has been voted by Australians as the Most Trusted Barbecue brand. So, thank you Australia.



Sanitarium™ Weet-Bix™

WINNER BREAKFAST FOOD

“

“Have used all my life, that’s a lot of trust.”

MALE, 70+, SA

“Iconic Australian brand.”

FEMALE, 50-59, QLD

“Classic breakfast food that is healthy and filling.”

FEMALE, 18-29, QLD

AUSTRALIANS YOUNG AND OLD

have long been proud to call themselves Weet-Bix™ kids. In fact more than 90 years after Sanitarium launched its now-iconic wholegrain cereal, today you'll find a box of Weet-Bix in almost half of all Australian homes.



While the original recipe has remained largely unchanged, eating Weet-Bix has had a modern-day makeover. Alongside the classic ‘two with milk’ approach, Aussies love piling them high with fruits, nuts and seeds, smashing them into smoothies, smothering them with spreads and even dipping them in yoghurt.

In response to changing tastes and health needs, a wide range of nutritious Weet-Bix options includes Weet-Bix Blends, Weet-Bix Bites, Weet-Bix Gluten Free, Weet-Bix Protein and Weet-Bix Cholesterol Lowering, a clinically proven cereal that can help to reduce LDL cholesterol by up to 9% within four weeks.

Weet-Bix remains Australian owned and made, but perhaps what makes it quintessential to the Australian cultural experience is its passion to help Aussie kids achieve their healthy, happy potential. Whether it's combatting food and nutrition insecurity through the Good Start Breakfast Club program or providing essential nutrition for young children through new products like Weet-Bix™ Little Kids Essentials, Weet-Bix has always been about much more than breakfast.

- Visit www.weetbix.com.au



Weet-Bix

THANKS AUSTRALIA

Loved by Aussie families
for over 90 years





Budget

WINNER CAR RENTAL

“

“Reliable and economical.”

MALE, 60-69, QLD

“Has a wide range of affordable deals.”

FEMALE, 60-69, QLD

“Better price, better service.”

MALE, 60-69, NSW

Budget

LAST YEAR, BUDGET INTRODUCED DIGITAL CHECK-IN

to get you on the road faster. The new feature saves you time by allowing you to enter information online that you would normally be asked at the check-in counter, such as address, phone number and driver’s licence details. Digital Check-in also lets you collect your vehicle with minimal contact with rental staff and other customers – which proved a much-welcomed add-on during the pandemic.

Budget continually aims to be transparent with customers and ensure that they feel secure and supported. It has introduced the Budget Worry-Free Promise – an assurance that it takes safety measures to make your car rental experience safe for everyone. Also new is PhotoProofed™, an innovative product that captures images of the vehicle’s condition before you pick it up and allows you to double check and add your own images.

With border closures still a possibility, Budget has removed cancellation fees from bookings so if circumstances change, you can cancel without incurring any penalties.

- Visit www.budget.com.au



EXPLORE THE ROAD LESS TRAVELED



Sometimes the spontaneous trips are the ones we remember. Take that adventure today.

budget.com.au

 **Budget®**



Royal Flying Doctor Service

WINNER CHARITY

“

“I have had to use their services ... they are a real lifeline in the country/outback.”

FEMALE, 60-69, SA

“A hard job over a very large area and they do an excellent job.”

FEMALE, 70+, QLD

“A terrific service for those people living in remote areas.”

MALE, 60-69, QLD



Royal Flying Doctor Service

FOR MORE THAN NINE DECADES the Royal Flying Doctor Service (RFDS) has provided emergency medical and primary health care services to the bush. Australia



is a vast continent of more than 7.69 million square kilometres, with two thirds of our population living in heavily populated areas on the coastline. For those that live in sparsely populated rural and remote areas, health service access can be a problem.

Thousands of Australians that live, work and travel in rural and remote Australia rely on the RFDS for emergency medical and primary health care services. Over the decades the not-for-profit has continually evolved and adjusted health services to fit the needs of rural and remote communities. With new innovative technologies the RFDS works 24/7 to achieve better health outcomes for its patients, including managing chronic health conditions, providing continuity of care, and health services that are appropriate to the customs, ethnicities and local needs.

Recently the RFDS launched a new national podcast series called ‘The Flying Doctor’. This series gives a glimpse into the lives of some amazing individuals, gives insight into the challenges that exist for those that live in the bush, and the role the RFDS plays in servicing those communities.

- Visit www.flyingdoctor.org.au

Overcoming barriers to healthcare



Keep the Flying Doctor flying.
Learn how you can support us.
www.flyingdoctor.org.au





Guide Dogs Australia

HIGHLY COMMENDED CHARITY

“

“They do what they say, and donations go where they’re needed.”

FEMALE, 70+, SA

“**A trusted charity.**”

FEMALE, 70+, NSW

“They do a magnificent job training these animals which improve lives so much.”

FEMALE, 70+, SA

CHARACTERISED BY THE TRUST AND UNIQUE BOND

between a Handler and their Guide Dog, Guide Dogs Australia provides a broad range of services so that people with low vision or blindness can lead independent lives and reach their personal potential.



While best known for the much-loved Labrador in its iconic leather harness, there’s so much more to Guide Dogs Australia than just dogs. The services provided by Guide Dogs organisations across Australia ensure people with low vision or blindness are active and involved members of the community, and able to live the life of their choosing. These services include training in orientation and mobility, assistive technology, specialised children’s services, advocating for access and inclusion, community connection and, of course, iconic Guide Dogs.

As a charity, Guide Dogs Australia relies heavily on the community to help fund these vital services. It takes \$50,000 and two years to breed, raise and train just one life-changing Guide Dog.

“Our goal is to provide people with low vision or blindness the opportunity to be agents of their own destiny. We’re grateful for the support of our amazing donors, without whom we could not continue this vital work,” said James Williams, Guide Dogs Australia Chairman.

- Visit www.guidedogs.com.au

Guide Dogs.

Trust is at the heart of everything we do.



**There's the unbreakable bond
of trust between Handlers and
their Guide Dogs.**

There's trust in our services; trust that we go above and beyond to support people with low vision or blindness to live safely, independently, and to achieve their goals. We never take trust for granted and we strive for integrity in every single thing we do. We are honoured to once again be recognised as one of Australia's most trusted charities.



Guide Dogs.

Cadbury

WINNER CONFECTIONERY



“

“They are constantly surprising me and outdoing themselves.”

FEMALE, 18-29, NSW

“What’s not to trust? It’s a great company AND creates amazing chocolate.”

FEMALE, 40-49, QLD

“I always gravitate to this brand because it has quality products.”

MALE, 70+, QLD

Cadbury

THE QUALITY OF FRESH AUSTRALIAN MILK was a key driver in John Cadbury's decision to select Claremont, Tasmania, as the location for his first factory outside the UK in 1922. Because at the heart of Cadbury is Cadbury Dairy Milk, made with the equivalent of a glass and a half of full cream milk in every 200g of smooth, creamy chocolate. Enjoyed by generations of Australians, Cadbury is Australia's number one confectionery brand and has been voted Most Trusted Confectionery Brand for 15 of the past 16 years.

For almost 100 years, Cadbury has been proudly made locally, with factories in Tasmania and Victoria delivering Australia's most-loved chocolate treats such as Cadbury Dairy Milk, Freddo, Cherry Ripe, Cadbury Favourites and more recently, Cadbury Caramilk. Cadbury is exciting consumers with new flavours and textures for them to share with friends and family. It is for these reasons that Australians have always associated Cadbury chocolate with great taste and quality.

Cadbury is continuing its commitment towards a sustainable future for its cocoa supply chain through Cocoa Life. The Cocoa Life program works collaboratively with local communities and support partners to educate and upskill cocoa farmers to improve their livelihoods, strengthen communities and inspire the next generation of cocoa farmers.

- Visit www.cadbury.com.au



Cadbury



For voting us Reader's Digest
Most Trusted Confectionery Brand

DAIRY MILK, THE GLASS AND A HALF DEVICE AND THE COLOUR PURPLE ARE ALL TRADE MARKS USED UNDER LICENCE,
THE EQUIVALENT OF A GLASS AND A HALF OF FULL CREAM MILK IN EVERY 200g OF CADBURY DAIRY MILK MILK CHOCOLATE.

Royal Caribbean

WINNER CRUISE OPERATORS



“

A hard-working cruise line that ensures your holiday is a relaxing and memorable one.”

FEMALE, 60-69, QLD

“**Been with Royal Caribbean and loved it.**”

FEMALE, 30-39, NSW

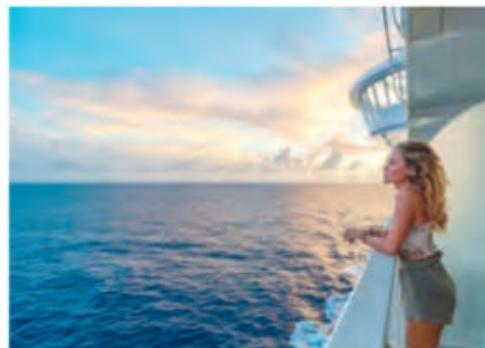
“**They have high standards and offer very personal service.**”

MALE, 60-69, NSW



COMMITTED TO CREATING UNFORGETTABLE FAMILY HOLIDAYS

Royal Caribbean is bringing world-class, technologically-advanced ships to local waters, with modern accommodation, delicious dining and ‘Only On Royal’ activities, such as the North Star observation capsule, sky-diving simulators and bumper cars. And with ships sailing from both Sydney and Brisbane from summer 2022-2023, guests have even more choice with departure points.



Everyone wants peace of mind on their holiday. That’s why Royal Caribbean has assembled a taskforce of the world’s leading medical and scientific experts – the Healthy Sail Panel – to help establish measures to keep guests healthy and safe. These measures include upgraded air filtration systems and upgraded onboard medical facilities and medical care. Guided by science and the Healthy Sail Panel, Royal Caribbean will keep evolving these measures as new information and technology becomes available to bring guests the safest, healthiest and happiest holiday possible.

Royal Caribbean ships also bring with them impressive sustainability credentials. One hundred per cent of the Royal fleet is equipped to be landfill-free and, whenever possible, the waste on ships is reused, recycled or converted into energy.

- Visit www.royalcaribbean.com/aus



HOLIDAY WITH CONFIDENCE WHEN YOU CRUISE WITH ROYAL

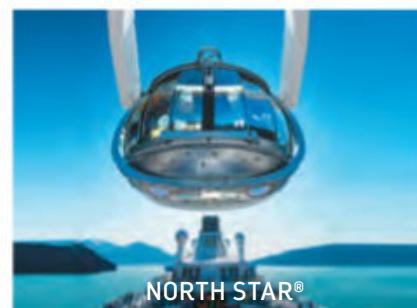
- AUSTRALIA'S MOST TRUSTED CRUISE OPERATOR -



RIPCORD® BY iFLY®



JAMIE'S ITALIAN BY JAMIE OLIVER



NORTH STAR®

Royal Caribbean

Visit your local travel advisor

1800 754 500



Cunard

HIGHLY COMMENDED CRUISE OPERATORS

“

“A very special experience.”

FEMALE, 60-69, NSW

“I have been on a Cunard cruise. They really look after you.”

MALE, 60-69, NSW

“I think Cunard offer premium quality cruises which makes me think of them as offering a higher quality experience than other operators.”

FEMALE, 40-49, NSW



CUNARD

WHEN CUNARD WAS FOUNDED

IN 1840, it changed the face of ocean travel forever. On July 4, 1840, the RMS

Britannia left Liverpool, UK, on a scheduled service across the Atlantic – establishing a world first and a tradition that continues today. Eighty years later, Cunard would launch another world first: the continuous circumnavigation of the globe by a passenger liner. Since that departure in 1922, Cunard has undertaken more world cruises than any other cruise company. Nearly 100 years on, this travel experience is still an aspiration for many holidaymakers.

Today, passengers can travel in luxury on any number of voyages on Cunard’s three magnificent ships: the flagship ocean liner *Queen Mary 2*, *Queen Victoria*, and *Queen Elizabeth*. Each ship carries guests in unparalleled style from the moment they step aboard, providing a world of freedom and possibility. Want to try fencing? Maybe you’d like to learn to tango, or listen to an astronaut? Or simply relax with a cocktail in one of the beautiful atriums. Whatever you choose, its famous White Star Service ensures every journey is extraordinary.

To give back, Cunard is a partner of The Prince’s Trust: an organisation that offers disadvantaged youth support to achieve their potential. In 2018, The Prince’s Trust expanded its scope to include young people in Australia and New Zealand.

- Visit www.cunard.com/en-au





A world away.



CUNARD



P&O Cruises

HIGHLY COMMENDED CRUISE OPERATORS

“

“Wonderful experience. Everything that was promised was delivered.”

FEMALE, 60-69, TAS

“**The brand I know the most and they have many options.**”

MALE, 50-59, VIC

“**Great experience sailing with them.**”

FEMALE, 70+, WA



AUSTRALIA'S HOME-GROWN CRUISE LINE,

P&O Cruises has been a constant presence in holiday life for over 88 years. From the catchy 'Take Me Away' jingle in the 1980s to the unique 'Like No Place on Earth' experience, the brand has been resonating with Aussies for decades. Its local heritage coupled with an inherent understanding of how Aussies like to cruise is infused into everything it delivers, from onboard experiences to varied local and South Pacific itineraries. The cruise line takes pride in leveraging local Australian talent and entertainment, locally sourced food and beverages, top Aussie chefs and unique live shows. In 2021, the transformation of its fleet and return to cruising after a voluntary pause is its top priority.

P&O Cruises is welcoming two grand class ships, *Pacific Adventure*® and *Pacific Encounter*, both with a huge range of signature and new features. Reinvigoration and improvement of the cruise experience will include enhanced health measures and protocols, improved impacts on the natural environment, as well as a refresh of onboard experiences including personalised digital applications. P&O Cruises can't wait to welcome guests back onboard.

● Visit www.pocrises.com.au





Love P&O



Pacific Adventure™ and Pacific Encounter are scheduled to join the P&O fleet in 2021, joining the current flagship, Pacific Explorer. Offering many of P&O's gorgeous signature features, a huge range of accommodation options for young and old, along with some new additions we know you will love.

We miss you and can't wait to welcome you back onboard.

BOOK TODAY POCRUISES.COM.AU | VISIT YOUR LOCAL TRAVEL AGENT | CALL 13 24 94
#LIKENOPLACEONEARTH



Bosch

WINNER DIY POWER TOOLS

“

“I have a number of Bosch tools and they work well.”

MALE, 18-29, NSW

“**Many years of use. Never let me down.**”

FEMALE, 30-39, VIC

“It’s my preferred brand and has served me well when I was working.”

MALE, 40-49, QLD



AT THE HEART

OF BOSCH is a long history of innovation that is inspired by improving the lives of the people who use its products, be it the simple design of its best-



selling IXO screwdriver, or the local development of a sustainable wastewater system that saves 165 tonnes of industrial waste every year.

As the winner of Reader's Digest Most Trusted DIY Power Tools Brand nine years running, Bosch is committed to providing DIYers with tools of the highest quality, empowering people to make, build and create the projects they set their minds to.

Bosch DIY also offers an extensive 18V battery 'Power for All' cordless tool range that allows DIYers to effortlessly switch between any building, cleaning or gardening task with a single long-lasting power source (18V batteries range from 1.5Ah to a powerful 6.0Ah battery capacity). This year Bosch has expanded its 18V cordless range for an even broader application of tasks, including new cordless vacuums, multi-tools, saws, paint sprayers, tackers and glue guns.

Bosch's social media platforms provide DIYers with a place to share their passions by showcasing their local home projects in regular competitions and other online activity.

- www.bosch.com.au
- www.bosch-do-it.com/au



BOSCH

Invented for life



POWER FOR
ALL 18V

ALLIANCE



THE Battery for your Home.

The 18V POWER FOR ALL system has over 50 tools in the cordless range covering gardening, cleaning and DIY power tools for your next project.

Your Most Trusted Brand since 2013.

available at [amazon.com.au](https://www.amazon.com.au)

MITRE 10

HOME
TINER & HARDWARE
BEHIND THE TRADE UP



Scan to view the
Bosch website

AUSTRALIA'S #1 MOST TRUSTED FABRIC CONDITIONER BRAND



BOTTLES MADE WITH RECYCLED PLASTIC

Comfort



4 IN 1 BENEFITS

LUXE SOFTNESS

EPIC FRAGRANCE

SMOOTH FIBRES

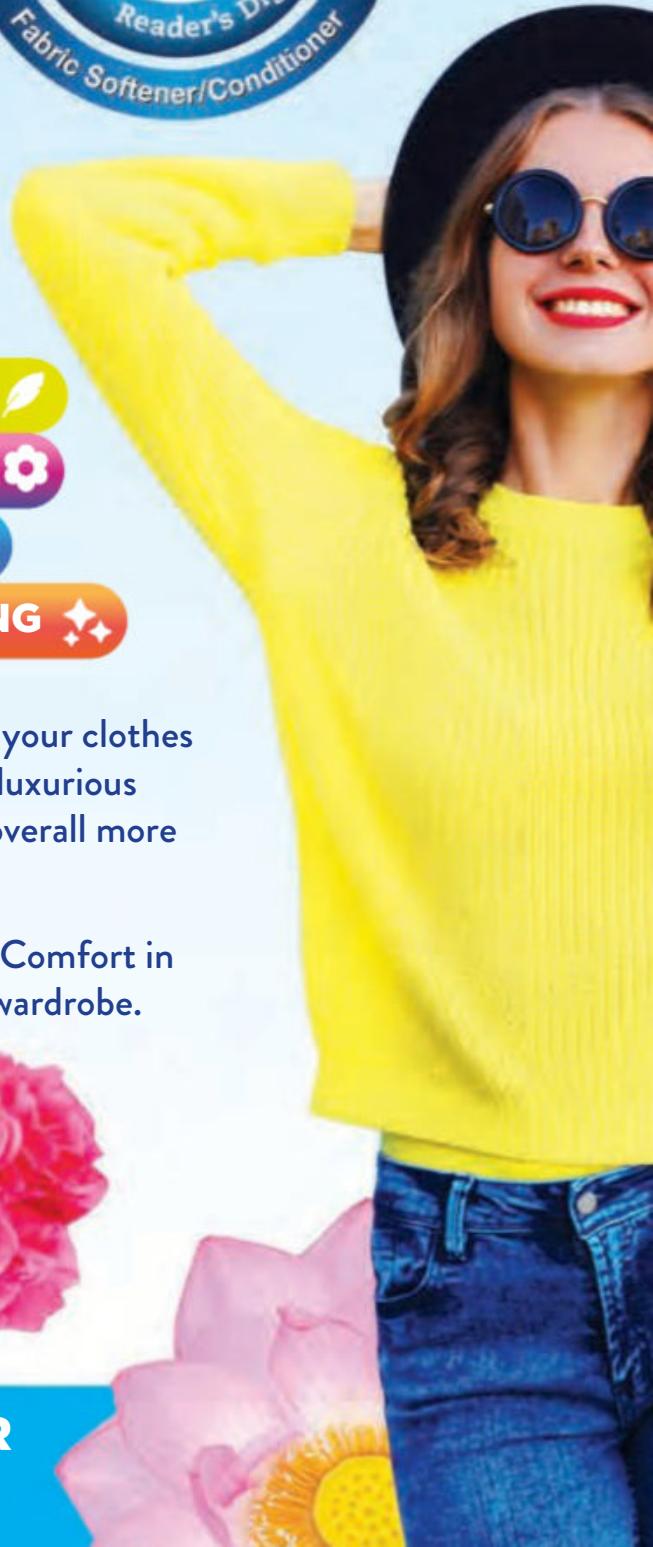
NEXT LEVEL DAZZLING

Comfort Fabric Conditioner conditions your clothes and provides long lasting fragrance, luxurious softness, smoother clothes fibres and overall more dazzling clothes!

With a range to cater to all needs, add Comfort in every wash to boost the life of your wardrobe.



**FIND COMFORT IN YOUR
LAUNDRY AISLE**





Australian Seniors

HIGHLY COMMENDED FUNERAL INSURANCE

“

“They are experts in their field.”

MALE, 70+, NSW

“...trust-worthy and reliable.”

FEMALE, 60-69, WA

“Specialising in Australian seniors.”

MALE, 70+, NSW

LAUNCHED IN 1998

to meet the needs of the often ignored over 50s market, Australian Seniors has since helped countless Australians protect the most important things in life – whether it’s their family’s future, valuable assets, or their long-planned retirement activities.

Australian Seniors prides itself on carefully selecting underwriters that share its vision of providing insurance that’s simple, easy to understand, and cost-effective. It also offers exclusive discounts to Australians over 50, ensuring you always get great value. More recently, Australian Seniors created its Supporting Seniors initiative, which highlights causes important to the seniors community and provides funding to relevant groups.

Australian Seniors’ quality products and award-winning customer service team have been recognised by both clients and the insurance industry. With policies that help the seniors market (from hard-working over 50s, self-funded retirees, to pensioners) take control of what matters most to them, Australian Seniors is committed to providing the Australian seniors community with value for years to come.

- Visit www.seniors.com.au



SAVE with the over 50s insurance specialists

At Australian Seniors, we provide real value without compromising your protection. We make it our business to offer you insurance options with benefits that meet your needs AND reward your experience.



Call **1300 248 703** for a quote today
or visit seniors.com.au

This is general information only. Consider the relevant Product Disclosure Statement or Policy Booklet available from seniors.com.au to ensure the product suits your needs. All products are promoted and distributed by Australian Seniors Insurance Agency, a trading name of Greenstone Financial Services Pty Ltd ABN 53 128 692 884, AFSL 343079. The insurer for Car, Home, Landlords, Travel and Pet Insurance products is The Hollard Insurance Company Pty Ltd ABN 78 090 584 473, AFSL 241436, and for Life and Funeral Insurance products is Hannover Life Re of Australasia Ltd ABN 37 062 395 484. Seniors Pet Insurance is administered through PetSure (Australia) Pty Ltd ABN 95 075 949 923 AFSL, 420183. Terms and conditions apply. H5689_AUS_TBA_04/21

Bosch

WINNER GARDEN POWER TOOLS



“

“I have used this brand for more than 30 years. Very reliable.”

MALE, 60-69, WA

“Has a variety of reliable tools.”

FEMALE, 18-29, SA

“Has the best long-lasting products.”

FEMALE, 60-69, VIC



ERGONOMICALLY DESIGNED GARDENING TOOLS

that are light and compact is a top priority for Trusted Brands Garden Power Tools winner Bosch. And with its extensive DIY 18V battery ‘Power for All’ cordless tool range, you can effortlessly switch between gardening tasks with a single long-lasting power source to easily complete gardening jobs without interruption.

A great example of this is its hedge-cutting range. The Bosch-designed Anti-Blocking System built into each tool changes the running direction of the blades when met with resistance to provide excellent conditions for clean, powerful and continuous cuts without frustrating setbacks such as stalling.

This year, Bosch has expanded its 18V cordless range of power tools for an even broader application of tasks, including grass and hedge shears. And in the 36V cordless category, Bosch has launched its EasyRotak 36V and AdvancedRotak 36V battery-powered

lawnmowers – which have all the stamina of a heavy-duty, fuel-powered lawnmower with a quarter of the noise. Built with a sleek, compact

design, the mowers can be easily folded and stored in small spaces but can handle the largest Australian backyards in a single charge of the removable battery.

- Visit www.bosch.com.au





BOSCH

Invented for life



Effortless Gardening

Have the right tool for every gardening task, from cordless tools, mowers, cleaning solutions, hedges and more. Our garden tools provide effortless and safe gardening for your outdoor living area.

available at [amazon.com.au](https://www.amazon.com.au)



Scan to view the
Bosch website

Yates

WINNER GARDENING PRODUCTS



“

“Yates has been around helping gardeners for decades and doing a phenomenal job.”

FEMALE, 60-69, NSW

“Have used consistently and has never failed me.”

MALE, 30-39, QLD

“Offer a good variety of products that I have always found perfect for the job.”

MALE, 60-69, QLD



Great things start with Yates®

IN THE SAME WAY THAT GARDENING IMPROVES PEOPLE'S LIVES, Yates has been making homes and communities in Australia and New Zealand a better place for over 134 years.

As a local, Yates understands what local gardens and gardeners need, and over the years has created a truly diverse range: such as vegetable, herb and flower seeds, and products that help grow, nurture and protect plants, lawns and gardens.

Yates sees education as just as important as products, and is empowering current and future gardeners. With a focus on healthy eating and active lifestyles, Yates and partner Life Education Australia have shown over 100,000 primary school students how easy it is to grow vegies and fruit at home, as well as providing 'Growing Good Gardens Grants' to schools and community groups to help start a garden.

Through a dedicated team of horticulturists, Yates provides advice and support to home gardeners, as well as the best way to use Yates products, while its comprehensive website guides and inspires.

With the increase in apartment living, Yates has developed a range of Indoor Gardening solutions to bring the joys of gardening indoors.

- Visit www.yates.com.au





Bring 'The Great Outdoors' indoors

Keep your plants happier and healthier
with a range of Yates® plant care products.

Indoor plant care is now much simpler with a specially designed range of potting mixes and fertilisers. From the smallest balcony to your indoor jungle, Yates® has a solution. This means every plant from leafy greens to stunning orchids will always get the care and nourishment they need.



Great things start with Yates™



Bunnings

HIGHLY COMMENDED GARDENING PRODUCTS

“

“A good wholesome brand. Has something for every garden.”

FEMALE, 50-59, QLD



“Reliable, great value and greater results.”

MALE, 60-69, SA

“The best soils and potting mixes.”

FEMALE, 18-29, VIC



“ANYONE CAN GROW WITH BRUNNINGS” is the simple goal from one of Australia’s longest surviving brands. Its origins go way back to 1852, when Bunnings was a pioneer in the nursery and orchard industry. Today the business supports home gardeners with all their gardening needs, offering a comprehensive range of growing and protection solutions, such as lawn seed, fertilisers, pest control, growing media and propagation.

The Bunnings research and development team takes best practice from agriculture and professional horticulture. For the home gardener, that means effective, reliable and affordable solutions to ensure the task of growing beautiful gardens is easy, whether that be a vegetable garden, ornamental or native flowers, or lush lawns without bindiis.

This year Bunnings will expand its propagation range with its 3-in-1 Soil Meter and Moisture Guard, which aids in the health of indoor plants. It will also be adding to its ‘natural’ fertiliser and weed control ranges, and making further advances in its recycling and sustainable sourcing practices.

- Visit www.bunnings.com.au

Over 169 Years in Australian Gardens



Brunn'ings

ANYONE CAN GROW

with Brunn'ings

- Lawn Seed
- Pest Control
- Fertilisers
- Growing Media
- Weed Control
- Paving
- Farm Mulches
- Propagation

and much, much more.



www.bunnings.com.au

Hearing Australia

WINNER HEARING SERVICES



“

“They are leaders in their field.”

MALE, 60-69, NSW

“Good, caring service.”

FEMALE, 60-69, VIC

“Treating me for years. No worries.”

FEMALE, 60-69, QLD

“National and reputable.”

MALE, 30-39, VIC



Hearing Australia

CARING FOR AUSTRALIANS

FOR MORE THAN 70 YEARS,

Hearing Australia exists to ensure you stay connected to the sounds and the life you love. We believe that you can't put a price on healthy hearing. And if you're a pensioner, you don't have to – with a free assessment and, if you need it, a free hearing aid and care for life*. And for self-funded adults, it's more affordable than you think, with hearing assessments with a qualified audiologist for only \$99 and hearing aids starting from \$990 per pair.[†]



Plus, with over 170 permanent locations and visiting sites across Australia, as well as tele-audiology and online services available, we'll work with you to deliver on our promise to provide world-leading hearing solutions anyone can access – to make a difference to you, your family as well as the communities we serve.

Managing Director Kim Terrell says, “Now, more than ever, good hearing health is essential for communication, learning and working. We care for over 2,500 people every day, anywhere in Australia.”

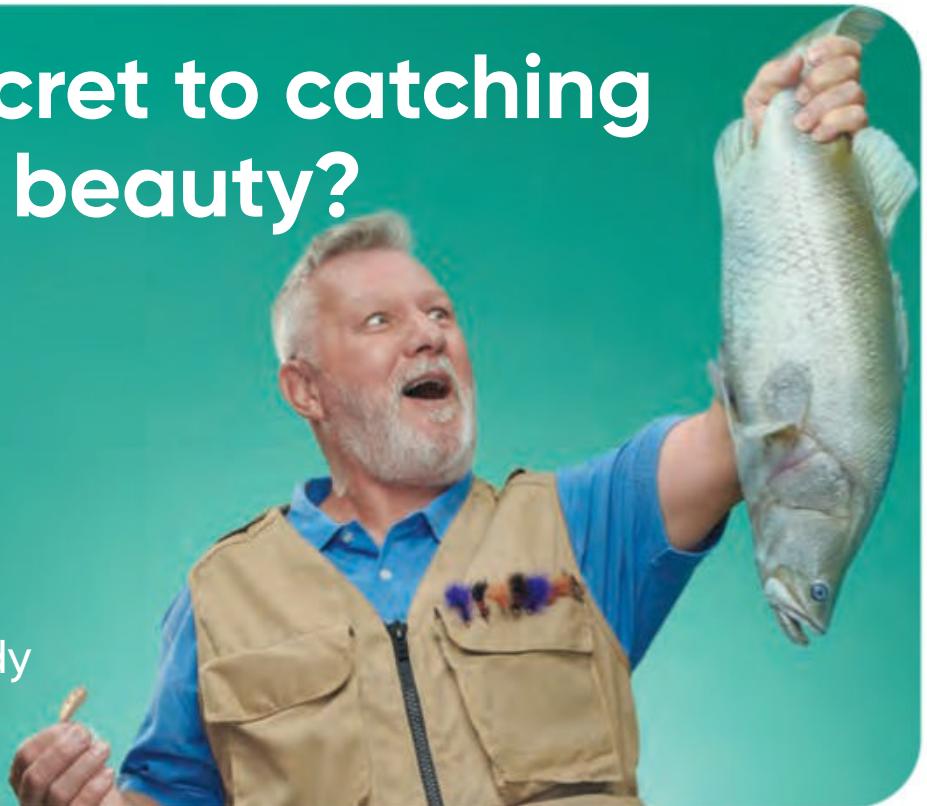
“We've listened to our clients and have made it even easier for them to access the information and support they want and need.”

- **To learn more, visit our website: hearing.com.au**

*Conditions apply under the Australian Government Hearing Services Program ('the Program'). Subject to eligibility criteria under the Program, entry level hearing aids are fully subsidised, and level 1 to 7 hearing aids may be partially subsidised. Care includes earmould renewal and repair, as provided under the optional maintenance program. To check if you are eligible and for more information about the Program go to hearingservices.gov.au.[†]Hearing assessment cost based on \$99 half-hour appointment.

My secret to catching a real beauty?

This handy essential.



Meet Les, whose love of the outdoors is no secret. But the fact he wears a hearing aid is. Les says:

"Hearing Australia involved me every step of the way. They treated me as a person, not just a number. They showed me through the processes and made me feel so comfortable."



Join more than a million Australians by making healthy hearing your priority. Contact us today for a free hearing check*.



* Only 15 minute hearing checks are free. Other services may attract charges/fees. These additional charges may be subsidised for those eligible under the Australian Government Hearing Services Program. A hearing check is a screening that helps identify people that may have hearing loss.

Client statements are their own. Les received a thank you gift for his time.



Audika

HIGHLY COMMENDED HEARING SERVICES

“

I've been going to them for years for my hearing.”

MALE, 50-59, VIC

BE HEARING HEALTHY WITH AUDIKA. Part of a global network with over 100 years of hearing expertise, Audika provides life-changing hearing health solutions across Australia.

Operating in more than 400 clinics across every state and territory, including many regional locations, Audika's team of qualified clinicians help people to hear better so they can connect and communicate with the world around them.

Audika is committed to delivering the best possible hearing health outcomes for each of its clients. Its team of clinicians assess an individual's circumstances, level of hearing loss and lifestyle goals in order to deliver tailored solutions, because there is no 'one size fits all' in hearing health care.



In addition, the Audika Specialist Referral Network, a partnership of Audiologists, Audiometrists, Ear Nose and Throat Surgeons and Implant Clinics, leads the provision of comprehensive hearing health care for adults by including cochlear and bone conduction hearing solutions.

Audika's experts understand that living with hearing loss can be challenging. Hearing loss can lead to social withdrawal and lower self-esteem. Audika encourages booking an appointment with your local clinic if early signs of hearing loss become apparent to discuss a management plan.

For personalised care, choose Audika.

- Visit www.audika.com.au

FEMALE, 60-69, NSW





THE WHAT FACE

**It's time to stop
ignoring the whats.**

At Audika, we specialise
in personal hearing health
that's tailored to you.



Audika
Be hearing healthy

Call **1800 312 614** and mention
this ad to book your FREE* hearing
health check.

*Free hearing health checks available to adults aged 26 years or older.



Mānuka Health

WINNER HONEY

“

“Without a doubt the tastiest and healthiest brand of them all.”

MALE, 70+, QLD

“A great product; many health benefits; have trusted this product for years.”

FEMALE, 50-59, QLD

“Achieves a high-quality honey and a very good product for your health.”

MALE, 70+, NSW



SINCE IT LAUNCHED IN 2006, Mānuka Health has grown into one of the largest global Mānuka honey companies. Guided by its family values and dedication to outstanding beekeeping and honey making, Mānuka Health is on a mission to Re-Nature for the betterment of people and our planet.

2020 was a year where healthcare took centre stage around the world.

Connecting with people to provide support and motivation for their own wellbeing and self-care during this challenging time was a key focus for

Mānuka Health, alongside rolling out a new look and advanced traceability programmes to offer even greater customer assurance.

Mānuka Health is inspired by its customers and their unique needs, and is excited to be launching great new products and online initiatives very soon to help people be at their natural best.

For 2021 and beyond, Mānuka Health’s wholehearted commitment is to further progress its journey to become a truly sustainable business across all aspects of its operations and, of course, continue to be an unwavering advocate for the health of bees, people and our shared planet.

- Visit www.manukahealth.co.nz





THE WORLD'S HARDEST WORKING HONEY.



Not for sale in WA

Drizzle it. Drip it. Dab it. Spoon it. Slather it. Smear it.

Dettol

WINNER HOUSEHOLD CLEANING PRODUCTS



“

The best brand I have ever used.

MALE, 30-39, QLD

Long-standing reputation and one of the best disinfectants.

MALE, 60-69, QLD

Consistency and quality over the past 80 years and for its proactive approach during COVID in Australia.

FEMALE, 70+, QLD



SINCE ITS HUMBLE BEGINNINGS IN 1935, when Dettol Antiseptic Liquid was used as a post-surgery antiseptic skin wash in hospitals, Dettol has evolved to become the trusted brand in germ protection around the home.

Since then Dettol's germ protection heritage has expanded across a growing portfolio of antibacterial hand wash, household cleaning and hand sanitiser products to laundry sanitisers.

This year Dettol will continue to focus on the expansion of its range in areas where germ protection is important and relevant, such as in the laundry or protection from germs when you are out of the house.

Dettol has also made a sustainability pledge* which includes making 100% of its packaging recyclable or reusable and to include at least 25% recycled plastic content in its packaging by 2025 where safety and regulations allow.



So far it has made significant steps by launching its first biodegradable and compostable wipes[^] in its household cleaning range.

Always read the label. Follow directions for use.

● www.dettol.com.au

*Full pledge details, visit www.rb.com/responsibility/plastics-packaging-and-waste/

[^]Biodegradable in accelerated active landfill conditions within 60 days and home compost conditions within 12 months under success criteria AS 5810 measured under ISO 14855 (EN13432)



We protect what we love



Vicks

HIGHLY COMMENDED HUMIDIFIERS & VAPORISERS

“

“It has a long legacy and proven record.”

FEMALE, 40-49, VIC

“A great product. Been around for a long time. Loads of people buy this product because you can trust it.”

MALE, 60-69, WA

“History over time, product always worked.”

MALE, 70+, VIC



WITH A HISTORY TRACING BACK TO 1905, the Vicks brand is sold globally and is trusted by families all over the world. In Australia, Vicks products have provided powerful relief from cold and flu symptoms for well over a century.

Vicks continues to build on its legacy by developing and refining products that families can trust. With families everywhere increasingly turning to natural alternatives that are better for their health and the environment,

Vicks offers its Warm Steam Vaporizer. Producing a soothing flow of warm steam all night long, it is a natural, gentle solution to help relieve cold and flu symptoms.



Designed with family-friendly safety features, such as cooler steam and an automatic shut off, the TGA-registered therapeutic device has a five-year warranty and is a product that families can rely on in times of need.

With its customer service centre based in Australia, Vicks is quick to troubleshoot or replace a product if an issue arises.

- Visit www.vicks.com.au

Always read the label. Follow the instructions for use. If symptoms persist, talk to your health professional.



**RELIEVE
COLD & FLU
SYMPTOMS
NATURALLY**

WITH WARM STEAM THERAPY

Always read the label. Follow the instructions for use.
If symptoms persist, talk to your health professional.





Michael Hill

WINNER JEWELLERS

“

**“Great prices,
good customer
service.”**

FEMALE, 50-59, QLD

**“They
have great
quality! My
engagement
and wedding
ring are from
there.”**

FEMALE, 18-29, ACT

**“Personal
favourite.
The best
of the best
Australia-
wide. Would
highly
recommend.”**

MALE, 60-69, NSW

michael hill
we're for love



MICHAEL HILL first crossed the Tasman in 1987, when the New Zealand retailer expanded into Australia and opened its first four stores in Brisbane. Founded by Sir Michael and Lady Christine Hill several years earlier, the company had a simple yet ground-breaking vision: to make fine jewellery accessible to everybody. Welcoming store designs and catchy advertising soon made it a favourite jeweller among Australians, and in 2002, Canadians too. With its roots in New Zealand, Michael Hill now has its headquarters in Australia, including its in-house workshop of talented craftsmen.

Store teams receive world-class product training to help customers choose the perfect piece. To adapt to the demands of the pandemic, Michael Hill introduced Virtual Appointments, Virtual Ring Try-on using augmented reality, and Reserve In Store services to continue to engage with its customers. The jeweller is proud to announce these new digital services will remain part of its offering to provide customers with the very best experience.

A global retailer, Michael Hill is committed to contributing to local communities it is a part of. Last year it partnered with Save the Children over Christmas and this year Dress for Success on International Women's Day.

As Michael Hill has grown and evolved one constant has underpinned everything it does, the tagline: ‘We’re for Love’.

- Visit www.michaelhill.com.au



Thank you for voting us
**Australia's
Most Trusted
Jeweller**



michaelhill.com.au

michael hill
we're for love



Bosch

WINNER LAUNDRY APPLIANCES

“

All my laundry appliances and most of my kitchen appliances are Bosch and I am completely satisfied.”

FEMALE, 60-69, VIC

“Great leader in the industry.”

MALE, 30-39, NSW

“Great product. Well constructed.”

MALE, 70+, QLD

BOSCH

FOR GENERATIONS, BOSCH HOME APPLIANCES have been making everyday life easier for Australians, by ensuring that housework is finished faster and made easier for a better quality of life.

Robert Bosch founded his first engineering workshop in Germany more than 130 years ago, guided by the belief that honest workmanship is more important than temporary gain. He laid the foundations for home appliances that represent utmost quality, technical perfection and reliability.

In 1958, the company produced its first washing machine, and in 1967, its first washer/dryer, bringing ease to laundry care with a polyester-friendly spin cycle and non-stop programs. Every detail of a Bosch washing machine is subject to extensive stress tests. Only when every one of the 1000 or so components in the machine meets Bosch's high standards of function, quality and reliability, can it leave the factory.

By prioritising efforts to improve energy and resource efficiency, Bosch reached carbon neutrality in 2020. Today, Bosch home appliances are manufactured at 40 sites across the globe, empowering consumers around the world with thoughtfully engineered technology.

- Visit www.bosch-home.com.au





BOSCH

Invented for life

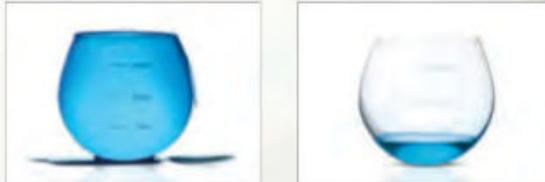
Perfect washing results and maximum convenience, thanks to i-DOS automatic dosing machine WAW28620AU.

Fill up once for up to 26 washes.*

Simply fill the Bosch i-DOS detergent drawer with OMO Active Clean Liquid Detergent once, and the next 26 washes are automatically dosed with precision.*



Get it right every time with Bosch i-DOS, the automatic self-dosing system that adds the perfect amount of liquid detergent to every wash.



www.bosch-home.com.au



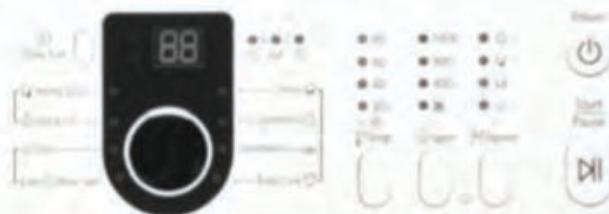
* 26 washes based on 1.3 litres OMO Active Clean Liquid Detergent – average 50ml dose for a normal load.





AUSTRALIA'S #1 MOST TRUSTED LAUNDRY DETERGENT BRAND

7 YEARS RUNNING





CHANGING THE WORLD ONE WASH AT A TIME

NEW + IMPROVED

TOUGH
ON
STAINS

KINDER
TO THE
PLANET



DIRT IS GOOD X

*2L bottle made with 25% recycled plastic.



Victa

WINNER LAWMOWERS

“

I think Victa are leaders in lawnmowers. They are at the top of their game and have been industry leaders for many years.”

FEMALE, 30-34, NSW

“I have a Victa that is over ten years old and it does not miss a beat.”

FEMALE, 50-59, VIC

“I still use my Victa from 1981.”

MALE, 60-69, VIC

VICTA

FOR GENERATIONS OF AUSTRALIANS, Victa has been the brand of choice when it comes to improving and maintaining their gardens. In 1952, Mervyn Victor Richardson produced his very first Victa lawnmower in a Sydney backyard. Today Victa is celebrated as an Australian icon and favourite lawnmower.

The Victa brand is synonymous with developing innovative grass-cutting technology and ingenuity, and includes domestic and professional products as well as petrol and lithium-powered tools, such as lawnmowers, line trimmers and blowers. Continually improving the customer experience, the Victa team is proud to announce the launch of its automated device: the Victa Robot Mower RM100. The programmable mower is quiet and works on slopes up to 21° to keep lawns looking sharp all year round.

Victa advocates for Australians to rediscover and enjoy their outdoor space. Having the right tool for the right job enables consumers to get back to enjoying their garden quicker.

- Visit www.victa.com.au
- www.facebook.com/VictaLawn/





ROBOT MOWER RM100 MAINTAINING A LAWN HAS NEVER BEEN EASIER!



ANTI-THEFT
ALARM



MULTI-ZONE OPERATION
- EASY TO INSTALL



COVERAGE
UP TO 600 M²



EASY TO
PROGRAM



FIND OUT MORE AT VICTA.COM.AU

Available at
BUNNINGS
warehouse



Dairy Farmers

WINNER MILK

“

**“Australian
made and
owned.”**

FEMALE, 30-39, NSW

“**Best
quality milk
in Australia.”**

FEMALE, 40-49, NSW

**“It is a local
company
that gives
back to the
community.”**

FEMALE, 50+, QLD



ONE HUNDRED AND TWENTY ONE YEARS AGO, 65 stakeholders, many of them dairy farmers from the NSW Illawarra region, came together to form a cooperative.

“Dairy Farmers has an admirable history of producing products that have been nourishing Australians since 1900,” says Darryn Wallace, Executive General Manager Bega Beverages. “For this iconic Australian brand to be named one of Australia’s most trusted is a fantastic accolade and great recognition of the quality products that have been home in Australian family fridges for generations.”

To help the farming community meet the many challenges of working on the land, including continuing to raise healthy cows that provide high-quality milk, Dairy Farmers offers guidance in many aspects of their business, such as animal welfare, farm safety and personal wellbeing. They also provide tools to help farmers manage water and energy use, develop more sustainable practices and identify where savings can be made.

● Visit www.dairyfarmers.com.au





Buy Aussie owned.



Here's to good





Specsavers

WINNER OPTOMETRISTS

“

“I’m a regular customer. Good service and costs.”

FEMALE, 70+, VIC

“**They are efficient and economical.**”

FEMALE, 50-59, NSW

“Any problems they repair or fix.”

MALE, 40-49, NSW

Specsavers

EVER SINCE THE FIRST SPECSAVERS STORE opened in Australia in 2008, the optometry company has remained focused on providing the very best outcomes for patients and customers. From an eye care perspective that means supplementing the full range of optometrist eye tests with appropriate technology, including a no-cost OCT 3D eye scan for every patient for identifying a variety of eye conditions. And from a prescription eyewear perspective, it means offering the broadest possible choice of high-quality, great-value frames, prescription lenses, contact lenses and sunglasses.

Now Specsavers has added another layer of service within its stores with the recently launched Specsavers Audiology to bring that same mix of high-quality expertise and unbeatable value to those with hearing care needs. The audiology opening programme is now in full swing with new locations opening every month.

Specsavers now has more than 350 stores Australia-wide, and it is as easy as ever to book your eye test and hearing check. Simply book an appointment online.

- Visit www.specsavers.com.au



Does your optometrist give you an OCT advanced 3D eye scan at no extra cost?

We do



Book an eye test online

Specsavers



Smeg

HIGHLY COMMENDED OVENS

“

“I love their quality finish and design.”

FEMALE, 40-49, VIC

“**Superior quality and performance.**”

FEMALE, 70+, VIC

“**They are the leaders in the kitchen.**”

FEMALE, 40-49, VIC

“**I’ve had their product for 25 years, and it still functions well, with spare parts always readily available.**”

MALE, 60-69, QLD

THIRD-GENERATION AND FAMILY-OWNED, the globally renowned appliance manufacturer Smeg has been creating prestige kitchen appliances for more than 70 years. Based in the culinary, design and engineering hub of Guastalla, in northern Italy, Smeg is synonymous with appliances that fuse functionality, advanced technology and contemporary design.



Through its collaborations with world-leading architects and designers, Smeg creates products that embody individuality and self-expression in the home. With products ranging from built-in ovens and freestanding cookers to dishwashers, refrigerators, wine cellars and small appliances, Smeg’s innovation, high performance and Italian aesthetics make it the most desired kitchen appliance brand in the country.

As a family-owned business, Smeg prides itself on treating its customers like family, and going the extra mile to provide the best level of customer satisfaction. With more than 40 years in Australia, Smeg has amassed showrooms, workshops and warehouse operations right across Australia as well as a team of fully trained technicians to support its quality sales service.

- Visit www.smeg.com.au



SIMPLICITY IN
THE TECHNOLOGY
BEAUTY IN THE RESULTS



 smeg
technology with style

MADE IN ITALY



Frontline

WINNER PET CARE (EXCL. FOOD)

“

“Their products are reliable and offer the best range of products on the market.”

MALE, 18-29, WA

“It is the brand I have always used for my pets, and it is proven to work.”

FEMALE, 40-49, QLD

“Frontline has always been a reliable product.”

MALE, 60-69, QLD

FRONTLINE PLUS.

AS A BOEHRINGER INGELHEIM BRAND, Frontline® believes in a future where no animal suffers from preventable diseases. As such, Boehringer Ingelheim offers a range of advanced, preventative animal healthcare products, like vaccines, pharmaceuticals and parasiticides, to protect animals against disease and keep them in optimal health.

For Australian pet owners, FRONTLINE PLUS® for Dogs provides protection against fleas and ticks, including paralysis ticks. FRONTLINE PLUS® not only gets rid of adult fleas, the easy spot-on treatment kills all four stages of the flea life cycle, preventing infestations that may lead to infections and skin sores. The product's tough active ingredients are fipronil, to kill adult fleas and ticks, and (S)-methoprene, which treats the other life stages such as eggs and larvae.

For more information on how to best care for your pet, visit Frontline's interactive website. It has practical information on its products and 'How to' videos as well as useful information on pet ownership, including how to keep your pet well cared for in its wellness blog Pet Health Essentials.

- Visit www.frontlinepetcare.com.au

See label for full claim details and directions for use. ®FRONTLINE and FRONTLINE PLUS are registered trademarks of the Boehringer Ingelheim Group. All rights reserved. FRONTLINE PLUS for Cats doesn't have a claim for paralysis ticks.





FRONTLINE®

PET CARE YOU CAN TRUST

FRONTLINE PLUS.

- ✓ Kills all 4 stages of the flea life cycle
- ✓ Controls Paralysis ticks on dogs*
- ✓ Controls Brown dog ticks on dogs*
- ✓ Controls and treats flea allergy dermatitis
- ✓ Controls Biting lice
- ✓ Aids in the control of Sarcoptic mange on dogs
- ✓ Water fast
- ✓ For Paralysis tick control on cats
use Frontline Spray*



For more information visit www.frontlineplus.com.au



*See product label for full claim details and directions for use. Boehringer Ingelheim Animal Health Australia Pty. Ltd. Level 1, 78 Waterloo Road, North Ryde NSW 2113. ABN 53 071 187 285. @FRONTLINE PLUS and @FRONTLINE SPRAY are registered trademarks of the Boehringer Ingelheim Group. All rights reserved. FLPC-181000

RSPCA Pet Insurance

WINNER PET INSURANCE



“

“Well-established insurance brand.”

MALE, 60-69, VIC

“RSPCA is well respected and not only for pet insurance. It always seems to be doing something valuable for animals.”

FEMALE, 70+, VIC

“RSPCA is an organisation I trust so insurance with it would be a safe bet.”

FEMALE, 40-59, NSW

RSPCA
Pet Insurance

LAUNCHED IN AUSTRALIA IN 2012,

RSPCA Pet Insurance aims to provide financial protection for dog and cat owners, giving them peace of

mind knowing their beloved furry friends will receive the care they deserve, should they need it. With four levels of cover to choose from, RSPCA Pet Insurance allows you to claim up to 80% of your eligible vet bills to a maximum of \$20,000 per year[^], with no excess to pay and the freedom to use any registered vet in Australia. Plus, their customers are happy knowing that a portion of first-year premiums help support the RSPCA, so they can continue their great work of helping animals in need.

With a customer-first culture and an aim of establishing lasting relationships, RSPCA Pet Insurance consultants make sure every interaction with a customer is honest, fair, transparent and respectful. As an award-winning brand, the team is always looking for ways to enhance their processes and procedures to ensure it translates to a great customer experience.

- Visit www.rspcapetinsurance.org.au
- Or call 1300 683 091, 8:00am-8:00pm Monday to Friday and 9:00am-2:00pm Saturday (AEST)



[^]Pre-existing conditions and certain illnesses are excluded. Terms, conditions, exclusions, benefit limits and sub-limits apply. A \$2,000 annual condition limit applies to General Cover.

Award-winning protection for your furry best mate



RSPCA Pet Insurance helps protect you against unexpected vet bills

- Four levels of cover to choose from
- Claim up to \$20,000 a year with no excess
- Up to 80% of eligible vet bills reimbursed²
- A portion of first-year premiums supports the RSPCA!

Buy now
and get
one month
FREE!

To get a quote, call **1300 683 091**
or visit rspcapetinsurance.org.au

¹ One month free is applied as a discounted premium over the first year of cover. For full terms and conditions visit rspcapetinsurance.org.au/terms/one-month-free. ² Pre-existing conditions and certain illnesses are excluded. Terms, conditions, exclusions, benefit limits, sub-limits and annual condition limits may apply. Eligible vet bills only, claim for reimbursement. Benefit Percentage varies based on the level of cover selected. RSPCA Pet Insurance is issued by The Hollard Insurance Company Pty Ltd ABN 78 090 584 473, AFSL 241436, it is distributed and promoted by Greenstone Financial Services Pty Ltd (GFS) ABN 53 128 692 884, AFSL 343079 and by its Authorised Representative (AR) RSPCA Australia ABN 99 668 654 249, AR 296287, and is arranged and administered through PetSure (Australia) Pty Ltd ABN 95 075 949 923, AFSL 420183. This information is general, please refer to the relevant Policy Booklet at rspcapetinsurance.org.au to ensure this product is right for you.

Coles

HIGHLY COMMENDED PET INSURANCE



“

“Found them to be the best when searching great cover options.”

MALE, 40-49, VIC

“**Good coverage and competitive premiums for your pet insurance.**”

FEMALE, 18-29, SA

“**Easy to deal with, great service.**”

MALE, 30-39, VIC

coles
Pet Insurance

COLES HAS ALWAYS BEEN

COMMITTED to providing great value for all Australians and this is no exception when it comes to their four-legged friends. Coles Pet Insurance provides high quality, affordable products to pet owners, helping Australians focus on their beloved pets and not their wallet.



In partnership with Guild

Insurance, which is supported by the Australian Vet Association, Coles Pet Insurance is competitively priced with benefits including up to 100% back on eligible vet bills¹, waiting period of 21 days², guaranteed lifetime cover³ before your pet turns nine, and healthy pet discounts each year for customers who claim less often⁴.

Pet owners can choose between two levels of cover, Basic Cover for accidents and the most common illnesses, and the award-winning Premium Cover⁵ which delivers cover on a broader range of conditions and specified illnesses so pet owners are not left with any hidden costs when it comes to sorting out an overwhelming vet bill.

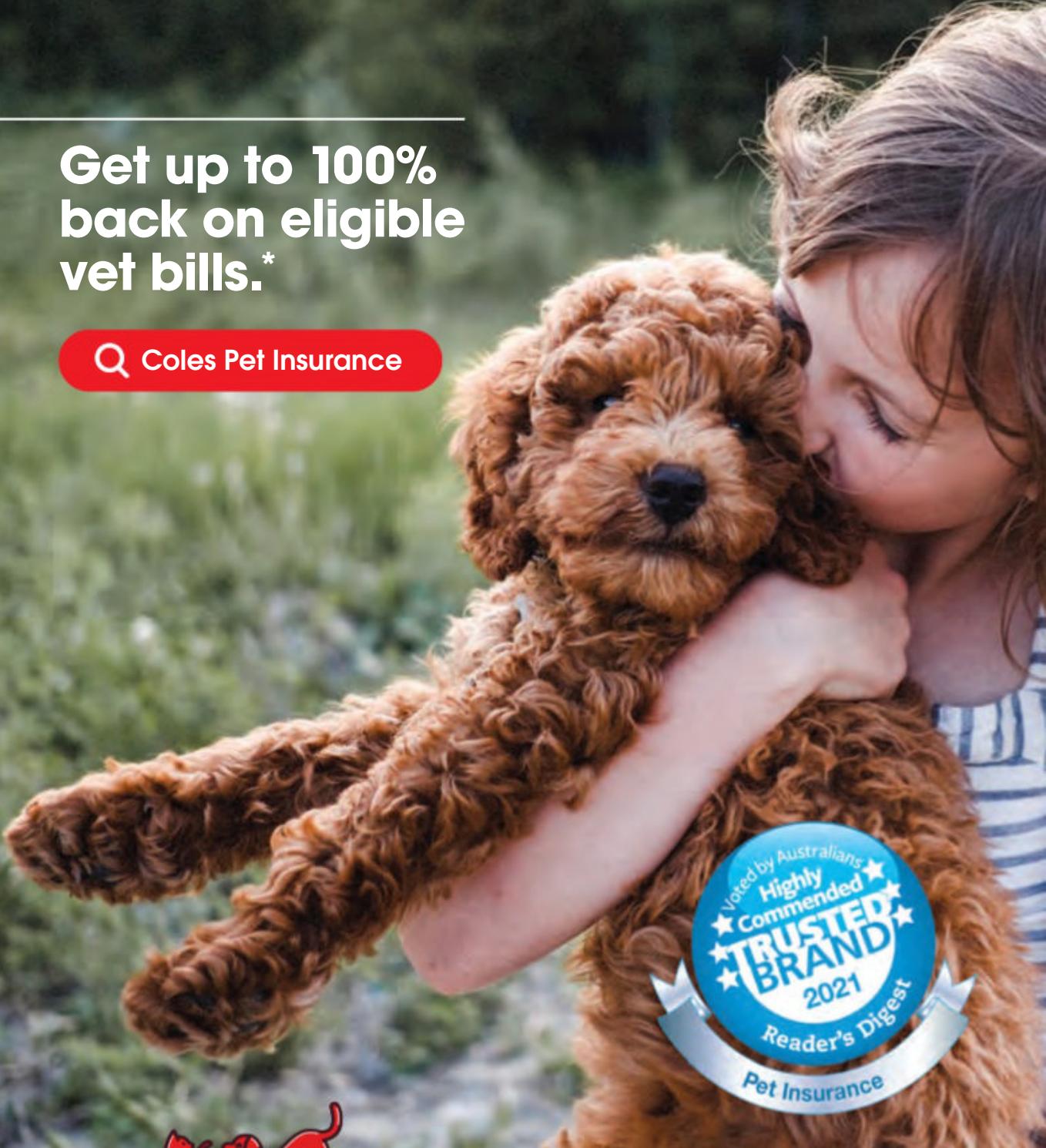
With the spike in pet ownership during COVID-19, Coles is committed to continuously looking at ways to deliver value for pet owners.

- Visit www.coles.com.au/pet-insurance

¹Percentage back based on your selected Benefit Level. Excess, limits and sub-limits may apply. See the Product Disclosure Statement for full details. ²Waiting period is 21 days for most Accidental Injuries and Illnesses. A waiting period of six months applies for Cruciate Ligament Conditions. See the Product Disclosure Statement for full details. ³Lifetime cover guaranteed provided a policy is purchased before your pet turns nine and renewed each year without a break in cover. ⁴Healthy Pet Discount is calculated on and applied to your Coles Pet Insurance premium when your policy is renewed subject to any claims made. ⁵The Canstar 5-Star Rating for Outstanding Value Accident and Illness Pet Insurance was awarded in August, 2020 for the Coles Insurance Premium Pet Cover.

Get up to 100% back on eligible vet bills.*

 Coles Pet Insurance



Value the Australian way | 

*Percentage back based on your selected Benefit Level, available across Basic Cover and Premium Cover. Excess, limits and sub-limits may apply. The Trusted Brands Study is conducted by independent research agency Catalyst Research on behalf of Reader's Digest. Coles Supermarkets Australia Pty Ltd (Coles) is an authorised representative of the issuer, Guild Insurance Limited (ABN 55 004 538 863, AFSL 233791) and receives a commission for each policy sold and renewed. Any advice is of a general nature and does not take into consideration your objectives, financial situation or needs. Before acting on any advice you should consider its appropriateness. You should read the Product Disclosure Statement before deciding whether to acquire an insurance policy.



Woolworths

HIGHLY COMMENDED PET INSURANCE

“

“They are a trustworthy company.”

MALE, 40-49, VIC

“**They are responsive to claims.**”

FEMALE, 70+, QLD

“A well-known, strong brand. It’s the reason I choose these guys.”

FEMALE, 18-29, WA



A SICK PET can be very stressful for families – not to mention for the pet. VetAssist could help and is free to Woolworths Pet Insurance customers. It provides online access to pet advice from Australian licensed Vets 24/7 via a secure personalised dashboard where they can connect to a Vet using a video call or online chat, and even access previous consultations.



Last September, Woolworths Pet Insurance doubled its Comprehensive annual benefit limit to \$24,000. For existing customers, the limit increase comes at no additional cost upon renewal. Plus, if you find a lower comparable quote, give Woolworths Pet Insurance a call and they'll beat it.*

Woolworths Pet Insurance donates \$10 from every new pet policy to PetRescue – a major partner since 2016. PetRescue is a charity that seeks to create a future where every pet is safe, respected and loved. These are just some of the reasons why Woolworths Pet Insurance has been recognised with a Highly Commended Trusted Brand award.

- **Visit www.woolworthspetinsurance.com**

*VetAssist is a separate subscription based service to the Woolworths Pet Insurance product, and is provided independently by Woolworth's third party service provider, VetChat Services Pty Ltd (VetChat). Visit www.woolworths.com.au/insurance full VetAssist Service for terms and conditions. Woolworths reserves the right to withdraw or extend this offer at any time, without notice.

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Get your Woolies worth!

on Pet Insurance

Benefits are subject to the terms and conditions including the limits and exclusions of the insurance policy. Woolworths Pet Insurance is issued by the insurer The Hollard Insurance Company Pty Ltd (ABN 78 090 584 473; AFSL 241436) (Hollard); is arranged, promoted and distributed by Woolworths Group Limited (ABN 88 000 014 675; AR no. 245476) (Woolworths); and administered by PetSure (Australia) Pty Ltd (ABN 95 075 949 923; AFSL 420183). Woolworths is an Authorised Representative of Hollard. Any advice provided is general only, and does not take into account your individual objectives, financial situation or needs. Please consider the Product Disclosure Statement (PDS) at insurance.woolworths.com.au/pet-insurance to decide if the product is right for you.



Woolworths
Pet Insurance

Search Woolworths
Pet Insurance



Dulux

WINNER PAINT

“

The results speak for themselves. An excellent product.”

FEMALE, 70+, NSW

“Our ‘go to’ paint brand and has been recommended by painters.”

MALE, 70+, NSW

“Premium brand; good-quality paint that lasts and looks great.”

MALE, 60-69, SA

Dulux

Worth doing, worth Dulux.

UNDERSTANDING WHAT CONSUMERS NEED for their home improvement and painting projects is at the heart of this paint brand. “Consumers are at the forefront of everything we do, and their satisfaction is our priority,” says Merridy Leonard, Dulux Product Manager. So, providing premium quality products is just the beginning.

Dulux is continually evolving to ensure it remains relevant to its customers. To do this, more than 60 dedicated chemists continually research, test and innovate Dulux products at its world-class Innovation Centre in Melbourne. “The past 12 months has shown how important it is to adapt to what consumers are experiencing,” says Ms Leonard.

Giving guidance and helping consumers through their project is the focus of the Dulux Help & Advice Centre. It can assist you at any stage of your project – from real-time colour guidance with Live Chat, to how to prepare your surface and the right product for your painting needs.

“Understanding consumers drives our thinking and helps map our future strategy,” says Ms Leonard.

- Visit www.dulux.com.au



Take On ANYTHING WITH DULUX



We are proud to be voted
Australia's Most Trusted Paint
Brand 9 years running*



Dulux

Worth doing, worth Dulux.

® Dulux and Worth doing, Worth Dulux are registered trade marks of DuluxGroup (Australia) Pty Ltd.

*As voted by Australians in the 2013-2021 Reader's Digest Most Trusted Survey.



AUSTRALIA'S MOST TRUSTED
PAIN RELIEF BRAND*

This medicine may not be right for you. Read the label before purchase. Follow the directions for use.
If symptoms persist, talk to your health professional. Incorrect use could be harmful.

The Panadol logo is displayed in red text on a white shield-shaped background, which is part of a larger silver megaphone-like shape.

Panadol

CHOOSE TRUSTED PAIN RELIEF



Band-Aid

WINNER PLASTERS & ADHESIVE BANDAGES



“

Always stay put and come in a variety of shapes and sizes.”

FEMALE, 60-69, WA

LAST YEAR, BAND-AID

CELEBRATED its 100th anniversary, and more importantly, a century of healing. Since 1920, Band-Aid has been at the forefront of innovation, striving to provide advanced wound-healing technologies that both protect wounds and promote faster healing.

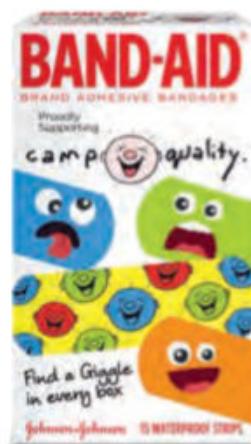


Band-Aid is proud of its long-standing heritage of supporting Australians to get back up on their feet after a mishap. Band-Aid's innovative wound technology and comfortable designs have helped us get better faster. Take, for example, Band-Aid's Advanced Healing range. Harnessing hydrocolloid technology, it restores the natural moisture balance of your skin to heal your wounds faster than an ordinary plaster.

This year, Band-Aid is proud of its partnership with the inspirational charity Camp Quality (CQ), which supports children and their families impacted by cancer. Co-creating a range of kids Band-Aids, their joint mission is to bring fun and laughter to kids. Band-Aid also helps with funding of CQ family camps and is driving awareness of the incredible work done by the charity.

- Visit www.band-aid.com.au

Always read the label.
Follow the instructions for use.



BAND-AID
BRAND ADHESIVE BANDAGES



BAND-AID®
BRAND ADHESIVE BANDAGES

THANK YOU FOR TRUSTING US WITH EVERY CUT, SCRAPE AND FALL

For over 100 years



See our full range at www.band-aid.com.au

#1
BAND-AID

THE #1 ADHESIVE PLASTER BRAND*

Always read the label. Follow the instructions for use.

BAND-AID® is a registered trademark of Johnson & Johnson. *IRI MAT ANZ 18/03/21.



AVJennings

WINNER PROPERTY DEVELOPERS

“

“Long established with excellent reputation.”

MALE, 70+, QLD

“Love their homes.”

MALE, 60-69, VIC

“A good Australian brand that’s been around for a long time.”

FEMALE, 50-59, NSW

AVJennings

KNIGHTED IN 1969 FOR HIS SERVICES to the property industry, Sir Albert Jennings was inducted into the Australian Property Hall of Fame in 2018. Australia's original community builder, the man and the company he founded have always championed the principles of community – principles that today are recognised as central to good property development and among the reasons AVJennings has been voted one of Australia's Most Trusted Brands for the third consecutive year.

Through the combined power of better design, better planning and better building, Sir Albert saw a gap in the market early last century for quality homes at a lower cost than was previously possible. Creating new housing projects and selling off-the-plan became a hallmark of AVJennings. By the 1960s, AVJennings had cornered the market with affordable designs and well-planned community developments with display homes that are common practice today.

In 2021, staying true to its values, AVJennings continues to ensure its customers' lives are all the better for the housing and communities they live in.

- Visit www.avjennings.com.au





Variety, it really is the spice of life.

The search for variety leads us to try new recipes, but it also informs how we develop communities. At AVJennings we deliberately include homes of different sizes, styles and prices in each development. Not just because it looks more interesting, but because it makes for diverse neighbourhoods. In the wonderful melting pot of modern society, it would be a shame to cook the same meal every time.

Your
community
developer.



AVJennings

Call 131 878 or visit avjennings.com.au

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LG Electronics

WINNER SOLAR PANELS

“

“They stand behind the quality of their panels with a 25-year guarantee.”

MALE, 60-69, NSW

“**It is innovative and great for the environment.**”

FEMALE, 30-39, NSW

“A great brand.”

MALE, 30-39, QLD



LG ELECTRONICS AUSTRALIA has been named as Australia's Most Trusted Brand – Solar Panels category for the second year in a row, as part of the Reader's Digest Trusted Brands Awards for 2021.

The company was recognised in a poll of more than 3000 Australians for its solar panel product performance, build quality and reliability.

LG Electronics Australia is one of the country's leading home energy product providers. More than 1.5 million LG solar energy panels have been installed on Australian homes and businesses during the past decade. Today the company has more than 100 solar dealer and installer partners around the country.

Gus Paviani, General Manager, Solar and Energy, LG Electronics Australia said, “LG is grateful to be named as Australia's most trusted solar panel brand for the second year running. We place a lot of emphasis on working closely with our customers and partners to deliver solutions that are best suited for local homes and businesses. LG solar panels offer long-term reliability.”

LG Electronics Australia offer a range of energy solutions ideally suited for the Australian climate, including the new LG NeON® H solar panels. The new panels were designed and developed by LG engineers in Korea and utilise technology which maximises the energy output of the panels.

The NeON range of LG solar panels come with a 25-year product and performance warranty, giving homeowners greater peace of mind about their solar investment.

- **For more information about the LG solar panel range, please visit www.lgenergy.com.au**



Power your home with award winning LG Solar panels

Thinking of installing solar on your home?

LG has over 100 authorised solar installers to help you.
To find out more, visit www.lgenergy.com.au





Equal

WINNER SUGAR SUBSTITUTES

“

“It is the one that I have used for years and it provides quality taste with no bitter aftertaste.”

FEMALE, 60-69, QLD

“A healthy choice for cooking or drinks rather than using sugar.”

MALE, 50-59, NSW

“I use Equal every day and I love it.”

FEMALE, 70+, NSW

equal

THE NO.1 LOW CALORIE SWEETENER IN AUSTRALIA,

Equal is recognised for having the best taste. It has the highest loyalty among sweetener shoppers*. Equal is a great choice for people who want to cut back on sugar and calories – whether to manage weight or control a medical condition – and still enjoy the great sweet taste they crave. It has a sugar-like taste and a wide range to cater for an array of consumer needs, from on-the-go sachets for sprinkling on cereals and smoothies, convenient tablets for hot and cold beverages to an easy-to-scoop jar perfect as a kitchen staple.

In 2020, during the COVID-19 period, people stayed at home more frequently and were reacquainted with the pleasures of baking at home. And so Equal launched the first-ever low-calorie sweetener especially crafted for baking. **Equal Baker's Bliss** caster sugar replacement (250g) is a great-tasting, low-calorie sweetener created for baking, to enjoy all the sweetness in baked goods without all the calories of sugar.

Its features include:

- ✓ Especially designed for baking
- ✓ 100% sugar free
- ✓ Only 2.2 calories per serve
- ✓ 1 for 1 cup replacement vs sugar
- ✓ Bakes just like sugar!
- ✓ Keto friendly
- ✓ Diabetic friendly
- ✓ Gluten Free

Available at Woolworths.

- Visit www.equalchoice.com.au

* IRI 2020



equal

AUSTRALIA'S

#1

LOW-CALORIE
SUGAR REPLACEMENT



New at Woolworths



CRAFTED
FOR
BAKING



- ✓ 100% SUGAR FREE
- ✓ ONLY 2.2 CAL PER SERVE
- ✓ USE LIKE SUGAR

Cancer Council

WINNER SUNSCREEN



“

“They are experts in sun protection.”

FEMALE, 60-69, QLD

“Cancer Council set the standard for sunscreen.”

MALE, 60-69, WA

“Dermatologically tested and proven, widely available, affordable, for all skin types.”

FEMALE, 40-49, TAS

CANCER COUNCIL CONTINUALLY ENCOURAGES US

to protect ourselves from the harsh Australian sun by following its well-known ‘slip, slop, slap, seek and slide’* measures. Offering formulas to suit a range of lifestyles, Cancer Council sunscreen is the number one selling sunscreen in Australia, and provides very high, broad-spectrum protection from harmful UV rays. Cancer Council products are proudly 100 per cent Australian-made, TGA listed (Therapeutic Goods Administration) and have been voted Most Trusted Sunscreen for six consecutive years.

A key message Cancer Council has promoted this year is to ensure you are protected every day when the UV is 3 and above (which is year-round in most states), regardless of if it is cloudy. To access live UV information for your location, download the SunSmart app.

And remember, every time you buy a Cancer Council product, you’re helping support the charity with its life-saving research and services.

- Visit www.cancer.org.au





Cancer
Council

Every purchase
goes towards our
research and services.



VOTED MOST TRUSTED SUNSCREEN



Six years running

Always read the label. Follow the directions for use.
Reapply every two hours and avoid prolonged sun exposure. cancer.org.au

AustralianSuper

WINNER SUPERANNUATION



“

“Market leader with long legacy.”

FEMALE, 40-49, VIC

“Provide an excellent service with excellent returns.”

FEMALE, 60-69, QLD

“Industry super fund with low commission and high return.”

FEMALE, 30-39, VIC

AustralianSuper >

AUSTRALIANSUPER is run for members only.

This means it doesn't pay profits or dividends to shareholders, so earnings from investments come back to the Fund's members. AustralianSuper is Australia's largest superannuation fund and takes pride in a history of strong, long-term performance and low fees. With over \$200 billion invested, its 2.4 million members have access to some of the world's best investments.

But it's not only size that makes AustralianSuper so attractive to members. The fund also understands the importance members place on accessing expert advice about retirement planning. Because every retirement journey is unique, AustralianSuper can guide members with a range of advice options and tools to help get their retirement planning right the first time, such as: online education seminars, calculators, webinars, articles, videos, an easy-to-use app, plus phone calls and one-on-one appointments with financial advisors, either via video-call or face-to-face.

With average lower earnings than men, time out from the workforce, and longer life expectancy, women are often on the back foot when it comes to super. AustralianSuper recognises and raises awareness of this 'gender gap' in many ways including advocating for change, through partnerships such as research studies, and a series of webinars that guide women on making small changes that could have big impact on their financial future.

- Visit www.australiansuper.com

Investment returns are not guaranteed. Past performance is not a reliable indicator of future returns. This information may be general financial advice which doesn't take into account your personal objectives, situation or needs. Before deciding on AustralianSuper read the Product Disclosure Statement available at australiansuper.com/pds.



Eric
Member since 2012

It's Australian. It's super. And it's your number one for nine years in a row.

From strong long-term performance, to always putting you and your future first, there are many reasons to trust AustralianSuper.

We're proud to have been voted Australia's most trusted super fund for the ninth year running, and we commit to working hard with you to build the retirement you deserve.

Find out more at australiansuper.com



AustralianSuper 
It's Australian. It's super. And it's yours.

*Readers Digest Most Trusted Brand – Superannuation 2013-2021. Awards are only one factor to consider when choosing a super fund. Investment returns are not guaranteed. Past performance is not a reliable indicator of future returns. This may be general financial advice which doesn't consider your personal objectives, situation or needs. Before deciding on AustralianSuper read the Product Disclosure Statement available at australiansuper.com/pds. AustralianSuper Pty Ltd ABN 94 006 457 987, AFSL 233788, Trustee of AustralianSuper ABN 65 714 394 898.



Dilmah

HIGHLY COMMENDED TEA

“

**“Reliable,
consistent and
simply better
than the
others.”**

MALE, 60-69, VIC

“**Best-tasting
tea on the
market.”**

FEMALE, 70+, QLD

“**Authentic
taste of tea.”**

MALE, 60-69, NSW



A CUP OF KINDNESS.

More than anything at Dilmah, we believe in being kind.

Kindness is at the heart of everything we do. We spread kindness by doing everything with care and respect. This means respecting nature – sustainably growing only the finest ingredients and protecting the environment.

Respecting our workers, and being kind to their families. Respecting our customers – we do not mix our teas. We uphold the highest standards and do not compromise quality to make a profit.

We make the best tea in the world and use our profits to support those that need that little bit of kindness the most.

Dilmah is much more than a brand of tea. It is an uncompromising promise of quality. Merrill J. Fernando, an artisan teamaker who is driven by his passion for tea and a desire to share the luxury and natural goodness in Ceylon tea, is the same teamaker behind the world’s best tea. Decades of extraordinary love for tea has given Dilmah the unquenchable spirit it has today. Earnings from Dilmah Tea are shared with less privileged people and the environment. To see how your cuppa is a cup of kindness, visit: www.mjffoundation.org and www.dilmahconservation.org





A handcrafted journey *from our tea gardens to your cup*



Dilmah Founder, Merrill J. Fernando, has dedicated over 70 years of his life to tea. He has mastered the art of tea making. He guides his family business with pride, passion and care. You can't buy that!!

A handwritten signature in black ink that reads 'Merrill J. Fernando'.

Merrill J. Fernando,
Founder of Dilmah

SINGLE ORIGIN 100% PURE CEYLON TEA

Dilmah was founded in Sri Lanka (formerly Ceylon), the source of our pure unblended Ceylon tea, renowned the world over for its fresh and full flavour.

FRESHNESS GUARANTEED

Packaging at our farm within days of handpicking the tender bud and leaves ensures that Dilmah tea retains its natural antioxidants and character.

ENDURING AUTHENTICITY

Dilmah remains faithful to the traditional methods of making tea. To enjoy all its flavour and natural goodness, follow our brewing guide located on each pack.

dilmah.com.au

[DilmahAustralia](#)

[dilmahceylontea](#)

[dilmah](#)

[dilmahrealtea](#)



Bridgestone

WINNER TYRES

“

“Leaders in their game. Good product. Good price.”

MALE, 50-59, SA

“**Hard-wearing and fantastic road grip.”**

MALE, 70+, WA

“Have used this tyre many times before and never had issues.”

FEMALE, 50-59, WA



BRIDGESTONE

BRIDGESTONE has retained the title of Australia's Most Trusted Tyre Brand for the eighth consecutive year and remains the sole recipient since the category was introduced in 2014.

Recently celebrating its 90th anniversary, Bridgestone draws on its rich heritage and its passion for innovation to deliver social and customer value as a sustainable solutions company, working towards its 2050 vision.

Bridgestone's commitment to supplying safe, reliable, and quality tyres remains at the core of its business through its evolution to become a global leader in advanced mobility solutions and living up to its newly introduced global tagline of 'Solutions for your Journey'.

Managing Director of Bridgestone Australia & New Zealand, Stephen Roche, believes trust is a major driver for customers.

"Last year highlighted how critical trust is, and we're honoured to maintain the trust of Australian motorists for the eighth straight year. When there's only one handprint of tread connecting each tyre to the road, it's important to trust the tyres you're on, and we're committed to keeping Australians in safe hands."

- Visit www.bridgestone.com.au





BRIDGESTONE



Australia's most trusted tyres.

With only one hand print of tread connecting each of your tyres to the road, Australians put their trust in Bridgestone time and time again.

You're in safe hands with Bridgestone.



Vegie Delights

WINNER VEGETARIAN/VEGAN FOOD



“

“They are delicious and healthy.”

FEMALE, 40-49, QLD

“Really good value and good tasting, the family likes these.”

MALE, 30-39, NSW

“My carnivorous family can’t even tell I’m using it.”

FEMALE, 50-59, TAS

AT THE HEART OF THE VEGIE DELIGHTS

BRAND is a simple premise: easy plant-based eating every day. This statement has been the goal of Vegie Delights ever since it



started making its peanut-based product, Nutolene, back in 1912. Perfect for stuffing vegie roasts, spring rolls or as a spread for sandwiches, Nutolene was a staple for a small group of vegetarian families over a hundred years ago and is still enjoyed today. With the growth of Vegie Delight's customer base, so has its product line, which now includes 27 tasty, easy-to-use solutions for vegans and those wanting to reduce their meat intake.

“We believe that enjoying plant-based eating enables everyone to live healthier and more sustainably, and we’re dedicated to genuinely making a positive, meaningful difference to the wellbeing of the communities we serve and work with,” says Mark Roper, Marketing Manager, LHF International.

Life Health Foods Australia employs more than 100 staff who are passionate about food and health at its purpose-built manufacturing facility on the NSW Central Coast.

“This ensures that our food is made with love by staff who really care about each other, customers and the environment,” adds Mr Roper.

- Visit www.vegiedelights.com.au



veggie delights™

FIND ME IN
FROZEN
VEGETARIAN



PLANT BASED **BITES**

Source of PROTEIN & FIBRE



5 Phrases That Build Trust

Slip these words into your conversations to build trust between friends and colleagues

BY MARISSA LALIBERTE

1 “Hi! You’re looking...”

Don’t just give friends and colleagues an upwards nod or a quick “How are you?” as you breeze past. Pause and comment on their appearance, whether they look happy, sad or sick. You’ll probably spark a conversation about the weekend plans they’re looking forward to or the sick child they’re taking care of, says Dr Paul Zak, author of *Trust Factor: The Science of Creating High Performance Companies*. Instead of making small talk, “it’s a much deeper conversation, but people almost always respond well,” he says. “It builds that emotional tie.”

2 “I understand what you’re saying”

Even if you disagree with someone’s views, show them you respect their beliefs with a phrase like “I appreciate your opinion” before

trying to change their mind, says Dr Lisa Gueldenzoph Snyder, professor and chair of the department of business education at North Carolina A&T State University. “Then provide an example that supports their perspective before transitioning the conversation to your perspective,” she says. This way, they’ll feel less criticised and will be more open to trusting what you have to say.

3 “How did you think that went?”

When starting a conversation about how someone could improve, let people gauge their success by their own standards. Starting with your own judgements could make the other person clam up and share less information. “Let them decide how successful it was and what they want to talk about,” says Dr Carla Chamberlin-Quinlisk, a professor of



“You might think mistakes will kill your credibility, but accepting your shortcomings actually builds trust”

applied linguistics, communication arts and sciences at Pennsylvania State University. “If you put a judgement on it and ask what they can do better, it puts that person on the defence.”

4 “What can I do better?” Asking this lets others know you’re open to positive change. In order to foster a team mentality, you should show that you are willing to make changes to help others out when needed, a critical value in

any environment. Not only can this mentality help out a team working to achieve a goal, it also shows that you possess the motivation for self-development.

5 “I’m all ears”

Telling someone you’re listening is the first step, but be sure to follow through. A comment such as this makes you accountable for listening to what is being said to you. Then *Inc.* magazine suggests, match your body language to the level of engagement you need in the conversation and make sure to acknowledge their ideas.

Trust is built on being consistent and reliable – something our healthcare professionals uphold daily. Read on for the Trusted Professions Results.

A Deeper Trust

As people around the world pay tribute to healthcare workers, Australians have voted doctors, nurses and paramedics the most trustworthy professions in 2021

Across the community, some professions are perceived as being more trustworthy than others. Our annual Trusted Professions survey reveals that, just as we did last year, in 2021 Australians trust **doctors** the most.

Caregiving professions have consistently ranked among the top five for many years. So this year it's no surprise that the other professions in the top five were **nurses, paramedics**, firefighters and scientists, in that order.

Medical professionals are trusted across the board. Throughout the pandemic, medical professionals took their role of health guardians very seriously, whether it was on the frontline in hospitals, or by making home visits and phone consultations. Their diligence and guidance was transparent and thorough. And while firefighters are the only profession in the top five not employed in the medical sector, their dedication to providing

life- and property-protecting care to the community demonstrates their professional sacrifices that earn our trust.

The poll asked participants to nominate the profession they trust the most. Although the list changes from year to year, professions such as paramedics, nurses, doctors and firefighters are regular repeats.

The next most trusted professionals are police officers, teachers, pharmacists, pilots and vets. This is followed by social workers, judges, dentists, religious ministers and priests, psychologists/counsellors and accountants. At the bottom of the pack are social media producers, security guards, delivery drivers, journalists and politicians.

In the context of the pandemic, and the importance of public announcements, the results of the poll are telling – particularly in light of doctors topping the list, against politicians coming in last. Looking back at the daily updates



"Caregiving professions have consistently ranked among the top five for many years"

our political leaders gave – both state and federal – it was their respective chief medical officers the prime minister and state premiers referred to for guidance on closing borders, wearing masks, and vaccination rollouts. In what has been a very



difficult time for politicians, by acquiescing to the medical and scientific experts, they clearly recognised their role was to listen to those in the know. That's the value of trust.

TOP 30 TRUSTED PROFESSIONS	
1	Doctors
2	Nurses
3	Paramedics
4	Firefighters
5	Scientists
6	Police Officers
7	Teachers
8	Pharmacists
9	Pilots
10	Vets
11	Members of Armed Forces
12	Social Workers
13	Judges
14	Dentists
15	Religious Ministers and Priests
16	Psychologists/Counsellors
17	Accountants
18	Financial Planners
19	Post Office Workers
20	Childcare Workers
21	Lawyers
22	Retail Workers
23	Builders
24	Aged Care Workers
25	CEOs
26	Social Media Producers
27	Security Guards
28	Delivery Drivers
29	Journalists
30	Politicians



The Value of Trust

A psychologist, a poet and the creator of Peter Pan all have opinions about the power of trust. Read on for wise words from ten great thinkers

Better to trust the man who is frequently in error than the one who is never in doubt.

ERIC SEVAREID, AUTHOR

THE BEST WAY TO FIND OUT IF YOU CAN TRUST SOMEBODY IS TO TRUST THEM.

ERNEST HEMINGWAY, AUTHOR

All the world is made of faith, and trust, and pixie dust.

J.M. BARRIE, AUTHOR OF PETER PAN

Trusting our intuition often saves us from disaster.

ANNE WILSON SCHAEF, PSYCHOLOGIST

Love all, trust a few, do wrong to none.

WILLIAM SHAKESPEARE, PLAYWRIGHT

TRUST, BUT VERIFY.

RUSSIAN PROVERB

Trust opens up new and unimagined possibilities.

ROBERT C. SOLOMON, ETHICAL THINKER

TRUST STARTS WITH TRUTH AND ENDS WITH TRUTH.

SANTOSH KALWAR, POET

Trust only movement. Life happens at the level of events, not of words.

ALFRED ADLER, PSYCHOTHERAPIST

How can people trust the harvest unless they see it sown?

MARY RENAULT, HISTORICAL NOVELIST

Taste the **Difference**

Enjoy better flavour with Australia's
award winning air roasted coffee, in the
comfort of your own home.

Check out our extensive range of single
origins and our own unique blends from
beans from around the world.

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