

STAR CENTRAL

June 2022

NEW NORMAL

Five key takeaways that would help small, medium and large enterprises grow their ventures to new heights

EMILY M

Meet Emily De Margheriti, the lead star of Aussie horror comedy film "Sissy"



GET TO KNOW
BEN GIROUX

INTRODUCING

OMB

MAKE WAY FOR O Z AND BAKES

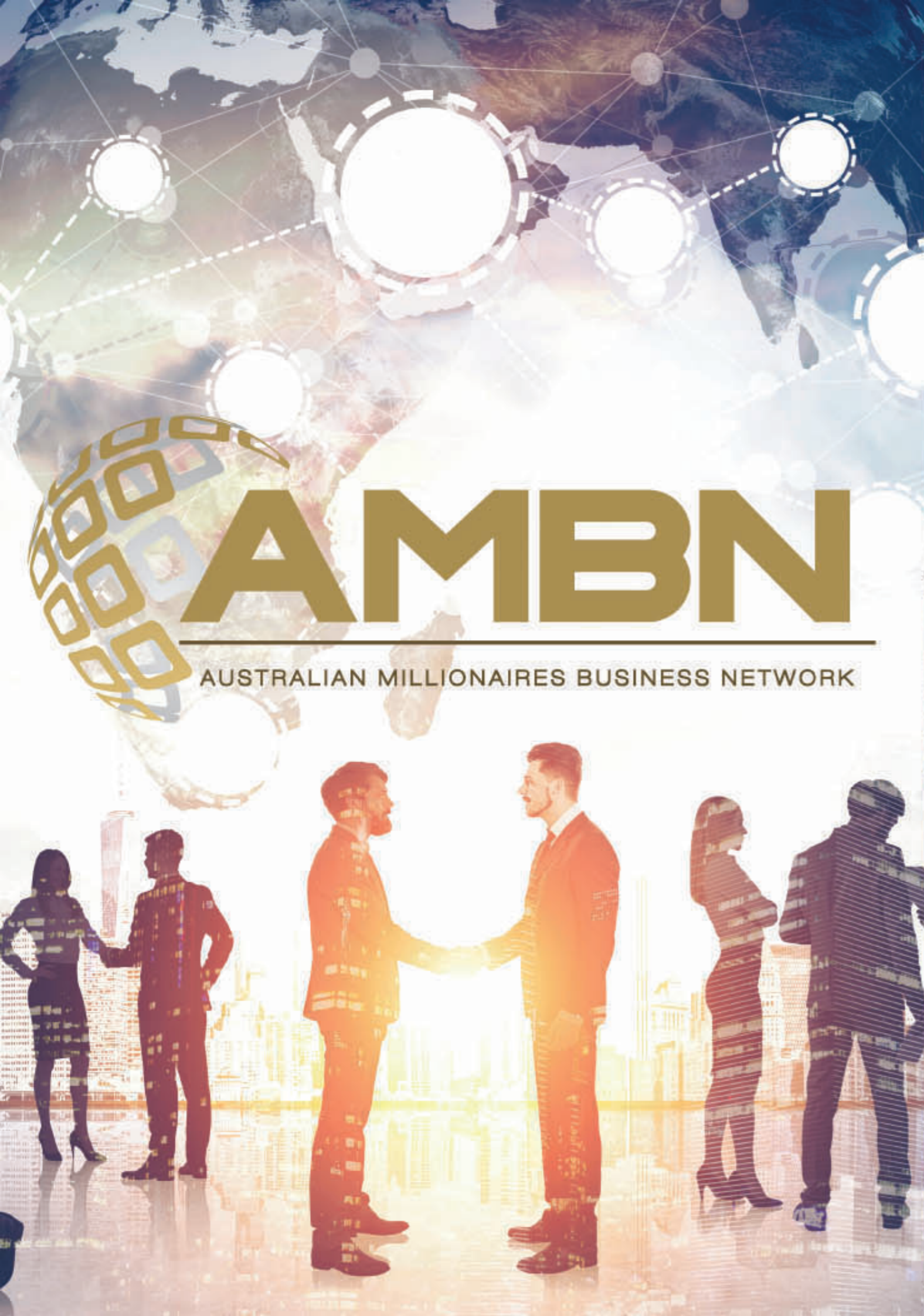


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OZ & Bakes

Find out more about one of the duos to watch out for in 2022



OPENING REMARKS



As the second half of the year draws to a close I would like to take this opportunity to thank you all for your continuous supporting us since the beginning. This has been an amazing year for us thus far. Maintaining a publication in these difficult times is never easy and the rest of 2022 is definitely shaping up to be a challenging year for us. We will be focusing our efforts towards providing our readers with more razor sharp and gutsy articles and we have even planned innovative projects, initiatives and various events to help our publication and our brand continue to grow and develop. As always, we will keep you up to date with progress as we go through the year. God bless everyone.

Mike Ilagan
Managing Director



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Find out more about one of the actors to watch out for in 2022

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EDITOR'S NOTES

On the cover of our latest issue, we have OXB - a duo made up of O Z and Bakes. O Z (Steven Ozbun) is a veteran entrepreneur and music producer bringing much-needed attention to a genre of music that combines rap with house music. On the other hand, Bakes is a solo rap artist described by many as lyrical, intelligent, intricate, and comprehensive.

This month, we also highlight Emily De Margheriti, who stars as Alex in the horror/comedy film *SISSY*. Plus, we interview Ben Giroux, who voices the lead character in the Nickelodeon animated series that premiered on Paramount+. Based on the books of the same name, the show follows 11-year-old Nate Wright, a rebellious sixth-grader with a never-ending need to prove his greatness to the world.

With great pleasure, I bring you the latest issue of StarCentral Magazine - hopefully, you'll be reading it with your feet up and with a mug of hot chocolate in hand (because that's what I'll be doing)!

Vicky I
Editor-in-chief

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Bamboozle Room Pg. 15



INTERNATIONAL GOLDEN
SASH ACADEMY



INTERNATIONAL
GOLDEN
SASH ACADEMY

The International Golden Sash Academy is an academy designed for women of all ages competing in pageants. Whether you're a beginner or an experienced beauty queen, The International Golden Sash Academy will give you the tools you need to reach your next level of success! It will give a comprehensive overview of what it takes to succeed at your next competition starting from the inside out. This is a ten week course that will focus on a different topics each week.

GET TO KNOW EMILY DE Margheriti

Emily De Margheriti stars as Alex in the horror/comedy film *SISSY*. This glamorous antagonist prides herself in being fiercely loyal and unequivocally the most authentic version of herself.

SISSY addresses core themes throughout the film, including the harmful side of social media, friendship conflict & growth, mental health awareness, perception vs. reality, search for self-acceptance & so on. Emily can uncover the message behind these concepts—what the audience should take away and learn from in their own lives.

An Australian native, Emily is one of the original founders and a director of DEMS Entertainment, based in Los Angeles, splitting her time between LA and Australia. Aside from her role as a producer, Emily also takes on a dual role as an actress in the films, *I Hate Kids* (2019), *Chaos* (2019), and *Theatre of the Dead* (2013). She graduated from WAAPA's Bachelor of Performing Arts in 2016, Brent Street's Cert IV in Performing Arts Course in 2012, and Canberra Dance Development Centre's Vocational Dance Program in 2011.

StarCentral International recently caught up with Emily to discuss her journey in the industry and here's what went down:

Could you please tell our readers a brief background about yourself and how you started?

I'm Australian, born and raised. I grew up with three brothers, my mother and my father. I've always had a zest for life, doing absolutely everything under the sun. I started my career by training early on. Acting has always been in my blood. I was a child when I wanted to start acting classes and become an actor, and I took part in a few theatre productions. I also tried to get an agent. However, I was turned down due to being "too young." I didn't realize at the time that failing to get an agent would be one of many glorious failures and just the start to growing the thick skin I needed to deal with all the different knockbacks that I've so far experienced in my early career. As such, I put my career on pause for a while.

In my 20s, I focused on acting again, undertaking short courses and private lessons to advance my acting skills. At the time, I was also performing regularly as a dancer while completing a Cert IV in Performing Arts at Brent Street (2012). I attended the Western Australian Academy of Performing Arts (WAAPA) and graduated with a Bachelor of Performing Arts in 2016. Once I concluded my studies at WAAPA, I moved to Los Angeles, having secured a small role in a feature film called *I HATE KIDS* opposite Tom Everett Scott and Tituss Burgess. I'll never forget watching Marisa Tomei in action; she nailed the scene in one take. *ONE TAKE*; she was phenomenal... Little did I know with indie films we tend to have no choice!

I then decided to create a production company named Dems Entertainment. Dems Entertainment has developed several projects and was involved in the acclaimed dramedy *LADIES IN BLACK* from director Bruce Beresford. I produced *THE NORTH PLAN* at the Sherry Theater, where I performed in the lead role of 'Tanya,' earning a best lead actress nomination in the Valley Theatre Awards. The play ultimately won in the Best Director category and was also nominated by Broadway World for Best Play.





Most recently, I was one of the leads in the satirical horror feature *SISSY*, directed by Hannah Barlow and Kane Senes, which recently wrapped production in Canberra and had its world premiere at SXSW in Austin in 2022.

I've always felt that being proactive is vital to creating longevity. I am an actor at heart and will always be auditioning for projects. I also get the blessing of developing my own projects and facilitating work for myself and others in the industry. This duality is what creates longevity in a very inconsistent industry.

To sum it up, I started by training, winning a few roles, and persevering through many setbacks by working hard and continuously improving myself with ongoing training. I also created a production company to facilitate work for myself and others.

What do you like most about being a producer?

I love that I have a great production team behind me that helps me focus as an actor first and a producer second. Having creative control is something that fulfills me as an artist. It's finding a story that grabs you and putting together a team to make it happen. It's the collaboration process and being across the movie. Building it from the ground up ultimately satisfies me. I don't believe we are just one thing, this societal construct of a single label we place on people. What I love most about producing is facilitating work for myself and others. However, when it's my production, and I'm on set, it's all business as an actor, and I don't worry about the day-to-day production as my team takes over and carries the project to market and deals with the ongoing relationships with sales agents and distributors.

What have you learned from the people that you have worked with throughout your career?

I'm constantly learning from experienced creatives in the industry! I have had the fortune to have worked with incredible producers such as Sue Milliken, Allanah Zilserman, and Directors Bruce Beresford and Phillip Noyce. Working with my production team, I also truly appreciate what it takes and how long it takes to put a movie together. I've learned that the industry can also make you bitter if you allow it because many projects never find financing or get close to green light. My managers, Will Ward and Chris Burbidge have provided excellent guidance, and I have learned that you just need a few good people in your corner.

Can you describe a time when someone disagreed with your artistic vision?

In this industry, when you are collaborating, there will always be a bit of give and take; there will always be disagreements, but it's how you navigate through that and what battles you choose to take on. It's putting the essence of what makes the film work first.

There was a time when I was working with a writer, and it didn't work. Our creative visions didn't align. Sometimes you're able to work through these, and other times, you must part ways. It's just the nature of the business.

How do you cope with being away from home for extended periods?

I'm so used to traveling to different countries and experiencing very different cultures, so I quickly learned to adapt. My home is Los Angeles, Canberra, and Sydney, so I'm home most of the time, but in three familiar places. I always know that family and friends are a phone call away. It can be challenging being away, but I'm always very blessed to be able to do what I love, and for that, I'm incredibly grateful.

What is the most advanced skill you have acquired as a producer?

I have acquired many skills as a producer, such as being flexible to change, using my initiative, finding great scripts or ideas that I can turn into films, as well as hiring screenwriters to write ideas into screenplays. It also includes collaborating with different people, securing funding for projects, and collaborating with directors, cinematographers, and other department heads to execute the creative vision. All these are vital, and I had to learn some of them quickly. You are constantly working under pressure.

Where do you see yourself in 5 years?

I see myself still training, learning, and growing as an actor in five years. I will still be striving to make thought-provoking, downright entertaining, and powerful movies. Movies that both break your heart but make you laugh. I hope to be telling stories and making very successful movies both for studios and my own produced films as an actor. I see myself perhaps in a TV series of sorts, but hey, who knows the future!





Photo Credit: Nick Rasmussen

RIISING STAR SPOTLIGHT: INTRODUCING BEN

GIROUX

He voices the lead character in the Nickelodeon animated series that premiered on Paramount+. The show, based on the books of the same name, follows 11-year-old Nate Wright, a rebellious sixth-grader with a never-ending need to prove his awesomeness to the world. Whether he's dealing with disasters at home or detention at school, Nate is no stranger to a challenge. Luckily, he's able to express himself through the cartoons he creates. The cast also includes Dove Cameron, Rob Delaney, Carolyn Hennesy, and special guest star Jack Black to name just a few.

Giroux is best-known for his portrayal of The Toddler, the main and original villain on the hit Nickelodeon series *Henry Danger*. After a five-season run on the show, he brought his popular character to the spin-off series *Danger Force*. Since its inception, the "Dangerverse" has become one of Nickelodeon's most successful and longest-running franchises of all time. To date, Giroux has showcased his talent on over 100 episodes of television, including a recent recurring role on the Netflix sitcom *The Big Show Show* as the comedic nemesis of WWE star Paul "Big Show" Wright. Other appearances include *Will & Grace*, *NCIS*, *Bones*, *Psych*, and *House, M.D.* to name a few. He has also made a name for himself with an extensive resume of voiceover roles. Notable credits include *Bunsen is a Beast*, *Batman vs. Teenage Mutant Ninja Turtles*, *DC Superhero Girls*, and *The Loud House*, among many others.

With his huge fanbase, Giroux has built an impressive social media presence and is verified on all platforms. He launched a very successful TikTok channel with over 113 million likes and over 4 million followers where he posts hilarious content including *Dumb Dubs*, *Mostly Good Advice*, and *Ruin A Toon*. He has also established a loyal following on Instagram with over 192,000 followers, Facebook with over 168,000 followers, and Twitter.

StarCentral International recently caught up with Ben and here's what went down:

1. Can you tell us more about yourself? How did you get started in the entertainment industry?

Hey! I'm a comedic actor/director currently starring on Nickelodeon's "Big Nate" on Paramount+. I've also played The Toddler on Nickelodeon's "Henry Danger" franchise for the past decade in addition to directing, producing, and writing commercials, music videos, and TV pilots via my production company, Small Red Cape.

2. What do you like most about acting?

On a deeper level: with the world in a pretty funky spot right now, my imprint on the universe is adding a little bit of levity. Acting allows me to create and consume comedy and laughter—I'm obsessed with collaborative creativity. On a shallow level: there are really tasty snacks on set.

3. How different is it to act in front of the camera vs. voiceover acting? And which one do you prefer?

It's all comedic storytelling—just through different mediums. I love being in front of the camera and behind the microphone equally. That said, voiceover affords me a wider range of roles I'm applicable for: Nate Wright is a 6th-grade kid, but I can also play a creature, a superhero, and a robot in the same episode.

4. What are your weak points when it comes to acting? How do you try to improve them?

Sometimes I overthink things and get a little too "in my head." Over the past few years, I've been focused on owning my inner confidence and trusting my instincts.

5. What are your strong points as an actor?

Improv, improv, improv! I think the key to a career in comedy (and really, life in general) is embodying the spirit of "yes, and...." Most of my television roles have allowed me to riff, improvise, and add my own flair. "Big Nate" is a great example: I'd say about 10% of our show is entirely improvised. Those little moments of unscripted magic are something I pride myself on.

6. What have you learned from the directors that you have worked with throughout your career?

80% of good directing is casting. I really enjoy working with directors who let their cast explore, color outside the lines, and elevate a script with their own unique spin. The cast has been hired for a reason, so I love directors who give their cast a safe, free environment to try outside-the-box choices. Every time I work with a great director, it inspires me in my own directing career.

7. What are some of the difficulties of the acting business?

When you begin a career in entertainment, you're signing up for a life of 99% rejection. As an actor, you're essentially a professional job interviewee—constantly auditioning for opportunities where the odds are stacked against you. But all of that hard work pays off when you land a role; it makes the constant rejection and close calls well worth it. You must be relentlessly driven, never getting too pumped up or too discouraged.

8. What's challenging about bringing a script to life?

The biggest challenge about bringing a script to life is finding cohesion between a lot of disparate things: making the character feel authentic, making the character specific to your own point-of-view and skillset, making choices that are consistent with the director/showrunner's style—there's a lot to consider. But filmmaking is the ultimate team sport and that collaborative energy is what ultimately brings a script to life.

9. What do you do when you're not filming?

I'm really into fitness! I go to the gym almost every day—it's a great way to disconnect. I also travel around the country competing in Spartan Race obstacle course races. I love challenging myself physically. I'm also obsessed with watching NBA basketball. Go Suns!

10. If someone is going to make your life into a movie, who would play you?

The Rock, obviously.

11. What are your future plans—inside your career or out of it?

To continue making funny, cool, creative content with my friends whether that's on or off-camera. I'm also actively pitching original TV series with my writing partner, so hopefully, I'm running my own show very soon.



Photo Credit: Adam Hendershott



Photo Credit: Courtesy of Nickelodeon





• Video Viral



• Blog

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Bamboozle Room shows are performed by Sydney's most skilled and engaging dancers, comedians, and vaudeville entertainers. Tickets to public shows are available directly through the Bamboozle Room website.

The Bamboozle Room usually seats up to 70 people with table seating. This gives audiences a sophisticated cabaret experience that is safe, intimate, and as magical as ever. You'll enjoy the show and your meal from your own table while still being close to the action on stage. The food is delectable, and the cocktails are to die for.

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FIND OUT MORE ABOUT

OXB

An innovative entrepreneur, San Diego native Steven Ozburn is a veteran entrepreneur and music producer bringing much-needed attention to a genre of music that combines rap with house music. He is also currently the CEO of the sunglasses and apparel brand TradingLooks.com. Ozburn always had a passion for music, even at a young age. After arriving on the music scene in 2020 with his double single 'Come Get It,' Ozburn has continued to make waves in the music industry under the musical nickname of "OzMusicNation" unleashing several massive EDM anthems that have been making their rounds through Spotify.

From listening to rap records with his older sister as a kid, Ozburn borrowed her mixtapes and made copies of records by Slick Rick, Eazy-E, Too \$hort, and Snoop Dogg for himself, then listened to them with his friends. It was from these early days in his life that his love of music grew, and ever since then, his goal has been to create music that everyone could relate to and enjoy. As Ozburn developed his identity in the music scene, he began to create his own style, finding a way to combine the raw energy of rap with the soulfulness of house music, blending them into a unique style. The result was a style unlike any other, skillfully combining heavy EDM beats with rap lyrics and golden age flow.

Bakes, on the other hand, is a solo rap artist described by many as lyrical, intelligent, intricate, and comprehensive. Their paths initially crossed when he had started modeling for Ozburn's sunglasses company, TradingLooks.com. However, they didn't meet until Bakes later attended Ozburn's infamous birthday party, which was thrown and announced just 24 hours before other celebs were seen at the party, including Tom Sandoval and DJ James Kennedy, and rapper Too \$hort. The party was thrown by Irma Penuruni of BurgerRock, OXBs publicists. Ozburn debuted some music at the party and had used his vocals in a track. Afterward, the two talked about collaborating. Ozburn thought it would be amazing to link up with a skillful lyricist; the actual storyline from Bakes' music was hitting home as Bakes wrote it. There were lots of parallels and synergy between the two artist's lyrics and beats, so it was a natural progression toward releasing music together. Thus, OXB was born.

StarCentral Magazine recently caught up with OXB to discuss their journey in the music industry, and here's what went down:

How's the sunglass business going, Steven?

O Z: Very good! This past winter, we opened our first location in Little Italy, San Diego. So things are definitely starting to pick up. Now that summer is hitting; the online store is doing great as well as Tradinglooks.com. We've seen Paris Hilton, Too Short, and many other celebs as well. You have to hit it up if you're ever in San Diego. You can also find Bakes' merchandise there and soon OXB as well.

What does OXB stand for literally and symbolically?

O Z: It's an acronym for O Z x Bakes. We were initially going to go by both of our solo names combined but decided to shorten it and give our duo its own identity.

Photographed By: Scott "The Dreamer"
Stylist: Georgie @scotchandsoda



What is the name of the music genre in your own description if you had to review it?

O Z: A true mash-up of hard-hitting, uptempo electronic production and lyrical hip-hop vocals. Truly blending the hip-hop world with O Z's tech-house style - "RapTech" is what we'd call it.

How would you describe the music that you typically create?

Bakes: My solo rap style is described by many as lyrical, intelligent, intricate, and comprehensive. I never dumb it down too much; I keep it witty even when it's simple. O Z, Beat wise, is very diverse and eclectic; We can artistically go many directions with our music, but overall we strive to make it positive, conscious, and substantial.

Who inspired you to make music?

Bakes: Originally, my mom was heavily influential on my musicality because she always sang and played guitar herself. I discovered hip-hop early on and gravitated toward the rhythm and spoken word element. I loved how the beats made me feel and how the lyrics could tell a story with syllables and rhyme schemes.

O Z: Growing up with so much music around me, I really wanted to start making music at some point. Once I sold my business to a company, I decided now was a good time to give it a go. I grew up listening to legends like Cher and Elvis playing every day thanks to my parents, and I followed rap legends such as Too Short, E-40, Ice Cube, and Snoop since I was a teenager, thanks to my sister. When House came out, I loved the liveliness of it, and I wanted to one day blend the two genres together.

What is your creative process like?

O Z: We constantly write song ideas and lines throughout the day. Whenever we start a new track, we begin by scrolling through our song notes and pulling parts that fit—piecing together songs.

What is your new album called?

Bakes: Our new OXB album is themed around the 9th Dimension, showing listeners our diversity in sound and multi-directionality of music. We're bringing our worlds together for a progressive sonic landscape.

What's the best piece of advice another musician ever gave you?

Bakes: Music is meant to be felt, not heard. This resonated so much with us because we've always been very technical when crafting our music, focusing on little imperfections and fine-tuning it to get it perfect. But, sometimes, those imperfections are what give it its life. We judge the music now off vibration and the feeling it gives us.

What is one message you would like to give to your fans?

O Z: That anything is possible; you can literally create your own world and reality if you have the right mindset, intentions, work ethic, and carry a high frequency. It's all about the journey and being open to growth.

Photographed By: Scott "The Dreamer"
Stylist: Georgie @scotchandsoda



Photographed By: Scott "The Dreamer"
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SNEAK PEEK: CELEBRITY HOMES UNLOCKED

JOHNNY & AMBER'S

FORMER LOVE NEST

With all the notoriety Johnny Depp and Amber Heard attracted during their headline-making court case, what better time for a new owner to put the Depp-Heard former love nest on the market? Though only married for 15 months, the Los Angeles building was their home and, according to the listing agent, the one-bedroom penthouse was where they "spent a good amount of their time." Depp actually owned five of the penthouses atop Downtown LA's iconic Eastern Columbia Building. Following his 2016 divorce from Heard, he listed and sold all of them for a total of \$12.78 million. Now, one of the apartments, the one-bedroom, two-bath penthouse, is again for sale - priced at \$1.765 million.

Depp is well known for his acting in his many movies, including *Edward Scissorhands* and Disney's *Pirates of the Caribbean* series, but he is almost as well known for his penchant for owning eccentric real estate, which shows off the imagination that has proven to be a part of his fame. Johnny was one of the highest-paid actors in Hollywood and could afford to buy almost any attractive or unusual property he desired. And he did!

Depp, who was born in Owensboro, Kentucky, owns or has owned a 45-acre island in the Bahamas that caught his eye when he was filming *Pirates of the Caribbean*, a collection of expensive homes in the Hollywood Hills that he planned on connecting with a series of tunnels, a Kentucky horse farm that he bought for his mother, an entire French village near St. Tropez, and the five LA penthouses.

Johnny's love life has been about as interesting as his real estate holdings. In addition to the Amber Heard marriage, he was married to makeup artist Lori Anne Allison when he was just 20 years old. And a long line of engagements or serious dating, including Sherilyn Fenn, Jennifer Grey, Winona Ryder, Ellen Barkin, Kate Moss, and French singer-actress Vanessa Paradis. Rumors are that Johnny is now getting back together with Moss who was a partner with Depp for some of his more nefarious adventures, such as his 1994 arrest for trashing a hotel room in New York City.

Depp still has many close friends, both male and female. His kindness toward friends and family shows by how he handles his real estate. When he had the five penthouses, instead of renting them, he kept them for friends and family to visit in comfort. The same is true of the homes he owns in the Hollywood Hills.

The LA two-story, one-bedroom penthouse is located in one of the city's most historic buildings and features 1,780 square feet, soaring ceilings, and a cozy lounge area on the staircase landing. In addition to its great walkability to restaurants and shopping, the building's amenities include a rooftop saltwater pool, fitness studio, spa, sundeck, Zen garden, and 24/7 concierge service. The listing agents are Ernie Carswell and Rick Tyberg of Douglas Elliman, Beverly Hills.

Source: www.elliman.comPhoto By: [Douglas Elliman Realty](http://DouglasEllimanRealty.com) | Source: TopTenRealEstateDeals.com



FIVE WAYS FOR *Businesses* TO THRIVE IN THE NEW NORMAL

SKYBIZ, the business solutions arm of SKY Cable Corporation, partners with Microsoft's Crayon Software Experts Philippines, Inc. to help entrepreneurs and enterprise owners shift and grow amid today's digital age of doing business as it conducted a special webinar event, showcasing the features of the all-in-one business suite Microsoft 365.

Here are some key takeaways from the webinar hosted by SKYBIZ and Crayon Software Experts Philippines, Inc. that would help small, medium, and large enterprises grow their ventures to new heights in today's age of digital transformation:

1) Business alteration and reset

Indeed the pandemic has changed our way of living, including how we do business.

According to Crayon Philippines' solutions architect Danica Francisco, many businesses are finding ways to make their businesses thrive amid these uncertain times, ushering the new normal in how we communicate and transact with our clientele.

"We've seen how businesses changed and shifted focus on making their ventures thrive. I'm not only talking about the large enterprises, even the small businesses. Here, we could see the resiliency of these businesses, some didn't make it, but others thrived in today's times," Francisco shared.

Shifting to digital could be beneficial for many business owners in order to cope with the ongoing new normal set-up and make operations accessible and run more smoothly.

2) People are the driving force behind progress

Despite the ongoing shift in today's digital transformation, people are still pivotal in driving success for all businesses.

With this in mind, companies and smaller businesses alike should continue addressing the needs of their employees to establish trust and bolster rapport in boosting work productivity.

Plus, considering a more work-friendly set-up for workers, including the implementations of work-from-home or hybrid arrangements, would be beneficial in promoting work productivity and safety.

"It is important for organizations and companies to address their current needs. We know that it is difficult to go to work due to these uncertain times with COVID affecting the transport sector.

We need to think of how we can help our people to stay motivated at work," Francisco added.

3) Real-time collaboration

One of the worries of business owners is how flexible working set-ups would hamper real-time collaboration, with employees now working apart from one another to maintain their safety.

But with the help of modern technology, including the Microsoft 365 business suite, businesses can run smoothly as usual with real-time collaboration applications that would help them interact with one another and continue doing their work together virtually.

Another vital factor to note in virtual real-time collaboration is to introduce a user-friendly interface so all employees, whether tech-savvy or not, can seamlessly conduct business activities without the worry of being left behind.

4) Strengthening digital security

Going digital may also introduce new risks, including cyber threats that would potentially affect one's business.

From stealing personal information to breaching bank funds, investing in additional digital security measures is key to protecting all crucial data from hackers and other digital perpetrators alike.

5) Taking note of costs

Shifting to digital may also be heavy on the pockets of most businesses.

With costs in the equation, it is apt to find an all-in-one solution to cut costs while enjoying the benefits of virtual real-time collaboration and digital security.

MEET THE CEO OF TNB COFFEE

Adrian

Run by Adrian Duquilla, TNB Coffee (@thenakedbaristacafe) serves close to one of the best coffees you can find in Western Sydney. A long bar, dotted with stools, runs the length of TNB Coffee in Rooty Hill. That's because your coffee date is with your barista, and there's definitely a lot to talk about. There are multiple blends to choose from, plus some amazing coffee with the price tag to match.

StarCentral Magazine recently caught up with Adrian to discuss his journey as an entrepreneur in Western Sydney, and here's what went down:

Is your TNB account and café now your full-time job? Yes, it is now. I'm all in!

What did you do for work/career prior? I was in IT for over 15 years.

Whereabouts do you live? Minchinbury in Western Sydney.

Are you married? Do you have any kids? Yes, I'm married, and I have three girls.

When did you start learning how to be a barista? 2020 when the lockdown first started.

When did you start your Instagram account? (it seems to have grown very quickly!) April 2020. Yes, it grew very quickly. People seemed to like the content I was releasing since photography and videography are my hobbies.

What other brands have you worked with (outside of Califa)? Riverina, made by fressko, pesado, coffee machine technologies.

Are there any specialty drinks or dishes at your café, or is there anything else that might be unique or interesting about the café? I do monthly rotation pour-overs, which has been a hit. It has been a space for many students wanting a place to study and work from home and people wishing to work in the cafe. There's free unlimited wifi and PowerPoints everywhere.

Is there anything else that might interest the media about yourself and your journey with TNB? Look out for more branches. This is just the beginning.

What are you doing to maintain or grow your business? To maintain and grow my business, I'm concentrating on maintaining the high standard of coffee and food I started with. There's nothing worse than being inconsistent. The best way to grow a business is to do things well all the time to get repeat customers. My main tactic is for people to talk about my business via word of mouth. Nothing better than getting personal recommendations from people that have visited the cafe because they are the customers you want that love your product and will share it with others wither via social media or word of mouth. I still think this is more powerful than spending on marketing.

What is the best advice you have ever been given? You can only put a limit on yourself.

Any advice to a person that wants to get into business? Do something you love and not something just to make money. The profit and success will come naturally because you love and believe in the product you are serving.

Tnb coffee is located in 1 Rooty Hill Rd South, Rooty Hill NSW 2766.



A woman with long brown hair, wearing a wide-brimmed white hat, a white short-sleeved dress with ruffles, and brown boots, is sitting on a sand dune. She is holding a brown crossbody bag and sunglasses. The background shows a blue ocean with white waves and a clear sky. Two wooden posts are visible in the sand.

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