

# Inlife

I N T E R N A T I O N A L

MAY 2022

## FRANCHISING YOUR BUSINESS

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OUT HOW TO FRANCHISE  
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# InLife

INTERNATIONAL

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# InLife

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## EDITOR'S NOTES

InLife International Magazine's journey began in 2010 with three people. As our company has grown, so has our belief in InLife International's role and vision for impact worldwide. Today, we're proud of our long history of helping create a platform for emerging talents from all over the world.

Our strong values have guided us through this past year. As I write this introduction note, we continue to navigate a global pandemic which has been a defining moment for the whole world – and definitely a defining moment for InLife International.

Our goal is and always has been, to establish a publication that informs and promotes local artists, models, actors, creatives, and entrepreneurs from all over the world. At InLife International, we'll never stop striving to be the best. Our purpose will always guide us in our decisions, and our values will always inspire us to keep pushing forward. God bless everyone.

Sue Turner  
Editor-In-Chief



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## EVENT TO WATCH OUT FOR: TOOWOOMBA CARNIVAL OF FLOWERS

Prepare the petals - Toowoomba Carnival of Flowers has unveiled a month-long celebration for September 2022, set to bring a multi-million dollar boon to the region.

The wait is over petals! The 2022 program for Toowoomba Carnival of Flowers (TCOF) has been unveiled and September has never looked, smelt, sounded or tasted so good!

In announcing the program today, Toowoomba Regional Council Mayor Paul Antonio said the famous floral celebration would once again extend over all 30 days of September as a joyous program of petals, flavours, sounds and sights, and also revealed the theme for the Grand Central Floral Parade.

"The Grand Central Floral Parade is the event that stops the city, with thousands of families lining the streets to watch. It will be held on Saturday 17 September, again at the earlier time of 10am, allowing crowds to enjoy a full day shopping and adventuring. This year the theme will be Reflect, Connect and Sparkle, a fitting and very positive nod to the past two years of challenges, and the vision we have for the future," he said.

TCOF will be headlined by over 190,000 spectacularly blooming plants, flourishing under the hands of an army of Council gardeners. Seedlings are being carefully nestled into expertly prepared garden beds ready to put on a show of colour this September. Along with the beautiful blooms, the famous three-day Festival of Food and Wine will be held from 9 to 11 September, showcasing the best in regional produce and Australian music in Queens Park.

Chair of the Toowoomba Regional Council Environment and Community Services Committee Cr James O'Shea said the continued expansion of the 73 year-old event proved to have extraordinary financial and social benefits for the community.

"Our event is a significant economic performer for the region," he said. "Once again, our incredible event will take place over 30 petal-filled days, to allow for greater visitation, business connections and community engagement. Taking centre stage, as they should, will be flowers and local flavours, as the event continues to bloom into a truly region-wide experience for both locals and visitors. We look forward to welcoming visitors from all over Australia this Spring!"

Tourism Minister Stirling Hinchliffe said the Toowoomba Carnival of Flowers had bloomed into a major Queensland event.

"Toowoomba's iconic month-long carnival is one of Australia's favourite celebrations of food, wine, flowers and local produce." Mr Hinchliffe said, "Now famous around the country, Toowoomba's Carnival of Flowers brings tens of thousands of visitors to Queensland's Garden City. Last year, the extended carnival format delivered more than \$22 million to Toowoomba's visitor economy, up by 123 per cent on 2020."

Constance Bailey at the Queens Park Botanic Gardens for the Toowoomba Carnival of Flowers  
Photo Credit: Nigel Hallett



Oliver | Photo Credit: Nigel Hallett

"We know big events like the Toowoomba Carnival of Flowers benefit local businesses and tourism operators. That's why the carnival is backed by the Palaszczuk Government's It's Live! in Queensland events calendar."

In the Botanic Gardens of Queens Park, the ever popular Ferris Wheel program has been extended to run 16 to 25 September from 9am to 8pm, coinciding with the stunning Night Garden experience which will shine all month. In major news for foodies, a new event called Topsy High Tea at Spring Bluff will be staged in partnership with Lockyer Valley Regional Council on Saturday 3 September! This will be an extraordinary experience at the beautiful heritage-listed station that boasts 150 years of railway history and magnificent gardens. Tickets to this will sell out fast.

Also new for 2022 is the Teddy Bear's Picnic at Picnic Point on Saturday 24 September. Featuring interactive shows, fairy bread making, face painting, food stalls and of course a Teddy Bear Parade, this is one for the young, and the young at heart!

Flavour followers can relax knowing that the regional food trail #trEATS (Toowoomba Region EATS) is back! Introduced in 2020, #trEATS will feature cafes, restaurants and bars all offering a signature springtime dish inspired by the event. Stretchy pants are most definitely recommended!

Two hosted progressive foodie dinners will take place in 2022, on Friday 2 September and Saturday 17 September. A dining experience over three different venues in one evening hosted by a local tour guide and including coach transport and drinks, tickets are just \$139 per person and places will fill quickly given the unique nature of these dinners.

Cinema Under the Stars also returns, this time at a new venue at Newtown Park, along with the famous Talking Pubs Tours, Twilight Tours of Laurel Bank Park, Hanging Baskets at Cobb+Co Museum, Sideshow Alley in Queens Park from 16 to 18 September, the city-wide Parkland Entertainment program featuring local musicians, the hugely popular Petals and Pups program and all of the floral displays, open gardens and petal-related activities the city is famous for.

**Toowoomba Carnival of Flowers 2022  
(1 – 30 September 2022)**

The FULL PROGRAM is LIVE at [tcof.com.au](http://tcof.com.au)

Accommodation, day trip and longer stay itineraries are all available.

**Toowoomba Carnival of Flowers – A History**

Since its inception in 1949, the Toowoomba Carnival of Flowers has flourished and is now an iconic Queensland event. The brainchild of Essex Tail and the Toowoomba Chamber of Commerce, Carnival was introduced as a way for the city to use its "Garden City" reputation to promote increased economic activity following the hardships of war. On 21 October 1950, the Toowoomba Carnival of Flowers commenced with a street procession that stretched three miles in length. Led by a bullock team and watched by a crowd estimated to be 50,000 strong, it was a resounding success, as it has been ever since.

For more information contact Kath Rose & Associates on 0416 291 493 or [kath@kathrose.com](mailto:kath@kathrose.com).



Maddison Cross | Photo Credit: Nigel Hallett

## JOHN FLUEVOG AND STAR TREK COLLABORATION

John Fluevog has always felt a strong kinship with those who share his utopian vision of a world free from the conflicts and prejudices of the past. Little did he know that these shared values would lead him neatly into a partnership with one of the world's greatest cult favorite franchises.

Designed to boldly go where no one has gone before, John's Starfleet Boot will soon be seen outfitting the Starfleet officers in the upcoming *Star Trek: Strange New Worlds*. Extensions of John's futuristic Manifold Family, the boots feature soft leather and elastic uppers with a leather harness and a gunmetal finished Star Trek Delta at the ankle.

Avid fans will be able to get a sneak peek and pre-order the boots in grey or black exclusively during *Star Trek: Mission Chicago* from April 8–10th, 2022. The boots will retail for \$399usd/\$489-cad/€369/ \$659aud. The pre-sale will be available to attendees who visit the Fluevog booth during the show and also online at [Fluevog.com](http://Fluevog.com).

The Starfleet Boot will officially be available later this year as part of John's Fall/Winter '22 collection at Fluevog stores everywhere and online at [Fluevog.com](http://Fluevog.com). *Star Trek: Strange New Worlds* will begin streaming on Paramount+ May 5, 2022.

### About John Fluevog

John Fluevog is an independent designer and retailer of forward-thinking footwear and accessories. Since 1970, he has been steadfast in creating 'unique soles for unique souls' that have been seen everywhere from the feet of Madonna, Beyoncé, Lady Gaga and Jack White to the runways of high fashion. John was recently recognized as The Canadian Footwear Industry's Shoe Person of the Year (but it hasn't gone to his head) and Fluevog Shoes was named one of the world's most innovative companies in the fashion industry by *FastCompany* magazine. Whether it sticks in your mind as *Foofarg* or *Flueflag*, Fluevog is a name usually mispronounced, but seldom forgotten.

This article was sourced from a media release sent by Medianet







### SNEAK PEEK: GREENWICH ESTATE THAT HOSTED PERILS OF PAULINE

Perils of Pauline was a 1914 bi-weekly silent film serial in movie theaters that was produced by William Randolph Hearst, the same man who once owned the Hearst Castle in San Simeon, California and the Hearst Estate in Beverly Hills - where parts of *The Godfather* were filmed. Perils of Pauline serials ran on-screen before the main feature and came with as many as 20 episodes so customers would be drawn back to the theater brimming with curiosity over what the next episode would hold. The shows were a huge hit, partially because the heroine was far too adventurous for the times, considering that women had not yet won the right to vote. Of course, since all heiresses must live in glamorous places, Perils of Pauline was filmed at Quarry Farm, which is now an estate of three homes on 6.3 acres on Byram Harbor on Long Island Sound. For the first time in 35 years, the gated complex has been placed on the market - listed for \$15.2 million. Quarry Farm also provided granite for the Brooklyn Bridge.

An heiress, Pauline had a bucket list of adventures she planned on having before getting married. One bucket list item per episode was a clever idea, especially since her items included things like balloon rides and riding a racehorse - whichever activity was chosen, the ending would be a cliffhanger that would build anticipation to come back and see how it ended. It is believed that the word 'cliffhanger' came into existence as a result of her films with the cliffhanger endings - did she fall from the cliff or was she saved by her hero? The public wanted to know, so they kept coming back. During the silent film era, which lasted until the 1930s, serial films were cost-efficient to make, providing the studio with profit. However, "talkies" required a sound studio, which increased costs, and the serials came to an end after World War II.

The setting for Perils of Pauline was a charming property on Long Island Sound. Located inside the gates of Belle Haven and again behind the gates of the Quarry Farm community, the property sits on a peninsula and has three separate homes. One of the home interiors has been stripped to the studs, which can be finished to the new owner's taste, and the two other houses are intact. The unfinished house includes a four-car garage, the cottage has two bedrooms, and the main house five bedrooms with five bathrooms divided between the finished cottage and the main house. At present, each house has its own specific acreage. The main house and one of the smaller homes have made great use of greenhouse/garden rooms where one can be surrounded with greenery and water views year-round. The main house also has a pool with a granite backdrop. There are terraces, a pergola, a fire pit conversation area and walking trails intermixed with mature landscaping - all within a few steps of the water. Its idyllic location is still just minutes from downtown Greenwich, Connecticut, the Belle Haven Club and a short commute to New York City.

The listing agent is Evangela Brock with Douglas Elliman in Greenwich, Connecticut. (Source: [www.elliman.com](http://www.elliman.com))

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INTRODUCING

Em

HARDWICKE

It took Em Hardwicke 40 years, and the birth of her beautiful son to be truly comfortable in herself, love the person she is, and be proud of her achievements and successes in life. Her son is her world. He is what inspires and motivates Em every day. She wants her son to realise that anything is possible with passion, determination, and hard work.

It is this passion, determination, and hard work that has gotten her through some tough times and has given her the strength and courage to take on some big dreams and physical challenges over the years. She has trekked Kokoda, Everest Base Camp, Mont Blanc, Mt Meru and Mt Kilimanjaro. She has also competed in several ultra-marathons, including the Ultra Trail Australia 50km and 100km. She does these things not to stand on a podium or break any records - she does these things to remind herself of what she is capable of and the beauty this world has to offer. Doing these things reminds her to always be the best version of herself.

When Em chose to enter Ms. Australia World Universal, she wanted her journey to mean something and make a difference. As a sisterhood, they support Cancer Research and the search for a cure to bring an end to this hideous disease. As an individual, she supports and advocates for anti-bullying and suicide prevention. Her Ms. Australia World Universal journey continues to give her an incredible opportunity and platform to encourage people within the broader community to stand up and help put an end to the senseless loss of lives brought about by an attitude where people feel it is okay



to belittle, abuse and torture a fellow human being just for being individual, unique or a little bit different... or for even being themselves.

Being crowned Ms. Australia World Universal at the age of 47 has been a privilege, an honour, and an opportunity she did not intend to waste. While the crown and the title are not what it is all about for Em, she takes her title and role seriously. Being a part of the World Universal community allows her to promote Bully Zero and the important work they do in creating a bully-free society. She believes it is her responsibility, as a mother, to instill in her son the strength to not just stand by and watch someone being mistreated or abused. She wants to teach her son to use his voice and speak up for someone who may not feel they have a voice of their own.

It has been a busy 18 months since being crowned Ms. Australia World Universal. She's had such a unique opportunity to be a role model and mentor. She has shared her story and work with Bully Zero and Tour de Cure within her local community; she has modelled at New York Fashion Week, been selected as a Bully Zero Hero, selected as an Adventure All-Star and have been successful in securing a place to run in the 2022 New York Marathon. She is relishing the opportunity to remind others that you really can achieve anything regardless of age, status, gender, or physical ability and that we are only restricted by the limitations we place on ourselves. You need to always choose to believe in the strength of who you are as a person and what you are capable of. Life has certainly changed for Em in the last 18 months, but her passion for making a difference in the lives of those around her has not. She will always believe that if you can choose to be anything in life - you can choose to be kind. Be kind to yourself, but more importantly, be kind to others and those around you.

Inlife International recently interviewed Em regarding her journey in the industry, and here's what she said.

**What was the process for you to finding what you wanted to do?**

I am not sure there was a process as such. I followed my passions and pursued things I loved doing, and worked out how to create opportunities for incorporating my passions with my profession. It hasn't always been perfect, but I have always followed my heart and made sure I was always enjoying what

I was doing and was always being challenged and that seems to have been a formula that has worked well for me over the years. The simplest way to explain it is "Love what you do and do what you love."

**What has been the most memorable experience of being an entrepreneur so far?**

I absolutely love the feeling of the freedom of choice I get by running my own business. I can choose the projects I work on and the people I work with. I have been fortunate that I have been able to surround myself with people who share many of the same values I do and who have a very similar outlook on life. This has provided many memorable and rewarding experiences, but if I had to choose one, I would have to say the first time I saw my product on the shelf in the store is definitely up there.

**What has been the most valuable lesson you've learned as an entrepreneur. This can be about the industry or about yourself.**

Without a doubt the most valuable lesson I have learned is to believe in myself and back myself - whether that is about pushing through challenging situations to get a project off the ground or a new product launched or backing my decision to shelve a project or a product because I can't give it my all to make it as successful as it can be. This lesson has been hard to learn, but someone once reminded me that failing is a process, whereas failure is an outcome, and that has made all the difference to the way I approach life, personally and professionally.

**Tell us about something you are proud of - about your greatest challenge.**

I have been so fortunate to have had the opportunity to achieve so many incredible things that I am proud of. I was crowned Ms. Australia World Universal at the age of 47; I have climbed mountains, I have run marathons and ultra marathons, and travelled the world largely on my own. All of these things carry a massive sense of achievement and pride. However, my biggest challenge and my biggest sense of pride was the birth of my beautiful son at the age of 40. The unconditional love I feel for this incredible human being. The privilege and pride I feel in watching him grow and learn about life and the person he wants to be are second to none.



**How was New York Fashion Week? Tell us about your experience on such a prestigious platform.**

Absolutely unbelievable and indescribable. It really does remind me that anything can be achieved at any age, and I am incredibly proud of being able to stand my ground and hold my own in a room full of women and girls half my age, and the nicest part of it all is that age actually didn't matter. We were all there living our dream and supporting each other in the process. The opportunity to be a part of such a prestigious platform was a true honour and an experience I will never forget.

**What is the best advice you have ever been given?**

To finish first, first, you must finish. It is not always about winning... sometimes, just getting out there and giving it a go is just as important as coming first or being the best.

**Tell us about your passion for running and hiking – is this something you have always been into?**

Not always, no. I have always been outdoorsy and have always loved fitness, but running and hiking came later in life. Running came purely by accident. I was training for a mini-triathlon and got lost in a training session.

Instead of running 3 kilometers, I ended up running 12 and I have been running ever since. I may not be fast, but I can run for hours, and I absolutely LOVE it!

I am not sure where my love for hiking came from, but it is something I have grown to love more and more. There is so much beauty in the world that can only be seen and truly experienced by walking slowly and soaking it in.

**Tell us more about Bully Zero and Cancer Research – why did you choose to support these charities out of all the other charities?**

There are so many charities that are worth supporting, but for me, I had to support charities that have personal meaning to me.

I was bullied at different times growing up, even into adulthood... I was one of the lucky ones, and I survived it, not without its scars, but nonetheless, I survived.

I have seen bullying get worse and more frequent as the years have gone by and what's frightening is the age it starts and the age of the young lives we are losing as a result. I believe it is my responsibility as an adult and as a mother to teach my child that bullying in any form is not ok. Bully Zero is an incredible organisation whose main goal is to create a bully-free society where everyone feels safe, valued, and respected. I support Bully Zero because I want to see the incredible waste of young lives stop. I want to see a world in which a 10-year-old doesn't feel like the only way to stop the pain and suffering is to end their life. I want to see a world in which kindness always trumps cruelty.

My reason for supporting cancer research is simple. It is an insidious disease that is cruel and snuffs out the life of people long before their time. Without research, there will be no cure, and without a cure, more parents will be left without their children, husbands without their wives, and wives without their husbands. I don't have the knowledge or resources to do the research, but I can do my bit and help raise much-needed funds to keep the research going, and I will always live in the hope that my small bit will one day be a part of finding a cure.

**What does being a successful entrepreneur entail?**

Passion, perseverance, grit and determination, and a lot of hard work!

## STAR MAGIC TURNS UP THE HEAT WITH SLAY THE HOT SUMMER

The summer fever continues with back-to-back treats from Star Magic as they celebrated their 30th anniversary with the launch of its digital video magazine, "Slay," and the fun travel reality show "HOT Summer in Baler" in "Slay the Hot Summer" event at the Resorts World Manila.

Meet the sexy cover girl of "Slay," which embodies women empowerment and body positivity, Alexa Ilacad, as she shares her journey doing the cover shoot and explains how it empowers her as a woman. It shows how I deserved to be loved and how I should love myself," Alexa said in the teaser released by Star Magic.

Joining her on the first-ever digital video magazine cover are Ultimate Slaymate Thamara Alexandria, and Slaymates Missy Quiño, Alyssa Exala, and Sharina Villena. Fans of Alexa and the Slaymates were able to see the digital magazine first in an advance screening and meet and greet that happened last April 29 via KTX.PH.

Meanwhile, get to join Star Magic Artists Maris Racal, Jane Oineza, Kira Balingier, Heaven Peralejo, Maureen Wrob, Zach Guerrero, Michelle Vito, Karina Bautista, Eian Rances, Brent Manalo, Elmo Magalona, and Andrea Brillantes plus Esyrn Ranollo, Alora Sasam, and Pepe Herrera as they showcase the beauty of Balerin "Hot Summer in Baler." The first episode of the summer treat premiered on May 1 on ABS-CBN Entertainment and Star Magic's Youtube Channel.

Follow @StarMagicPHils on Facebook, Twitter, and Instagram and subscribe to the Star Magic official YouTube channel for the latest updates on Star Magic's upcoming events and collaborations for its 30th anniversary.





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 RAVE REVIEWS: THE VERDICT ON  
 THE BATMAN

When I was younger, I always loved it when someone would ask me what my favorite superhero; (actually, I kind of wish people still asked me that today as an adult) and my answer would always be the same: Batman. Ever since I first saw Tim Burton's original "Batman" film and then subsequently "Batman: the animated series," he had easily become my most idolized superhero for many, many years. Flash forward to the future after the birth of the MCU and the release of one too many different Batman incarnations and now Iron Man fills my number one hero slot and Batman has become a literal revolving wall of jokes, memes, and random actors with no signs of consistency showing up anytime soon. This latest incarnation from "Apes" director Matt Reeves is known as "The Batman;" hoping that 6th time is the Batman charm.

Taking us back to early in Batman's crime-fighting career, Bruce Wayne (Robert Pattinson) is devoting every waking hour and minute of his dual life to striking down the forces of evil corrupting Gotham inside and out. Things become messy and mysterious when the serial killer, the Riddler (Paul Dano) starts murdering high political figures; leaving cryptic riddles connecting to the inner workings of the Mafia as well as Wayne's own deceased parents. Investigating the likes of Catwoman (Zoe Kravitz), Penguin (Colin Farrell), and Carmine Falcone (John Tuturo), Batman must uncover the truth connecting all these faces and events together and save the city before the Riddler brings it to its knees.

Despite this being the 6th cinematic crack at the caped crusader, one thing I cannot deny is that it's clear that Reeves and Pattison were really trying to deliver something truly different compared to previous Batman films. "The Batman" removes much of the fantastical and science fiction-related elements of the past in place for a darker, far grizzlier, and grittier take that pushes the boundaries of how edgy and violent the Dark Knight can become. Gone are the bat sonic emitters and colorful costumes; grinding this character into an even more reality-based environment than even Christopher Nolan's trilogy. This is a Batman who is still struggling to make a name for himself and is so busy burying himself deep into the shadows, he doesn't even care about existing as Bruce Wayne or holding back when putting criminals in their place.

Any reservations I had about "Twilight" star Pattinson donning the cape and cowl went out the window the first moment I saw him step out of the shadow to take down a gang of painted face thugs. He brings a cold, broken sense of detached intensity that truly separates him from his cinematic predecessors; hardly ever relying on a lame joke or a witty smirk to tarnish his frightful façade. Reeves' take on Gotham makes the city ugly and grimmer in ways we've never seen before and it creates an atmosphere that feels like it's a character in and of itself. Jeffery Wright and Andy Serkis serve their roles as James Gordon and Alfred Pennyworth respectively. Nothing to surpass previous incarnations but hardly a blemish on their marks either.

Sadly, while the film boasts an impressive assortment of quality actors playing their villains, all 3 of them suffer from one flaw or another that prevents them from stealing the show as most past villains have. Our signature villain Riddler is unfortunately by far the worst offender. His iconic costume and intellectual presence are heavily marred by his laughably bad "garbage man" costume and Dano's odd decision to deliver every line with heavy breathing and ear-piercing whimpering. Reeves said his look was inspired by the Zodiac Killer (why that excuses such piss poor costume making is beyond me), at least his riddles and motivation are interesting. Catwoman and Penguin are played well but both are executed too poorly to even be recognized as supporting villains. Kravitz is top-notch as Selena Kyle but her Catwoman mask looks like something a drunk coed would wear to a Halloween party. And for all the numerous hours of high-end makeup transforming Colin Farrell into the Penguin, it feels almost insulting that he is barely around for more than 10 minutes...in a 3 HOUR film that is already TOO LONG.

Overall, "The Batman" tried, it really, really did try very hard to bring something different to the table. The problem is they brought too much. There are multiple conflicting storylines that never succeed in feeling cohesive no matter how hard the characters try to make sense of it. Its two movies crammed in one, overstuffed 3-hour movie which utilizes its hero and thematic vision beautifully, but then bungles its villains so completely it almost feels like Batman would have been better off just fighting the mob instead of such disappointing representations of villains (all handled better in previous films I might add).

**We give "The Batman" 2 ½ stars out of 4 stars**

Editorial credit: JOCA\_PH / Shutterstock.com



## IN PICTURES: AAFW 2022 TORANNCE

TORANNCE is an Australian elevated contemporary label dedicated to timelessness, luxury, and wearability. Paying homage to vintage trends and muses, TORANNCE plays on eccentricities and eye-catching details while still being completely wearable and something that can take you from day to night.

TORANNCE was established by Julia Torannce Hemingway in 2015. Having studied a Bachelor of Business and working within the fashion industry for almost a decade, Hemingway felt she needed to create her own label so that she could push the design boundaries without limitation.

With a strong emphasis on quality, all TORANNCE garments are designed using premium materials, including natural fabrications, ethically sourced leathers, and beautiful hand-embellished materials.

Check out their collection below at the 2022 Afterpay Australian Fashion Week courtesy of Dave Choo.





## FIVE ESSENTIAL THINGS TO LOOK INTO BEFORE YOU FRANCHISE YOUR BUSINESS

Growing a business and expanding it to different areas is just an exciting part of one's business, and to some, it is a milestone that they might have been planning on for years. And if you are at a point where you are finally ready to franchise your business, then we've got some handy tips for you.

So what are those things to look into before you franchise your business? Let's find out.

### 1. Make sure that your business model is consistently profitable

Most small business owners believe that franchising is financially beneficial for their business; however, they do not turn into profitable companies in the end. No franchisee would buy a franchise to lose money. After paying the franchisor the needed franchise fees, franchisors must ensure that the business gives the franchisees a constant and lucrative opportunity.

### 2. Your business model is reproducible

Often, the unique qualities of a founder's expertise, personality, charisma, sales skill, the location of an original business, or the clientele of the business developed over time can not be consistently and repeatedly duplicated. Franchisors should have specific systems that can easily be replicated and implemented at the new location by individuals with particular skills and backgrounds different from the original business founder.

### 3. There is a huge market for potential franchisees

Being a franchisor, you need to have a target market for your franchisees. Maybe it is the ex-military or a mid-level executive looking for a new path or career or an entrepreneurial employee employed at an existing business. A franchise model needs to be set up before anything else can be considered.

### 4. The franchised business needs to benefit from economies of scale or the collective buying power of the significant number of franchises

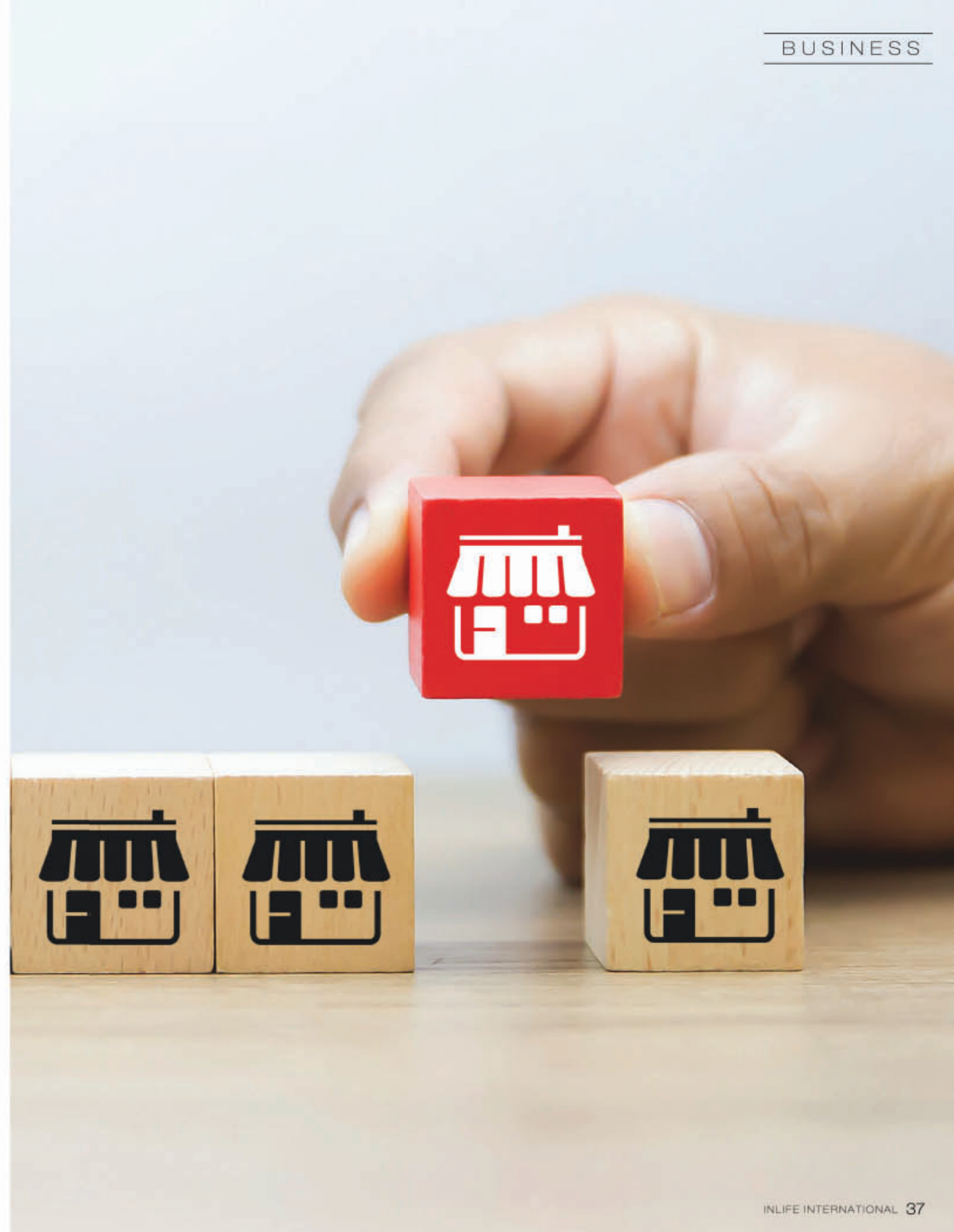
A few businesses out there have better prospects for spreading as franchises because they can get a massive benefit from the power of regional and national advertising rolled out by the parent company.

### 5. The management team can give the needed education, marketing, training, and all other services to the franchisees

Some franchises might be in other states and may be operating in the markets, facing unique challenges. The management skills needed to operate the many retail locations or restaurants successfully are different from those required to be a franchisor.

The franchisor should have employees and engaged experts to give support, training, management, advertising, and employee relations advice. Franchisors also must support and train their franchisees while trusting others to continue operating their existing business locations. The best franchises don't let this suggestion go off their radar.

These are definitely some things to look into before you franchise your business. You may be looking ahead to expanding your business into different locations, which can be the best decision to take when you have open options and ways to move to other locations. The best franchise businesses are the one that holds enough information and a map to move ahead and grasp onto opportunities that opens up to them.



A woman with long brown hair, wearing a white wide-brimmed hat, a white short-sleeved dress with ruffles, and brown leather boots, is sitting on a sand dune. She is holding a brown leather crossbody bag and sunglasses. The background shows a beach with wooden posts, waves, and a blue sky with light clouds.

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