

EH

JUNE 2017

# Magazine



INSPIRED EVENTS FOR PASSIONATE ENTREPRENEURS

ISSUE

16



*Michelle Marie McGrath*

**RACHEL  
GADIEL**

**HUMANITIX**



**KELLY  
HINE**

**BEAUTIFUL  
BUSINESS  
BULDERS**

*featuring*

**DENISE DUFFIELD-THOMAS**





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# EDITOR'S LETTER

*Hi lovely,*

Welcome to another edition of EH Magazine! I am so excited to bring you this edition, jam packed full of event inspiration!

*I can't think of a more inspiring example for the power of events than our amazing cover girl Denise Duffield Thomas.*

*Event Head travelled to London in April to run an event for Denise and her community of Lucky Bee's. Although she is from a small town north of Sydney, Denise has built a worldwide community, which we saw in action as over 440 Lucky Bee's came to London to hear Denise talk.*

*It was so great to see the Lucky Bee community connect in person and organise their own catch ups and events around Denise's talk.*

*To me, this perfectly illustrates the power of in-person events and community building, and it is why I am so passionate about helping you run impactful events for your own communities.*

*We also hear from Rachel Gadiel, Kelly Hine, Michelle Marie McGrath and introduce Humanitix - a new ticketing platform we're supporting at Event Head.*

*I hope you enjoy this edition of EH Magazine and maybe I'll even see you on the pages soon. Don't forget to check out our contributor guidelines if you want to be featured as we love interviewing good people doing good work with their events and communities!*

*Happy planning!*

*Jade x*



*From Wantrapreneur  
to go-to girl*

## HOW **YOU** CAN BECOME THE **NEXT BIG THING** WITH ONE IDEA

Do you have a passion that you want to share with the world but are stuck on how to make it into a **successful and sustainable business**?

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*From a self-confessed wantrapreneur with \$0 to start a business, a newborn with reflux, a husband with a back injury, no job and a laptop on the verge of a meltdown **to a thriving, international business with a team of 4, Jade has certainly been on one heck of an adventure.***

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# DENISE DUFFIELD THOMAS



**THANK YOU SO MUCH FOR SPEAKING WITH US TODAY DENISE, WE ARE SO EXCITED TO HAVE YOU AS OUR COVER STAR FOR THIS ISSUE! WE WOULD LOVE FOR OUR READERS TO READ A LITTLE BACKGROUND ABOUT YOU, CAN YOU PLEASE TELL US ABOUT LUCKY BITCH?**

Lucky Bitch started because I wanted to help women take charge of their destiny. I realised that when you consciously manifest anything - whether it's an awesome business, a great marriage or a fit body, people on the outside are quick to dismiss it as luck. A lot of my friends called me a "lucky bitch" when I started seeing success in my life, and it was anything but luck. In fact, I followed a very deliberate process that pretty much anyone can follow. Now, I help women release their fears around money so they can create a First Class life and business.

**WE KNOW THAT IN THE PAST YOU HAVE QUICKLY BUILT UP YOUR BUSINESS WITH THE HELP OF LIVE EVENTS. HOW DID EVENTS HELP YOU GAIN CLIENTS AND START POSITIONING YOU AS THE GO-TO MONEY MINDSET MENTOR?**

One of my very first jobs when I was 17 was being a children's performer for live shopping mall shows, so I've always been pretty comfortable on stage. When I started my business, I didn't really understand online marketing, so I took the "show on the road" so to speak. My first couple of workshops were pretty small, anything from 4 to 15 people, but I kept going.

I cold called different businesses - like health food stores, crystal shops and meditation centres in town, and volunteered to run a free goal setting workshop for their customers. Pretty much everyone said yes! It was a win win for them.

I knew that it was a great way to figure out my business, by being in real-time with my potential customers and getting immediate feedback on what resonated.

At the end of each workshop, I simply told people about my coaching services and always got a few new clients. It was brilliant, low-tech and very simple.

**YOUR SIGNATURE PROGRAM MONEY BOOTCAMP IS DESIGNED TO REPROGRAM YOUR MONEY MINDSET AND REVOLUTIONIZE YOUR ABILITY TO ATTRACT ABUNDANCE. AS AN ONLINE PROGRAM, HOW DO LIVE EVENTS STRENGTHEN THE BOND WITH YOUR EXISTING COMMUNITY AND ALLOW YOU TO SHARE YOUR WORK WITH NEW PEOPLE?**

I was so happy when we sold out all 440 tickets for the London event in a week! I didn't realize how hungry the Lucky Bee community was to get together - not just to see me, but to meet other Lucky Bees in real life!

Back when I started my business, I didn't have anyone to talk to about money and success, and so I created the community that I wanted for myself. That's why I'm in the group all the time. I love it, and I'm proud of the work we do in there to support each other through our money journey.

**AS SOMEONE WHO IDENTIFIES AS AN INTROVERT, HOW DO YOU PLAN AND MANAGE EVENTS IN A WAY THAT FEELS GOOD FOR YOU AND YOUR ENERGY LEVELS?**

I used to do everything for my own events - the registration, preparation and all the logistics too. That's way too hard for an introvert because you get burnt out way too easily.

I haven't actually done events for the past few years, and when you're out of the habit, the idea of going back feels even more daunting. Luckily I hired Jade and her team to help out, so I could just turn up, do my thing, and then go home for a nice cup of tea!

**WHAT IS YOUR BIGGEST TIP FOR ENTREPRENEURS WHO ARE STARTING OUT AND WANTING TO DO THEIR OWN EVENTS?**

Just start. Create your own and don't wait for the invitations to pour in to speak on other people's stages. Speaking to those small rooms is great practice - for refining your message, for getting over the fear and to really hear from your customers.








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***“I always have big plans, but in the current political climate, I’m more passionate than ever that women need to step up and embrace money as a tool for us to change the world.”***

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**THIS IS A CHEEKY QUESTION WE LIKE TO ASK OUR COVER GIRLS. JUST LIKE MUSICIANS HAVE RIDERS, BUSINESS OWNERS USUALLY DEVELOP THEIR OWN LITTLE LIST OF MUST HAVES. WHAT CAN’T YOU LIVE WITHOUT AT YOUR EVENTS?**

Lots of room temperature water in the dressing room and on stage! And by extension, I love having my own bathroom close by! At our London event, I had a loo that had been specially installed for the Queen of England to use when she visited. It wasn’t super luxe or anything, but it felt pretty cool!

**FINALLY, WHAT EXCITING THINGS ARE ON THE HORIZON FOR YOU AND HOW CAN WE STAY UP TO DATE?**

Later this year I’m embarking on a big American tour to L.A, Miami, Chicago, New York and Dallas which I’m so excited about, plus a sneaky holiday to Richard Branson’s Necker Island with my mastermind. The whole family is coming along too (except for Necker, I’m going SOLO).

I always have big plans, but in the current political climate, I’m more passionate than ever that women need to step up and embrace money as a tool for us to change the world.

**THANK YOU SO MUCH FOR SPEAKING WITH US TODAY DENISE!**







**THANK YOU SO MUCH FOR CHATTING WITH US RACHEL! YOUR PASSION FOR DESIGN, BUSINESS AND CELEBRATING WOMEN ENTREPRENEURS IS SO UPLIFTING. WE WOULD LOVE FOR OUR READERS TO KNOW A BIT MORE ABOUT YOUR BUSINESS JOURNEY?**

The decision to start a blog back in 2009 really kick-started everything, fueling me with the idea that having a creative business was even a possibility. I launched my first business back in 2014 after a 10 year career in digital advertising and marketing. I never felt like I fitted into the mould of 'climbing the ladder' so it was a revelation to me that I could create a business that was aligned with my natural skills and strengths, where I could also be of service in the world. These days, I spend my days empowering female entrepreneurs and creatives who have a desire to build a life and business aligned with their purpose in the world and creating tools and products to support their journey. Grateful is an understatement!

**WHERE DO YOU THINK WOMEN IN BUSINESS FIND THEIR BIGGEST BLOCKS? HOW DO YOU ASSIST YOUR CLIENTS IN UNCOVERING AND RELEASING THEIR BLOCKS OR FEARS WITHIN THEIR OWN WORK?**

I'd say mindset is the biggest block holding women back from

the success they desire. Success in business begins and ends with having an unwavering self-belief.

We must first believe that we can achieve it, but also that we are worthy of the success we desire. I think especially as women, we're often holding onto old stories and beliefs that don't serve us or the future we want to create.

We enter business with overwhelming enthusiasm and passion for what we do, but then once we've launched and the reality hits and we're like OMG now what?! How are we going to do this?

It's important we do the work on ourselves and see where we are holding ourselves back so that we can live in true alignment with our purpose in the world and create the success we desire. This begins with getting clear on our biggest goals, dreams and desires and how we want to show up. This clarity then leads to confidence; and as our confidence grows and we begin to believe in ourselves wholeheartedly, we are fueled with courage to take that next big step.

**YOU ARE NOW LIVING IN THE US, HOW HAVE YOU FOUND THE PRESENCE AND ENCOURAGEMENT OF FEMALE BUSINESS OWNERS THERE IN COMPARISON TO AUSTRALIA?**



RACHEL GADIEL

There is definitely an huge entrepreneurial spirit in the U.S, probably more so than in Australia. But that said, purely because of the sheer size, the communities are much more spread out geographically which presents an interesting challenge. I'm grateful to have connected with some amazing women in San Francisco and I love the energy of the city!

**YOU ARE IN A POSITION WHERE YOU ARE LUCKY TO ASSIST OTHERS IN TURNING THEIR DREAMS INTO REALITY. WHERE DO YOU FIND AND SOURCE YOUR OWN PASSIONS AND INSPIRATION FROM?**

There are so many entrepreneurial women that I look up to for inspiration - Lisa Messenger has been a huge influence, I've read all of her books and read Collective Hub religiously (ha!); I also admire Julie Parker and the incredible community and business she has created through Beautiful You. I'm grateful to be doing my Life Coaching Certification through the Academy so just learning as much as I can from Julie has been amazing. I have a ton of podcasts on rotation listening to other entrepreneurs and their stories is always a great source of inspiration. Interviewing guests for the Femme Boss podcast has been wonderful - I've had this incredible opportunity to connect with amazing women and learn as much as I can from them during each show! I will also add say that my clients inspire me every day, so I really do have the best job in the world :-)

**TELL US ABOUT THE IDEA BEHIND YOUR WONDERFUL PODCAST FEMMEBOSS AND HOW THIS ALIGNS BEAUTIFULLY WITH YOUR BUSINESS?**

I launched the Femme Boss Podcast at the beginning of the year after being so inspired by so many incredible women I follow on social media, read their blogs, and have become friends with over the years. I really wanted to create the podcast as a way to inspire creative women who wanted to start a business but weren't sure just yet how to make it happen. In each episode, I chat with a heart-centered biz owner about their beautiful business and how they've taken their dream and made it a reality.

**2017 IS WELL AND TRULY UPON US! WHAT IS ON THE HORIZON FOR YOU AND YOUR BIZ?**

I've just re-launched my coaching services for big dreamers and trailblazing women; and in July I will be certified as a RYT 200 hour Yoga Teacher, so will begin hosting workshops to support female creatives getting glowing and grounded in their businesses. I'm also excited to be working my biggest project yet... transitioning the podcast into a digital magazine! It will be under a new name and will officially launch in September. So many exciting things in the works, I can't wait to see how it will all evolve!





Rachel Gadiel is a Heart-Centred Life Coach, Digital Stylist + Yoga Teacher and who supports big dreamers and trailblazers get clarity on their biggest goals and transform their mindset to design a life and business aligned with their purpose in the world.

Through her one-on-one coaching, workshops and online courses, Rachel is passionate about supporting new coaches, creatives and wellnesspreneurs, get glowing and grounded as they build their dream business, without burning out in the process.

After a decade in the corporate world of digital advertising and marketing, Rachel is now dedicated to empowering entrepreneurial women align with their feminine energy and embrace their creative gifts to design a lifestyle and business they love from the inside, out.

Rachel holds a B.A in Business and Psychology and received her Holistic Health Coaching Certification from the Institute of Integrative Nutrition. She is currently undertaking her Life Coaching Certification through Beautiful You and will complete her RYT 200 hour Yoga Teacher Training in July 2017 at Yoga Garden, San Francisco.



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# KELLY HINE

## THANK YOU SO MUCH FOR SPEAKING WITH US TODAY KELLY! WE WOULD LOVE FOR A READERS TO HEAR ABOUT YOUR BEAUTIFUL BODY AND SOUL RETREATS AND HOW THEY CAME ABOUT?

About 4 years ago I began to feel a need to follow a new career path. My professional background was in education - as a teacher and a university lecturer. I absolutely loved my work and was a very passionate teacher. But my intuition was nudging me very strongly, with a clear message that it was time for a change.

This came at a time when I'd recently overcome some highly traumatic personal experiences. I'd deepened my own spiritual practise and made profound shifts in my mindset as a result of seeking a way to navigate and cope through those tough challenges.

So while I had a clear sense of knowing that I needed to move away from teaching into something else, I wasn't sure what that "something else" was!

After months of soul searching, meditating on the question and looking for the little clues that I believe the universe shows us when we're receptive enough, I decided to run a Bali retreat.

I wanted to create a deeply meaningful, nourishing and profound experience that I knew would change lives. And what has transpired has really been a beautiful coming together of my own knowledge and gifts to solve a need that my guests have.

At the beginning I didn't have the full picture of how many retreats I'd run or exactly what my eventual role would end up being. I brought in a yoga instructor and someone to create fabulous healthy food and I created a program for the retreat.

I teach personal and spiritual development, mindfulness and meditation, in a way that I wish I'd been taught! The natural teacher in me yearned to share what I knew, in a way that was simple and easy to understand. I wanted to impart life-changing skills and understandings and to facilitate change in a way that meant my guests didn't have to spend years wading through books or courses trying to find the answers they were seeking.

One of the main underlying messages that I want my guests to walk away with, is that they already are, and have, everything they need. My job is simply to help them realise how to tap into that.

A core element of Body and Soul Retreats is reconnecting with the heart and soul. In today's society we become so out of balance, so disconnected.

The retreats have evolved as a result of me following my intuition as well as learning the needs of my customers. For example, when I returned from that first Bali retreat I realised that many women, such as mothers with young children, weren't necessarily able to attend a Bali retreat, but badly needed and wanted what I was offering.

So I began running day retreats, based on different themes, including "Love Yourself Happy" and "Let Go & Reset". The day retreats have been really well received and many of the participants have gone on to then book a spot at my Margaret River weekend or my week-long Bali Retreat.

What became evident early on, was that I have a gift for highly intuitive guided meditations. These have become a very important part of my events and are a key to the transformation that guests experience.



## YOU DESCRIBE YOUR PROGRAM BEING ABOUT SOULFUL SELF-CARE AND RE CONNECTION. WHAT ARE SOME THE UNIQUE EXPERIENCES YOUR GUESTS RECEIVE TO ALLOW THEM TO TRULY RESTORE THEMSELVES?

Stepping away from our normal routines and being immersed in a gorgeous environment with a high-quality program, allows my guests make the kind of shifts that simply don't happen in every day life.

Delicious, healthy food, yoga and a beautiful physical environment that has my guests go, "ahhhh" as they arrive, are all important elements of my events. I like to evoke all of the senses with a high attention to detail – even the smell of the room and the music are important parts of the whole experience.

But more importantly, guiding my participants to shift out of their heads and into their hearts is where the real power is! My intuitive guided meditations and teachings are something that literally "flow" from me and are definitely a unique part of my retreat guest's experience. Journaling often follows those meditations and this is another tool that taps into the soul's wisdom, a deeper part of the person that may have been forgotten.

Our Bali retreat is our signature "life mastery" retreat, which includes some unique rituals that create a memorable and transformative experience for the guests.

Our "letting go" waterfall ritual is a one-of-a-kind experience, as well as our partnering with a Balinese priestess/ yoga instructor/ spiritual teacher extraordinaire! With her, we take the guests on a silent mindful jungle walk and join in some deeply moving ceremony and rituals within the heart of Bali.

On our Margaret River weekend, nature is a strong element that provides a way for guests to reconnect with their heart and soul and to feel so much more clear, calm and connected than when they arrived.

So what makes our retreats unique is that combination between the environment, the details, the meditations, teachings and my one-of-a-kind program.





**HOW WOULD YOU LIKE YOUR GUESTS TO FEEL AFTER ATTENDING YOUR EVENT AND WHAT DO YOU WANT THEM TO WALK AWAY WITH?**

I have two very clear objectives for my retreat guests – whether it's a day retreat or my week-long Bali retreat. The first is for the women to leave feeling blissfully relaxed, replenished and reconnected to their heart and soul.

The second is that I want them to leave with new tools, knowledge and inspiration for their life going forward. I want the event to make a profound difference in their lives, to create the positive change that they're seeking. For so many, it's the beginning of a beautiful new journey to a life of inner-peace and happiness.

**WHEN YOU ARE RUNNING YOUR OWN EVENTS, IS THERE A CERTAIN PART OF THE PLANNING PROCESS OR A SPECIFIC ON-THE-DAY MOMENT THAT REALLY LIGHTS YOU UP?**

I love the ritual of setting out the room, with all the special little touches – aromatherapy, crystals, flowers, music, organic food and tea – and every person's individual place with a gift and specially chosen oracle card message for each guest and the anticipation of who might sit in that spot.

I practise Reiki before every event – clearing the energy in the room and asking for blessings on the participants and on the day. I ask that every guest will receive exactly what she needs, and for me to be a humble and clear channel to be inspired to impart exactly what's required.

**FINALLY, WHAT ADVICE DO YOU HAVE FOR OTHERS WHO WANT TO CREATE WHOLEHEARTED AND IMPACTFUL EVENTS FOR THEIR COMMUNITIES?**

Stay open. Keep tweaking and adjusting according to the messages from your intuition as well as constantly listening to what your guests need and want. Zoom in and out between the big picture and the fine details. Be realistic about the costs involved and how you can make your events viable. Don't forget to include all the extra "hidden" costs. In terms of your program - go deep. People want to be moved and inspired. They want something that's different to what they've heard before. Don't look at what anyone else is doing – blaze your own unique trail. Share from your own heart and soul. If you do that, I believe you can't go wrong.

My newest project, that I'm very excited about and just loving, is my online retreat membership program, Soul Space. This came about after I found I just couldn't keep up with the demand for my evening "mini-retreats". I knew I needed a way to bring these events to more women. Soul Space is weekly "soul-sessions" based around my intuitive guided meditations, that are designed to calm the mind, nourish the soul and provide the kind of life-changing goodness that I've shared over the years in my retreats. But guests can do this from the comfort of their own home, whenever it suits them. It even includes yoga classes and much more. We've created an affiliate program with this too so I'm happy to give more details if any of your beautiful readers feel this resonates and would like to be part of the program.

Thank you so much for speaking with us today Kelly!





**THANK YOU SO MUCH FOR SPEAKING WITH US TODAY JOSH! I KNOW THAT MANY OF OUR READERS WILL BE EXCITED TO HEAR ABOUT THIS NEW TICKETING PLATFORM.**

**CAN YOU PLEASE TELL US ALL ABOUT THE HUMANITIX MISSION AND HOW THE ENTERPRISE WAS BROUGHT TO LIFE?**

Adam McCurdie and I have been close friends for just over ten years. We’ve both shared a passion for business, the outdoors and charity. Adam studied engineering and maths at UNSW before working at Accenture in management consulting focusing on IT projects. He then taught at Sydney University Business School while doing a Masters in horticulture and technology. At Sydney University he got involved with social enterprises and is a director of Ripple Capital (a social enterprise helping refugees create businesses in NSW).

I studied finance, joined Watermark in early 2010 as one of the company’s first employees, and helped build the firm into one of Australia’s leading hedge funds. I’ve always had a social conscious, although could only volunteer in a limited way given my professional commitments, so I had always planned on taking a break before having kids to volunteer for a charity over a gap-year. However given my background in investing, and my interactions with Adam, I found myself the past 3 years gravitating towards the concept of social enterprise.

Adam and I love events, whether its music festivals or shows at the Opera House. As consumers ourselves, we alike general society are resentful of ticketing platforms which charge excessive booking fees for print-at-home tickets. We realised there was something here, especially after hearing from artists and event organisers that the ticketing platform often does little other than ensure online transactions and a streamlined app to bring people in and out of events. Most of who we spoke to stressed that their patrons complain about the fees, and if there was an eloquent solution they’d eagerly consider it.

In August 2015, Adam, my father and I went on holiday to Kashmir, where my dad had a terrible bicycle accident and almost lost his life. It was quite a traumatic experience, and had a profound impact on our attitude to work. Shortly after getting back to Sydney Adam and I decided that it was time to leave our careers and focus on our dreams, luckily at the same time we came up with the perfect idea – Humanitix. People often don’t realise, event booking fees add up to billions of dollars, there is a massive opportunity here to revolutionise and democratize how we fund charity.



So in August 2016 we launched Humanitix, a charity which operates a ticketing platform. There are no strings attached, we donate all our profits to charity, and the event organiser gets to allocate our profits to one of our partner charities event by event. We've set our charitable mandate to include health, environment, education and indigenous causes. We stay out of politics and religion.

Adam and I have dedicated two years of our time for free to get this off the ground, we now have a broad team working with us and have considerable support from some of Australia's largest philanthropists. We've been fortunate to partner with Bee IT, which is a leading software company in Sydney who have generously supported us in building a state-of-the-art ticketing platform. In the past 12 months we've ticketed over 140 events and are now incredibly excited to be in a position to take the offering mainstream. From here on the sky is the limit, the events ticketing industry generates billions in fees! Imagine if we converted the booking fees into ongoing sustainable funding for the causes we all care about.

#### WHY DO YOU FEEL IT IS IMPORTANT FOR PEOPLE TO CONSIDER USING SERVICES LIKE HUMANITIX TO SUPPORT WORTHY CAUSES?

We genuinely think if our platform is rock-solid and it's a free way to donate to charity, why wouldn't people support a great cause? The event organiser gets to create a tangible donation to a partner charity of their choice at no extra cost. At present we guarantee at least 30% of our total fees go to their nominated charity, event by event, so you can measure what your specific event raised in donations. It's a great marketing feature for any event organiser, and it allows event organisers to alleviate the angst from patrons who now know the profit of the booking fee is going to charity!

Humanitix is also better for the customer, often our fees are lower than for-profit ticketing companies even before considering the donations we create. Furthermore consumers get the satisfaction of knowing their ticket purchase is contributing to a good cause. Humanitix is democratizing booking fees in a charitable manner, turning every day events into opportunities for philanthropy. Humanitix is building a great reputation as an innovative charity (we are becoming a charity, our application is in with the ACNC), we believe it's valuable to work with a brand of our nature.



#### WHAT FEATURES DO HUMANITIX OFFER? HOW DO THESE FEATURES BENEFIT EVENT ORGANISERS?

First, free events are just that – free!

We offer a self-service ticketing platform whereby event organisers can access the back-end and create events in a seamless easy manner.

The functionality allows event organisers to easily create, manage and edit their ticketed events. Our platform is intuitive to use, and is flexible with collecting custom data from ticket-buyers. Our reporting is very user-friendly and easily exportable in multiple formats.

Our mobile app makes checking-in patrons super-efficient, and is both IOS and Android compatible.

We don't try to lock in clients with long-term contracts, if you want to trial our platform or just check it out, you can easily create an account and start exploring our platform – again no strings attached!

#### HOW DO YOUR SERVICES GO TOWARDS MAKING A POSITIVE IMPACT?

#### HOW CAN EVENT ORGANISERS GET IN TOUCH WITH YOU TO DISCUSS THEIR EVENTS?

The sole purpose of Humanitix is to support and fund charities addressing core issues in health, environment, education and indigenous affairs. From every paid event we generate donations to great Australian charities. We are supported by some of Australia's smartest philanthropists, who have made it possible that from day one we can afford to donate at minimum 30% of our fees to a partner charity of the event organisers choice.

Event organisers can reach out through our website

**WWW.HUMANITIX.COM**

or email [info@humanitix.com.au](mailto:info@humanitix.com.au).

If you have a charity you'd like to support and it's not on our partner list, please read our eligibility criteria clearly explained on our website, and if appropriate follow the application process. While our existing list of partners comprises fantastic charities, we are always looking for new causes and charitable organisations to support!



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# ARTS CENTRE MELBOURNE

*Situated underneath its iconic spire, Arts Centre Melbourne boasts an extraordinary collection of art filled event spaces. Featuring 10 function rooms, four theatres and dedicated pre-function areas, Arts Centre Melbourne is perfectly suited for meetings, conferences and special occasions.*

Arts Centre Melbourne boasts an exceptional culinary offering, an experienced and professional events team, state-of-the-art audio visual capabilities, onsite car parking, access to a broad range of talented performers and much more.

## THE PAVILION

The most popular of all of Arts Centre Melbourne's event spaces, The Pavilion features a spectacular domed ceiling, floor to ceiling windows, gold leaf interiors and wraparound balcony. Boasting magnificent views over the Yarra River towards Melbourne's city centre, this versatile semi-circular event space is perfect for cocktail, cabaret, banquet or theatre style events. Located in the Theatres Building, this spacious light filled space measures 510 square metres and can host up to 700 guests.

This impressive venue includes complimentary use of the light filled entry foyer, which features woven tapestries from the Victorian Tapestry Workshop. This space is the perfect location for a cocktail event or break out area. A 10-seat boardroom is also included in the package, providing a private meeting area or an ideal storage space.

## HUGH WILLIAMSON

One of Arts Centre Melbourne's most popular event spaces, the Hugh Williamson Room is a versatile space, which is ideal for cocktail functions, intimate dinner parties or boardroom style meetings. Floor to ceiling windows allow plenty of natural light to fill the room, which features bold azure tones, a charming entrance lounge and bathroom facilities. The adjoining private balcony boasts spectacular views over St Kilda Road towards Queen Victoria Gardens.

## AMCOR LOUNGE

The Amcor Lounge is a contemporary, light filled events space which boasts a stunning backlit wall made up with 464,000 marbles and memorabilia. This unique artwork creates the illusion of bubbles suspended in water, providing a kaleidoscope of colour and interest for your guests. One of Arts Centre Melbourne's largest event spaces, this versatile Lounge is ideal for hosting conferences, cocktail events, large dinner parties or boardroom style meetings.

## PLAZA ROOM

The Plaza Room, featuring velvet tones and a gold leaf and mirrored interior, is an intimate and warm space, ideal for meetings, cocktail functions and small dinners. The large window provides abundant natural

light, along with views over St Kilda Road to the sweeping lawns of the Queen Victoria Gardens. At 63.8 square metres, this flexible space can easily be transformed into a cocktail, boardroom or dining space, hosting up to 30 guests comfortably.

## MEMBERS DINING ROOM

Ideal for half day conferences or breakfast events, the Members' Dining Room is an open, light filled space which boasts views over Arts Centre Melbourne's own art filled gardens. This versatile room, which features artworks inspired by The Famous Speigeltent, can be configured in a banquet or theatre style. It is also the ideal venue for cocktail functions, boasting its own full service bar and private bathrooms.

## MELBOURNE ROOM

The Melbourne Room is an elegant and inspiring events space. Overlooking the magnificent Stalls Foyer in Hamer Hall, the unique circular shape of this room, combined with exquisite, hand printed Florence Broadhurst wallpaper, provides a unique talking point for your guests. At 61 square metres, this intimate space is ideal for exclusive dinners, cocktail functions or boardroom meetings, hosting up to 40 guests comfortably.

## TRUSCOTT LOUNGE

One of the most interesting of all of Arts Centre Melbourne's event spaces, the stylish Truscott Lounge is decorated in Academy Award® winner John Truscott's favourite colours of emerald green and gold. This circular room, which is complimented by custom made white furnishings, is the perfect space for cocktail parties or pre or post show gatherings.

## PREMIUM LOUNGE

An elegant and contemporary space, the Premium Lounge is the ideal venue for boardroom style meetings, cocktail functions or dinner parties. Its close proximity to the State Theatre also makes it an ideal venue for intimate pre or post show gatherings, accommodating up to 40 guests at any given time. Encompassing 74 square metres, the space also includes a full service bar area and private bathroom facilities.

## FOOD AND BEVERAGE OFFERING

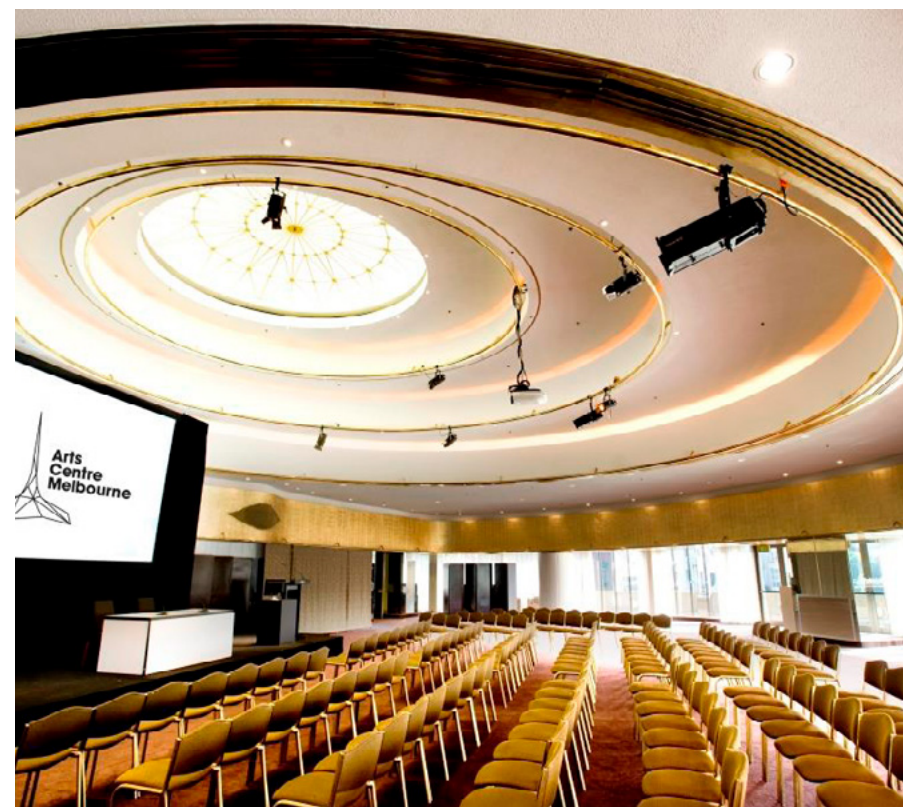
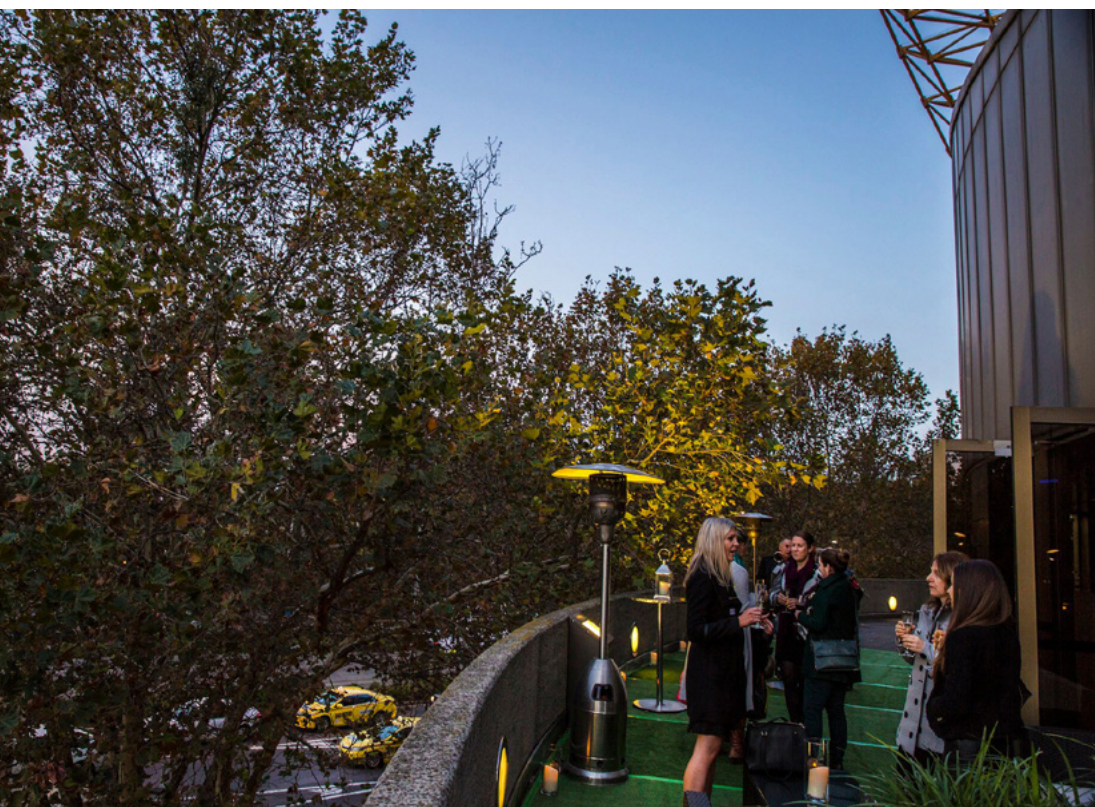
Positioned in the heart of one of the culinary capitals of the world, Arts Centre Melbourne prides itself on delivering a truly exceptional hospitality experience. With a passion for flavour, freshness and innovation, Executive Chef Andreas Koker, along with his culinary team, have crafted a suite of menus that showcase the very best in local, seasonal produce.

With an exciting mix of dining venues on offer, event organisers can choose from one of the thoughtfully curated existing menus, or let the team at Arts Centre Melbourne tailor a menu to suit the theme or style of their event. Wines can be matched with each dish, drawing from the venues impressive wine list, which has a strong focus on leading Victorian and Australian wines.

Dietary requirements are well catered for with specially crafted dishes for those with specific requests. Kosher food is also available through the highly regarded Roquette Catering.











# MICHELLE MARIE MCGRATH

**THANK YOU SO MUCH FOR CHATTING WITH US MICHELLE! WE LOVE YOUR PHILOSOPHY THAT SELF LOVE IS LIFE LONG COMMITMENT, CAN YOU LET OUR READERS KNOW HOW YOU PRACTICE SELF LOVE ON A DAILY BASIS?**

Great question! I've been focussed on how I can incorporate self-love into my day since my 20's. I made a very conscious commitment to let go of all preventing me from accessing 100% self-love. I had the gradual realisation that whenever I was feeling challenged with self-love, it fell into 7 distinct areas: mental, emotional, physical, spiritual, financial, nutritional or sexual. So it depends on my focus and each area flows into the other as all parts are interconnected.

Currently I'm exploring my relationship with food and bringing more presence into how I nourish myself in this way. What are my triggers? Where do I self-soothe? What do I crave? Our relationship with food can highlight so much of our approach to life.

**WE WOULD LOVE TO HEAR ABOUT YOUR GORGEOUS SACRED SELF PRODUCTS AND HOW THESE DEVELOPED INTO A SUCCESSFUL CREATIVE PART OF YOUR BUSINESS?**

Sacred Self was never intended as a business and was born of my desire to create self-love reminders for myself. One night in 2003 whilst meditating, I asked myself what I most needed. The answer was "self-love". I had a vision of ingredients flying into a bottle with 'Self-love' written on it. It was so vivid I was compelled to follow the instructions. The first magic concoction was followed by 32 more that became the self-love range of Sacred Self alchemical oils. These visions occurred over an intense (understatement) 9 year period until 2012.

With each one I experienced so much releasing in my life. They are an alchemical combination of organic oils, vibrational essences, reiki, magic and a pure intention. Such gifts from and to the most challenging aspects of ourselves, providing pathways back to self-love. They assist in unraveling deeply held patterns.



I started to share these with friends and later on, with clients. I received fascinating feedback about their insights whilst using, often similar to my own.

The self-love cards idea grew out of endless post-it notes to myself and I had them everywhere, like on the fridge, in my wallet and on the bathroom mirror. This really assisted me in an increasing awareness of my unsupportive thoughts and beliefs. One day in 2009, I sat down and all statements for the 44 cards just flowed out of me in about half an hour. It was the most effortless co-creation. It was the external result of years of deep inner work on a mental and spiritual level. I see these tools as a support to any kind of holistic work or a way to inject the sacred into our daily rituals.

**HOW CAN YOUR SACRED SELF PRODUCTS BE USED AT EVENTS INCLUDING WOMEN'S CIRCLES, WORKSHOPS AND INTIMATE EVENTS? WHAT BENEFITS HAVE YOU EXPERIENCED BY INCLUDING THESE IN YOUR OWN EVENTS?**

Cleansing the space before setting up for an event can be as simple as visualising a violet light filling the room, using a Tibetan

bell or clapping in each corner of the room to dispel stagnation from previous events. This creates a sacred container for your attendees.

You can use one of the 100% natural alchemical mists, Magic and Goddess. Magic is great for creating a sacred space. The Goddess Mist is perfect for empowering women's circles. There is an invocation to say aloud as you spray "I am the Goddess. I am She. The power of Shakti flows through me." This can also be a beautiful ceremony with a circle of women using the mist on each other and coming together as a loving collective. You can create an altar and include the Self-love cards, asking each attendee to draw one to reflect upon.

Aroma and memory are so strongly linked and if you are practising a speech it's a great idea to get in the habit of having a go-to combination specifically for this purpose. Equally if you are working with attendees to set a specific goal at your event. An example is when I anointed myself with Passion Alchemical oil at the new moon in Leo and created an altar. I wrote down everything I wanted to experience in a love partnership and placed it on the altar. Lo and behold that person appeared in my life a few months later. It's an extremely powerful process. I've got so many examples of this kind of manifestation.



**EVENT HOSTS OFTEN CARRY THEIR OWN PERSONAL TOOLKIT, HOW CAN THEY INCLUDE YOUR SACRED SELF PRODUCTS IN THEIR ROUTINE WHEN GETTING READY FOR THEIR OWN EVENTS?**

Speakers, facilitators, coaches, reiki and meditation teachers, often choose alchemical oils according to workshop topic. For example, if they are working with themes such as Trust, Courage, Surrender, Passion or Self-love, to name a few, attendees can anoint themselves and each other. These can support any processes such as journalling, meditation or sacred circles. Anointing is a great way to open and close an event.

I use Truth (I express my truth with love), Clarity (I am clear) or Authentic (I reveal my true self) Alchemical oils before speaking, working with clients or recording a podcast interview. I notice what I'm intuitively drawn to and say aloud. "May I be the clearest possible vessel of love, compassion and truth as I hold a sacred space for x today. So be it."

**LASTLY, WHAT IS YOUR GO TO PERFUME OR OIL SCENT TO START AN EVENT DAY OFF FEELING GROUNDED AND REFRESHED?**

Oooh this varies depending on the intention, but my favourite essential oil of all time (don't tell the others!) is Bergamot from the citrus family. It is uplifting and can be described as happiness in a bottle. It's also a key ingredient in Earl Grey tea.

**THANK YOU SO MUCH FOR SPEAKING WITH US TODAY MICHELLE!**



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*A BUSINESS THAT IS BUILT FROM PASSION, HEART AND SOUL?*

*A BUSINESS THAT ALLOWS YOU TO DO WHAT YOU LOVE, WITH WHO YOU LOVE AND HOW YOU WANT TO DO IT?*



*If you want to blaze a path that is truly your own, to build a business with solid foundations that can grow as far as you can rise, I invite you to join me inside Beautiful Business Builders.*

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It will carve out a space for you to learn from experts and professionals, help you implement the necessary action to keep the momentum flowing in your business and allow you to keep pursuing your true passion and purpose.

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**I TRULY BELIEVE THAT WOMEN WERE BORN TO RUN THE WORLD. ARE YOU READY TO RUN YOURS?**

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//EVENT HEAD MAGAZINE ATTENDS

# MODA EVENTS PORTSIDE RELAUNCH



*Stilt walking fairies serving champagne? Emma Newby reports back on the magical relaunch of Moda Events Portside.*

Stilt walking fairies, serving Champagne? From the moment I walked in the door I knew this would be my kind of place!

Moda Events Portside is an incredible waterfront events venue in Brisbane, with city skyline views to die for. I was lucky enough to attend their relaunch and I am happy to say the space did not disappoint.

And neither did the phenomenal food.

Moda specialises in all things events from weddings, gala dinners, product launches, birthdays, breakfasts, conferences, awards nights, seminars and staff training, and if opening night was anything to go by, they put on an amazing show.

So more about the evening, as I said, Stilt walking fairies, abundant champagne, a taste of Spain with large Paella pans and free flowing Sangria and a little acrobatic ribbon show from the roof.

Suppliers galore showcasing their amazing wares and spoiling those of us in attendance with photo booths, make-up touch ups and Gelato, served from a little cart. They had everything you could possibly need for a gorgeous event, covered!

Not forgetting to mention, the wine was free flowing and the views divine.

If you are looking for a special event space in Brisbane, Moda Portside is definitely worth a look.







## WHO IS EH MAGAZINE?

Run and owned by EVENT HEAD Event Management, EHM is a live content magazine that is here to shake things up and provide a one stop shop for entrepreneurs who run events as a core part of their business.

We take a holistic view on the entrepreneurial journey and know from first-hand experience that events are much more than booking a room and ordering catering! They involve worldwide travel, accommodation for the organizer and attendees, beautiful design and style on stage and in the room, services and suppliers who are superior in quality, and fashion and beauty that makes you feel confident and glamorous.

From luxurious venues, to nourishing food, to onsite accommodation, to attendee gifts, to the red lippy you put on before the meet and greet, EHM has you covered. We love a unique take on things and we love to shake up the status quo with some creative vision!

WE SAY NO TO ALL THINGS  
BORING // LACKLUSTER // DULL

**WE SAY YES TO ALL THINGS  
FRESH // INSPIRING // EXCITING**

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