

Bernadette Schwerdt ([00:00:00](#)):

Today, we are talking about reinvention. Now, people don't often talk about reinvention unless it's associated with something like retirement. And it's often described in very exotic terms. Like I'm running away to Tuscany to write my memoir, or I'm going to buy a hobby farm and grow organic grapes and make wine. Or sometimes it's a much simpler thing. I can go to join a gym, or I'm going to join a choir. All those are part of reinvention, but they're not the full story. Okay, good afternoon. I'm Bernadette Schwerdt and I'll be your facilitator and your chair for this session and what we're going to do with the panel and myself. We're going to do a deep dive into the art and science of reinvention. And hopefully by the end of the session, provide you with an inspiring yet practical roadmap on how you can harness the power of reinvention.

Bernadette Schwerdt ([00:01:02](#)):

And so we can all fulfill the potential that exists within us. So let's start by expanding the definition of what reinvention is and who reinvention is for mean aren't. We all reinventing ourselves all the time. And I think about reinvention being applied to young people, leaving university, trying to forge a new career in a workplace. And I think about women who are about to become a mother and redefining their lives through motherhood. And I think about baby boomers and by the looks, there's a few baby boomers in the room today who are saying goodbye to their child, their final child, and hearing that deafening silence of the emptiness syndrome. You know, what does that mean for them? People newly divorced or separated, or those who are grieving the loss of a loved one after 50 years of marriage, we all reinventing ourselves all the time, whether we like it or not.

Bernadette Schwerdt ([00:02:05](#)):

So wouldn't it be great to have a plan, a purpose, a blueprint, or a process by which we can really harness those forces of reinvention about how to do it. And that's what today really is all about. And I've got a wonderful panel. That's going to shine the light on how they've reinvented their lives. Now, as you're sitting here, it's a beautiful, full audience. It's really fantastic to see you might be thinking well, who am I? You know, what gives me the right to stand here and chair a panel of this caliber? And I guess I'd say it sort of started with a phone call from the wonderful IVD segment. And Ivy rang me and obviously my ACH and she rang me. She said, we'd really love for you to chair this panel. And I said, I'd be delighted. I love the Adelaide festival ideas.

Bernadette Schwerdt ([00:02:47](#)):

And I love this topic. And after I hung up the way I should, I said before I hung up and said, Ivy, why have you chosen me? And she said, well, we saw you chair a panel a little while ago in Adelaide, on digital disruption. And we liked you did. And also we looked at your, your background and your CV, although his trouble. So we looked at your background and your CV, and we saw that you'd reinvented yourself multiple times and we thought you'd be a great person to lead this conversation. And after hung up, I actually reflected on what Ivy said and I thought, Ivy's right. I reinvented myself. Although I'd never perceived myself to be reinventing myself for me. I just put one foot in front of the other and took whatever opportunities were coming my way and basically said yes to everything.

Bernadette Schwerdt ([00:03:32](#)):

Well, no, not everything you get my drift. And so I guess my side is of reinvention just for a very potted history is in my twenties. I spent a lot of time working in advertising and marketing as an account director with advertising agencies and then moving into copywriting, writing material for

advertisements. And then in my thirties, I put that business career aside and I decided I want to be an actor as a true reinvention. And I applied for all the acting schools around the country, and I got accepted into the Victorian college of the arts. So I moved to Melbourne to study acting for three years full time. And then I spent the thirties working in film and TV and stage writing, producing, enacting. And then in my forties, I had a son, a little baby boy, and I thought, but at the seventh month of pregnancy, I thought, I don't think I'm going to be able to do what I used to do.

Bernadette Schwerdt ([00:04:22](#)):

It sort of hit me quite late, you know, the piece. And so I decided I didn't want to sort of lose the thread of all the things I've been doing. So I took a course that I'd been running on copywriting and how to become a freelance copywriter. And I turned it into an online course and I set up a website and this is when websites cost are \$10,000 just to do a really simple website. And I set up an online course and I started selling this course online. And I remember this really distinct moment where I woke up one morning and the baby was only maybe three months old and people put money into my account whilst I'd slept. I thought, wow, let's do more of that. So it was a really, really interesting moment where people actually pay, you know, for this sort of thing online.

Bernadette Schwerdt ([00:05:03](#)):

And so I got really into internet marketing and thinking, well, you know, if this is what I can do with this small little operation, how do the people with really big operations do what they do? So I started doing interviews with these incredible entrepreneurs about online business, and that became a TV series for the age and the Sydney morning Herald websites. And this is not documentary series. And then Wiley publishing came along and they said, we really like what you're doing with that topic. It's really interesting. Would you like to write a book? I said, sure. Why not? So I wrote this book available.

Bernadette Schwerdt ([00:05:35](#)):

I don't get books.

Bernadette Schwerdt ([00:05:37](#)):

So I wrote this book and then people said, would you like to go on the speaking circuit and talk about it to audiences about how to build an online business and how to reinvent yourself basically as an entrepreneur? So I said, sure. And so here I am at 50 standing in front of his wonderful audience and feeling very privileged to be talking about this process of reinvention. And that's how I come to be here today. So I've absolutely reinvented myself. But the thing I do want to acknowledge is that some people would say, well, you're feeling fulfilling your passion or you're following your heart who are carving out a career. And the honest truth is I was bumbling and I mean bumbling, and I don't mean that in a negative sense. In fact, I think it's a really positive sense because for me, bumbling is about starting something and not being quite sure how it's going to finish and even not even knowing how to begin, but just doing something.

Bernadette Schwerdt ([00:06:27](#)):

And so that's my definition of bumbling. And if I was so enamored with the idea of mumbling, I actually wrote a Ted talk on it and I delivered it last year in Melbourne. And the title of the speech was how to succeed when you don't know what you're doing. So who can identify with that? Anyone it's amazing when you start giving permission to talk about they had bumbling journey, they can hang on a bumbler too. So we're still this little club of bumlbers. That's a great thing. The thing I also just want to drop into

the conversation before we start is I did all those things, unconsciously, all those steps that I took were incredibly unconscious. I just literally followed, you know, put one foot in front of the other. What I'm hoping we can do today with the panel and with all of your input is to think consciously about reinvention.

Bernadette Schwerdt ([00:07:12](#)):

I didn't consciously do any of those things. It just was organic. So let's start being conscious about our reinvention. And that's what we're talking about today is giving it some thought. And even you being here today is a great testimony that you want to start thinking about reinvention right now. So the format for the day, it's very simple. I've got three beautiful guests and I'll be interviewing one by one, about 10 minutes each. And then once we've done those three interviews of one to ones, I'll be having all the guests on the stage, we're doing a brief Q and a, then we'll throw it open to the audience for a couple of questions and that'll take us up to 1 45 and then the thumb doesn't stop ICH have kindly put on a very light lunch to have everybody out there and to unveil a new look of a program that I think you'll find very exciting about reinvention.

Bernadette Schwerdt ([00:08:01](#)):

So that is the plan for the day. So I am, I guess very briefly because we're going to talk to them in a moment, but Ted Sinica is a very interesting man. He's an author of a book called the lacemakers some which are highly recommend you buy. And Ted has an incredibly tragic beginning to his life in that at the age of four, he was sold by his father and his mother to a man and a wife strangers. And then that traumatic experience led to such distress that by the age of eight, he tried to commit suicide by swallowing poison berries. It's just an incomprehensible, isn't it? We're so very fortunate to have Ted here today. Instead we'll be taking us through his process of reinvention and it's quite an eye-opener. We have Georgia Heath who gave up a glittering career in the public service, and you read a CV it's incredible.

Bernadette Schwerdt ([00:08:57](#)):

And she has reinvented herself as an entrepreneur and has created a startup that is really doing amazing things with people, you know, 50 plus and finding, you know, how can we lead purposeful and meaningful lives as we move through the different stages of our lives and last, but certainly not least is Ivy tech and the woman I mentioned earlier, and I've worked with ACH and she's got some really interesting information about, you know, what does it mean to be growing older? How do we redefine what older means in this current society? So without further ado, I would like you to please put your hands together and welcome our first guest, Ted Setnikar [inaudible]

Bernadette Schwerdt ([00:09:43](#)):

Ted welcome. When I interviewed Ted or the pre-interview, which I always do with my guests. I said, is there any topic that you do not want to cover today? And he said, I am an open book. And I thought, wow, that is so sums up. Ted's authenticity. So we're going to start actually with a what I call fast facts. Some people might think it's like speed dating. You've done speed dating tip. No, I don't need to. Excellent. We're going to rip through this fast facts cause it kind of sums up Ted. You cannot sum up this man in even 10 minutes, but let's just begin a full name with the lovely accent at the end.

Ted Setnikar ([00:10:22](#)):

This transcript was exported on Jun 30, 2021 - view latest version [here](#).

[Inaudible] But I used to be mattered until I came to Australia because Australia has had some difficulties of pronouncing my full name.

Bernadette Schwerdt ([00:10:29](#)):

Okay. And your age? 10 68. Good family.

Ted Setnikar ([00:10:35](#)):

I've got a dog and a beautiful partner, Andrew. No, I shouldn't really tell him, tell you about him now. We'll

Bernadette Schwerdt ([00:10:43](#)):

Stop there. And where were you born?

Ted Setnikar ([00:10:47](#)):

Born in Slovenia, which was part of Yugoslavia. It was under the communist regime. Okay. And where do you live now? Adelaide Hills. I was born in the mountains. I live in the mountains and I hope to die in the mountains. Beautiful.

Bernadette Schwerdt ([00:11:02](#)):

And what are the three activities or roles that take up most of the time in your life

Ted Setnikar ([00:11:08](#)):

Voluntary work? I've got 2, 3, 1, 2 books. One is that the Hutt street center for homeless people. One is driving the bus for the local community up in the Adelaide Hills at all gate. It's called the hut. And the third one, I am sort of semi involved with ACH. Excellent

Bernadette Schwerdt ([00:11:29](#)):

And author too. Did I mention author of the most Microsoft? Yes. Fantastic. And by the way,

Ted Setnikar ([00:11:35](#)):

All proceeds from the sale of this book, go to hot streets center for homeless people.

Bernadette Schwerdt ([00:11:40](#)):

Wow. Yeah.

Bernadette Schwerdt ([00:11:42](#)):

What's your number one life motto. That's helped you overcome difficulties and challenges. Some people say, actually, you know, this too shall pass or, you know, look at the brand side. What's yours.

Ted Setnikar ([00:11:52](#)):

My, it hasn't been always the same as this audience. What I tried to do when I was eight years old. But when I grew up, when I became real men, that's what I thought when I was 16. I realized love is extremely important and embracement of people. So goodness. Hmm.

Bernadette Schwerdt ([00:12:19](#)):

Beautiful. And considering your early childhood, that's an incredible motto to live by.

Ted Setnikar ([00:12:26](#)):

Well, when I was 16, I used to go put a walk through the forest, a love for it. I still do. I always have, I've got certain energy. Andrew laughs at me when I have trays, but I know the reason. And when I was 16, I've had so much hatred within me. That was an orphanage. And I realized there are people in the world as well. And I did see some kindness in orphanage. I had everything I needed. I had the roof, I had bed, I had food, but one thing I didn't have was peace within myself and the hatred. So I've decided at the age of 16, that was the reinvention I will never do to people. What they have done to me, that was the big, the big reinvention, because the second one was when I came to Australia, I've decided to come to Australia when I was 14 Slovenia being up on the top, Australia's down underneath when I come here. Yeah. I was a bit concerned. Well, I fall off dirt. But the other thing that concerned me was how will I survive here? Not knowing a word of English and the culture, the tradition. And yeah, it was totally different. So I had to work on that one very fast to fit into a society because I really wanted to fit into the society. So I will not be a Slovenian migrant forever. I still am. I love Slovenia, but I'm very proud Australian. Excellent.

Bernadette Schwerdt ([00:14:01](#)):

So you've touched on reinvention already, but maybe you could just outline for us, maybe the top three reinventions you've initiated in your life that have been most critical to you leading a happy and contented life.

Ted Setnikar ([00:14:14](#)):

Well, they would have been the two. The third one was when I was in my thirties, I realized I still had a lot of hatred towards my father and farmer's wife who was very cruel to me. And I really needed to go back to Slovenia. It was very risky because it was still under the communist regime, but I took the risk and went back to Slovenia. First I found my father in a nursing home. I gave him a hug. And I don't know if any of you had experience of hiding somebody and go to the person, hug that person you hate and the feeling of the ease, the pain, the weight that rose of the heart. And if anyone of you has got the opportunity to experience that, you will see what it means, how it feels. And then I thought what? I better find a farmer's wife as well.

Ted Setnikar ([00:15:13](#)):

I did learn she was still alive. So I went to see her. She was in the field, working, walked towards her. She wasn't too sure what I was going to do nor was my sister. She thought that I had a, a knife somewhere. I was stab her. Now I went to her, gave her a hug and I thought I will not judge you. And I will never judge another human being. And she froze. She just stood there like a statue. I don't know if she registered anything, but it's not my business, not my concern, but I certainly did. So that was the second bigger invention. And then I thought I'll write a book one day. And that was really the fourth re-invention and when, when I retire. So the first thing I retired at the age of 52, sorry, 58. And the first thing I did was start writing a book and it was published four years ago and that opened lots of doors for me. And they're still opening. Did you write it in Tuscany and no, I didn't go to task. And we've got much beautiful environment in Adelaide Hills.

Bernadette Schwerdt ([00:16:29](#)):

Well said you touched on risk really briefly there, Ted and I you've experienced enormous risk. And when we say risk, we mean real risk. Life-Threatening risk. What's your attitude to risk because some people say I'd like to try this, but I'm, I'm too fearful. I'm too shy. I don't know anybody. Whatever the reasons are. What's your attitude to risk.

Ted Setnikar ([00:16:53](#)):

If you don't take risk, you don't live. Being alive is the biggest risk, especially these days. I mean, if, if I would worry about risk, I would never drive a car. I would never sit in the car and I can tell you what is the most risky thing in life? And my mother would say that when I was a year old, my mother was nursing me. We had bad weather, a storm. And my mother said, gosh, what's happening out there? I will have a look. So she opened the window. She was at home in a house. So downstate state home in a house. She opened the window. She was struck by lightning and killed. So where's the risk. What is the risk? You have to take risks. Yeah, but don't stay at home and opening windows.

Bernadette Schwerdt ([00:17:48](#)):

So let's talk your volunteering. I know that's a really big part of your life. And talk to us about, you know, some people say volunteering maybe is a one way street. You know, we just do that, but we don't get anything back, but you don't see it like that. No,

Ted Setnikar ([00:18:00](#)):

I get a lot more back than what I got when I was, when I had my own successful business catering business. Yes, I was making good money working extremely hard, but volunteering, the money you earn when you are working, you spend, but volunteering, you get in this big reward and feeling of being useful, that rewards stays with you forever. And also you have to have the, to have the feeling of being needed. That's very important. And to mix with people and giving something back. I came to Australia, as I said, I was 19 years old and I was able to establish myself in this country to make my home in Adelaide. And now it's my duty to return something to society. And

Bernadette Schwerdt ([00:18:59](#)):

Did you mention when we spoke earlier that there was a, a man in the Hutt street center who was resoundly disliked by everybody. Can you tell us that little story and what that means to you

Ted Setnikar ([00:19:12](#)):

One Sunday? Well, I was working on a Sunday and helping making sandwiches for takeaway lectures. On a Monday morning, this gentleman comes to the back door very early in the morning, the land, which he was using. Wasn't very nice and referring to my food as and who put that in my sandwich, plus a few other words. And I said, I did. He had a go at me. Luckily enough, the security door screen door was locked. I was quite frightened because I was there on my own. Anyhow, a day later he was taken to Glenside hospital in a, some confined area. Then I've heard he was taken to [inaudible] hospital up toward Saulsbury or whatever. It, it took me nearly a whole day to get by public transport from crisis to solve spree or whatever the hospital is up towards Elizabeth. Yeah. And I was very nervous, but I took the risk of seeing him. He was lonely. He is mentally not stable. So I went to see him when he saw me, he gave me a hug and he said, you came to visit me here. I said, yes. He says, now I've got two friends in the world. One was sister who works at the [inaudible] center. And the second bond, it was me. And when he got returned to hot, straight, he would, he would always greet me. We never spoke of the incident about the sandwiches, which were beautiful according to other people.

Ted Setnikar ([00:21:00](#)):

But he treated me as a friend and he was so happy. Every time he saw me, he was smiling. So what I say is how important love is how important it is to turn poison into medicine and all of that is possible.

Bernadette Schwerdt ([00:21:20](#)):

And on that note, let's please give Ted an amazing, thank you. Beautiful. What an incredible story. Thank you too. Georgia would you like to please join me on this? On the stage? Okay. So Georgia, you know, I'm going to do fast facts, don't you? I do as well. So I did run these questions by everybody. So you don't have to answer them if you don't want to. So here we go. Full name, Georgia Annie Heath, big Georgia Annie Heath? Oh, Georgie, Georgia Annie Heath? Yes,

Georgia Heath ([00:22:00](#)):

That's right. That's my middle name. That's after my great-grandmother which is a very important kind of part of my identity, I think in terms of that linkage to my family.

Bernadette Schwerdt ([00:22:10](#)):

Oh, wonderful. That's great. Yeah. And your age? I'm 33. Okay. And family. I

Georgia Heath ([00:22:18](#)):

Have a gorgeous partner. Chad, who was here. And my mom is also here with mom. Mom's just over there putting your hand up. It was Chad sitting next to mom. I love, Chad's not putting his hand up though. And a gorgeous sister brother-in-law and new nephew. Albert who's

Bernadette Schwerdt ([00:22:34](#)):

Just turned one. Oh, how lovely. And where do you live? So I, I live in Bowden, but I grew up in soil spree

Georgia Heath ([00:22:41](#)):

And I live now in Bowden, but I grew up in Salisbury and and that's really, again, important to me in terms of who I am. People often in my professional life had said to me, oh, you grew up in Saulsbury. You got out. No, I did it. And I'm really proud

Bernadette Schwerdt ([00:22:54](#)):

That I grew up in Salzburg. I grew up in Elizabeth off central district. Yep. Yep.

Georgia Heath ([00:23:02](#)):

Our football team is the best team in all of Australia

Bernadette Schwerdt ([00:23:08](#)):

Dogs. Okay. And you live in Boden now, now what the three main roles or activities that take up most time in your life. So the first

Georgia Heath ([00:23:16](#)):

Goal an activity for me is, is my new work that I do in terms of co-founding yup, yup. Labs. So yap labs is a smart city's startup. And we exist to make people's lives better by improving the cities that they live in.

So that's the first thing and the thing that's taking up most of my, my time and passion, the second thing is I'm really committed to getting more young people. And also more women involved in technology and particularly young people from the Northern suburbs. So I'm running two programs at the moment, one called all of youth which is about getting young people from the north and particularly young girls from the north into coding and technology. And the other one called factory 50, which is for women and trying to get women into starting up their own businesses.

Bernadette Schwerdt ([00:24:02](#)):

Fantastic. And what's your number one life motto that's helped you overcome challenges? I, I found it really hard to choose just one. So the one that I think

Georgia Heath ([00:24:15](#)):

Has guided most of my thoughts about how I like to live my life is the Oscar Wilde quote. We're all lying in the gutters, but some of us are looking at the stars. And then the one that's become more important to me. Since my grandmother passed away a few years ago now is one that really resonated with her, which was I shall pass through this way, but once so any kindness I can give or any good that I can do for any human creature, let me do it now for our shout out, come this way again. Oh,

Bernadette Schwerdt ([00:24:41](#)):

It's beautiful. It's very touching. And I didn't get to this question with Ted, but I might even capture it when we do the group panel, but what's a top fear in life that you've overcome. I have a

Georgia Heath ([00:24:50](#)):

Fear of writing. So I might need to talk to Ted about

Bernadette Schwerdt ([00:24:53](#)):

That. Oh, fear of writing a fear

Georgia Heath ([00:24:55](#)):

Of writing, which for a lot of people that were no me saying, I think that seems really quite strange, particularly with some of the things that I've achieved. But I'm a higher achieving perfectionist. And so a fear of writing for me, manifests in trying to overthink things, overdo things, override things, and never finding it good enough. And it's probably been a bit, a 10 year long journey for me to get to the point where I can write and I feel comfortable with writing and I'm still there. And I think definitely I should have a chat with Ted about that later.

Bernadette Schwerdt ([00:25:24](#)):

Great. Thank you for sharing that. It's kind of obviously vulnerable point considering it's such a big part of what you do. I think so.

Georgia Heath ([00:25:30](#)):

Yeah. One of the things that's really interesting is I don't think I'm alone with that. And I remember cause I studied Laura at university and I remember talking to the law school at, at one point and saying, this is just going to sound so crazy. I'm a law student, but I've got a fear of writing. And they said, that's

not crazy. Lots of people have that fear and lots of people who are high achievers have that fear. And just knowing that other people are out there, like me was really helpful for me. So hopefully it's helpful

Bernadette Schwerdt ([00:25:56](#)):

To others. Good. Good. And what about the top of your in life at UA yet to overcome your fear of snakes? I held

Georgia Heath ([00:26:04](#)):

One last year. Yeah. After seeing somebody who was going through the process of dying and looking at the fees that they were facing. And I thought if they can face that I can go and handle a snake. So I picked one up. So when yesterday though, he wasn't so keen on that. Oh, where was that? We went to Manardo to feed them.

Bernadette Schwerdt ([00:26:25](#)):

Wow. Well done. Good stuff. Okay. So let's jump into your reinvention story. And in, in our conversation offline, we talked about the process about thinking about reinvention and now it's so important to actually give the time to think. So can you share with us say the top three questions we should asking ourselves that will help us reinvent? Sure. So I think the first

Georgia Heath ([00:26:48](#)):

One is really looking at what is it that you want to do? What's that sense of connection? What's, what's the thing that, you know, what did you want to be when you grew up? And how do you reconnect with that sense of what do you really, really want to do? Or what do you really want to, you know, what's a problem you want to solve? There's a lot of times that in life we, for various reasons stop thinking about what we really want to do and instead start doing what we think people think we should do. So the first one is go back to what is it that you really, really, really want to do. And what's the thing that you've been, you know, that's sitting in the back of your mind and you've been thinking about for some time, the second thing then is once you've thought about that and you know, what it is that you want to do or the area or problem that you want to solve, what can you do to learn more about that?

Georgia Heath ([00:27:37](#)):

How can you find out more about ways that you could go about solving that problem or ways that you could connect with different ideas and strategies to help you with it? And then the third thing is, well, how can you do that in small parts? If your dream is to change the world or if your dreams to end homelessness, or if your dream is to become a mathematics professor, you don't jump straight to the end of doing that. So what's that first little step that you can do that can edge you closer to your dream and break it down into really small, manageable chunks.

Bernadette Schwerdt ([00:28:10](#)):

Hmm. Excellent. And this may overlap with what we've just talked about. You you've reinvented yourself from being a public servant into being a startup entrepreneur. So what are the, some of the lessons you've learned in that process that you think might be valuable to the audience? Absolutely. The first one is

Georgia Heath ([00:28:25](#)):

Technology technology looks like it's really, really hard, but in actual fact it doesn't have to be, and there's a lot of things now in particular, you know, if you wanted to create, say a website or, or find a way to use technology it's no longer as hard as it used to be. That's probably the first one that technology is becoming much more accessible. And it's much easier to connect with it than it has ever been before. There's just bad technology, but it's for the most part getting easier. The second one I think is when you are thinking about doing something new, having some kind of resource or basis to come from is really important. So for us, when we thought about starting a startup before we said, yep, I'm going to commit to doing that full time. We managed to secure enough funding that we could do that and not have to worry about where are the bills going to be getting paid for it?

Georgia Heath ([00:29:20](#)):

So we took care of that really base level of, of safety and security first and making sure that you've got some, some thought about how am I going to do this and do this really, really well. The third thing is I've really learned that if you are loving what you're doing, if it's connecting with that, in that sense of purpose, then it doesn't feel like hard work. And so some of those things like you, how much money you're making and how what your office looks like and all of those things that, that maybe used to be important, aren't as important because if you're doing something that really resonates, then that's where all of the worth comes back into it.

Bernadette Schwerdt ([00:29:56](#)):

Good. So what three strategies or tools do you know of that you might be working on that you think might be relevant to help people get started and finding that passion? Because often it's hard to find a passion. People don't know what they want to do. So it's that uncertainty, I think, yeah,

Georgia Heath ([00:30:15](#)):

Big one, you know, it's, we, we do a lot of, well, not everyone, not everybody gets the opportunity to plan early in life. What they want to do. Many people have to go into jobs, careers, and families, because that's how life has worked out. So taking some time to plan and thinking about what you might want to do for the next, you know, 10, 20, 30 years of your life is really important and we'll be running some workshops with spare time. So that's the product that we're launching at the state Aiden conversation this Tuesday and what it is again. So it's called spare time. And there's some, some cards out the front, but we will be running some workshops to help people to connect with what is it they want to do and to do some in some ways, career planning about what the next stage of of life might look like, the next thing.

Georgia Heath ([00:31:04](#)):

And, and again, this one is, is largely for women at this stage, but we've factory 50. We're running some workshops starting in November, which is called your brilliant idea. So you don't have to have an idea. The idea is that you come and you learn how you might get an idea. And so you can come and, and spend some time working through, you know, what might you want to work on and understanding where good ideas come from. The other one that I just think is so fabulous. And for me again, has been kind of life-changing is ed X, which is a way that you can learn for free online. We, when I was younger, I, one of my dreams was to go to Harvard, but for me as a girl growing up in Salisbury, that was reasonably unattainable at that point in time, I've just started learning computer science at Harvard online for free. And when you have a look at programs like IDEXX, that idea of free and accessible universal education is starting to come to the reality in ways that we've never seen before. Wow.

Bernadette Schwerdt ([00:32:05](#)):

What an inspiring story and congratulations on your success and thank you for sharing those great tips. Thank you. Thank you. Please join me and Georgia. Thanks, Georgia. Thank you, Georgia. And we're welcoming to the stage IVD Glen. Hi, Ivy, have a seat now, you know, the drill, we're going to do fast facts that way. All right. Full name

Georgia Heath ([00:32:30](#)):

RV Francis steaming, and a bit like Georgia Francis has a bit of a family thing. So I'll, excuse me. You'll soon learn that my biggest fear is talking in public. So Francis is a family name and so it was my mom's name. So I felt compelled to give it to my daughter and that's

Bernadette Schwerdt ([00:32:46](#)):

How it gets passed down. Fantastic. And

Georgia Heath ([00:32:50](#)):

So I say I'm in the second half of loss on 53 53

Bernadette Schwerdt ([00:32:54](#)):

Great family.

Georgia Heath ([00:32:56](#)):

Yes. I've got a great partner Martin who's here today and two kids who I've dragged the spotlight on them, I won't say will not like that. They're teenagers and and three beautiful nieces.

Bernadette Schwerdt ([00:33:11](#)):

Wonderful. And where do you live?

Georgia Heath ([00:33:14](#)):

In the heart of the Western suburbs where I was born and bred

Bernadette Schwerdt ([00:33:17](#)):

Beautiful. Now, what are the three main roles or activities that take up most time in your life?

Georgia Heath ([00:33:22](#)):

All like a really busy life. So I don't like doing nothing. Oh, I, I should say either stop or I go and most of the time I'm on the go. So it's really all about family and friends for me. I love making and creating, and that can be absolutely anything and I just love learning new things. Okay.

Bernadette Schwerdt ([00:33:40](#)):

What have you learned recently or what have you made lately?

Georgia Heath ([00:33:43](#)):

Well, I've just joined the CWI. And so I've learned that you equity country women's association and I was invited by a friend of mine's daughter, who's 23 and I thought, oh, really, that wasn't the image of the CWI hat. And I think that's one of the really big lessons in life is that you should never ever think about judge, a book by its cover. You should always just look at things and just go that little step.

Bernadette Schwerdt ([00:34:12](#)):

Yes. And so what's the other role? I know there's your, job's a big part of your life?

Georgia Heath ([00:34:17](#)):

So my job work with I love I love connecting people on ideas and I C H groups and organization. That's very much about challenging the stereotypes of growing older. And for me, I think it's that busting out of the box and busting myths. That's a really big part of what drives me. And so I love ACH group. I started ACH group 20 years ago and then went off and did something totally different, had had babies and then thought, I just love it so much. I came back.

Bernadette Schwerdt ([00:34:54](#)):

Right. Great. And what's your number one life motto that's helped you overcome challenges?

Georgia Heath ([00:35:02](#)):

I thought long and hard about this, and I think mottoes are really tricky for me because what what inspires me the most is people and probably the two most inspirational people that I think of every day and my kids. So my daughter, Alice is one of the most courageous and brave people I've ever met. And and my son Thomas is one of the most creative and big dreamers. I might even cry in a minute. And and so for me, I look at them and, and it is the fact that I take action and that they put their hands up for. And I just think that drives everything I do.

Bernadette Schwerdt ([00:35:40](#)):

Excellent. And what's the top fear in life that you have overcome?

Georgia Heath ([00:35:48](#)):

I think it's all public speaking but a bit like Georgia, I think it is actually it's about confidence as I grow older. I realized that we actually shouldn't be frightened of things. So when I went to school, I barely got through school, went to university. I think I got probably a D or an E or an F for my first ever assignment because I hated writing. And now today I actually probably write for a living, which I look back and I think,

Bernadette Schwerdt ([00:36:19](#)):

Yeah, how did that happen? And what about the top fear you're yet to overcome?

Georgia Heath ([00:36:25](#)):

I hate being confined, so I hate being in really small spaces and, and I hate being boxed

Bernadette Schwerdt ([00:36:32](#)):

Metaphorically or physically both ways. Yeah. Good. Good. All right. So let's jump in with some questions for you. Thanks for those fast facts. Reinvention. Why is this idea of reinvention so relevant now, do you think we we've heard the word, but we've kind of never really delved into it, but now it's kind of coming up. Why now?

Georgia Heath ([00:36:52](#)):

I think it's because I think back to my mom and she said we live and we learn and that we reinvent ourselves all our lives. And a bit like the story that you told earlier, it's not to you stop to think about your life that you think, oh, I actually really have done that. Oh, I really have reinvented myself sometimes not unconsciously, but sometimes very deliberately. And, and often when we get to the second half of life we start to feel a sense of invisibility invincibility in visibility's abilities. And sometimes we think that or we can feel that our voices aren't heard and that we we know we've got another 30, 40, 50 years of life ahead of us and we've got a lot to give and our opinions matter. And that like when we have big birthdays or big transition points in life like retirement, it's when we take stock and we stopped, we might think about re-invention.

Bernadette Schwerdt ([00:37:58](#)):

Hm, mm mm. And so what stops people from actively reinventing their lives? Do you think, what are those barriers to reinvention?

Georgia Heath ([00:38:07](#)):

I think confidence is really big. It's taking that first step. And so sometimes it's makes a really big difference when we go out and we look for other people to join with and connect with to help us reinvent. And we don't know where to go. We don't know where to go or, or how to go about it and, or even what's next. And so it's, that's, what's next. That's driven ICH group to draw together a network of people to grow and the exchange and the exchange is all about, I suppose, opening doors. It's all about opening doors to events and courses and experiences for people who are thinking about or reinventing rediscovering and having a voice and, and putting their hands up for new jobs and roles and life.

Bernadette Schwerdt ([00:38:59](#)):

I asked you offline Ivy, what is the difference between what the exchange is doing and say a CIA course or a TAFE or a WEA course? What is the difference is it's not just courses,

Ivy Diegmann ([00:39:09](#)):

It's not just courses. It's about experiences and events, and it's about connecting everything up to make it easy for people. So one it's about people being able to connect with other like-minded people and people who are like-minded, but different. But also being able to make it easy. So putting people in touch, we've partnered with either 60 organizations over the last year as we've been growing the exchange. And, and and it's th that partnering with other organizations to bring together those opportunities. That's been really I think a big defining feature.

Bernadette Schwerdt ([00:39:47](#)):

And I think Ted was really an example if I'm right about filmmaking, is the story you're able to tell, oh, do I have permission to

Georgia Heath ([00:40:01](#)):

So I first met Ted when he came to join a good lives on film. So one of the things that people tell us a lot is that when you get to a certain age, other people tell your story a lot, and there's not a lot. And so there's not a lot of opportunities to tell your own story. And there's a number of filmmakers here in the audience today. And so we partnered with the media resource center and we put together a filmmaking boot camp. And that was to up-skill people to tell their stories in front and behind the camera. Well, Ted came along to the filmmaking boot camp and I think started in two movies and was behind the scenes directing and writing and, and all of taking on all these other jobs. But he came along to the the red carpet premiere and he was invited to speak at a national conference.

Georgia Heath ([00:40:55](#)):

And I didn't know this till last week, actually that when one door opens a multitude of other doors open and most of the time being part of the exchange, you don't know where those doors lead. So Ted did films then went and spoke at a national conference. Now he's been approached by another national university to open their conference. And there's a couple of organizations in Adelaide that want him to get involved in their initiatives. So I think that it's that opening of doors, that's been a real defining feature of the exchange.

Bernadette Schwerdt ([00:41:32](#)):

It's wonderful. So Ivy, as we wrap up, what's a way that people can connect with what you're doing. Is there a specific bingo that they can do?

Georgia Heath ([00:41:42](#)):

So they can join up for the exchange. The membership is free and they they'll get bulletins from us fortnightly about a whole range of different offers. And, and that can be offers from different courses or sponsorships, so, or scholarships. So for example, last year we put out the Adelaide uni aging, well think takes, and people applied for scholarships and won those. We put out MOOCs the massive online courses and people apply for those. And they sometimes connect up to join study groups, but we have at the moment a habit make over. And one of the great things about the exchange is it's about members coming together to capitalize on their own intelligence. It's their own inside knowledge that they, they share with each other. So the habit make-over is for people

Bernadette Schwerdt ([00:42:36](#)):

Who habit Kobe is. That's what, it's a habit. That's okay. It's a habit. Make-Over okay. So bad habits, good habits. We're making them over. Yep. Great. Sorry about that. It's okay. Just wanna make sure everybody's got it.

Georgia Heath ([00:42:50](#)):

So the habit make-over is a six week course where people come together and and it's all about, I suppose, like some tools but more importantly, they inspire each other to ditch old habits take up new ones or just change, change up life. And so today as part of the festival of ideas and for the the unveiling of the new look of the exchange that we invite you all to that Bernadette mentioned we have a half price offer. Okay.

Bernadette Schwerdt ([00:43:22](#)):

Wonderful. And well, it stop me eating chocolate, just not my habits only if you want. All right, please join me in thanking Ivy Digman. And if you've got questions that you're thinking about, I encourage you to start just jotting them down and then we'll open the floor up for questions. And just the procedure for questions is there's a little microphone right at the back of the room there near the opening of that wall. And because we're recording this, if you could maybe just line up, if you, if you want to ask a question and I'm actually going to start with you, Georgia, because one of the questions, one of the things that's coming through loud and clear is there's a lot of online platforms for these kinds of resources. And people might be thinking, but I'm not online. I don't want to be online, or they don't know the procedures. They don't have a computer or can't get the internet, any suggestions on how people can still access some of these things, but without being online. Absolutely.

Georgia Heath ([00:44:20](#)):

And that would be going to your local library. So local libraries are fantastic places to learn new skills with your local library card. You can get at all south Australian public libraries and access to Lynda.com and Lynda Lynda.com. Explain it in a second. So and that's an online learning platform. But the great thing about libraries is librarians. And, and so in my last role, before I started my startup, I managed the, the library for the city of Playford and this, the range of services that they offer. There are phenomenal, but librarians are just these wonderful little treasure troves of people who are so incredibly helpful. So if you are wanting to get online, if you're wanting to do things, have a chat to your local library, if you are based at home. And there are people who won't be able to, to leave their homes, and hopefully they'll be able to access this online when it's when this talk is scheduled. And then you can talk to your home librarian about trying to get them to perhaps download some files and bring them to your house so that you can watch them online that way. So the internet can be a mediated experience where if you can't do it yourself, you can find these great people who will help you with it. And as I said, I cannot speak more highly of librarians as people. They're some of the best people in this world.

Bernadette Schwerdt ([00:45:34](#)):

I echo that. Can I just get a show of hands who does go to a library on a regular basis? Yeah. Excellent. Well, we are in a library right now and I, I love the library because you know, there's all these notices on the on the board and we can even easily walk past those because it's just a bit of a mishmash. But if we take the moment, which I often do say what's going on and I see something and I would never have considered being interested in that and go, I'm going for that. And I think it's those little decisions, those moments where you got, I'm bringing that number, and I'm going to see what this leads to, and the libraries are beautiful places for that. Not to mention for children, you know, to educate them about what's what's available. And the Elizabeth library is amazing.

Bernadette Schwerdt ([00:46:15](#)):

The playful. Unbelievable. So the what you talked about there is it's, it's not about, you know, you have to be online, you can actually access that. And Ted, I've got a question for you about cost, because I said to table, what about people? I was thinking, well, it's all right. For some, you know, they're retired and they're financially stable and they don't need to work, but there's obviously people who do need to work, who don't have the luxury of time. Who do we need to manage multiple, you know priorities. So you gave me some good examples on, on how to do it on a, on a, on a cheap basis. Do you remember that conversation?

Ted Setnikar ([00:46:51](#)):

We talk so much. I think I took about three

Bernadette Schwerdt ([00:46:54](#)):

Hours on refresh your memory. You talked about living cheaply, or you said some really nice ideas. I thought it must be worth sharing.

Ted Setnikar ([00:47:01](#)):

Well, we, we do well, they had ways of doing that by getting specials from the shop, doing things at home, growing your own vegetables. Yeah. Just think of the dollar.

Bernadette Schwerdt ([00:47:17](#)):

Yeah. Well, unbelievable resources.

Ted Setnikar ([00:47:20](#)):

All of this is from op shop, but I, wasn't

Bernadette Schwerdt ([00:47:22](#)):

Going to tell you that we have the best ops shop in op shop. Yes.

Ted Setnikar ([00:47:29](#)):

Yeah. Best in Adelaide. Yeah. And anyone can go in,

Bernadette Schwerdt ([00:47:33](#)):

You know, we don't call it op shop anymore. We call it vintage. Yeah. Any thoughts there? IBM, what we're talking about, just in terms of reasons, why you would see this, why people don't access services, any thoughts about why they don't have solutions on how they can.

Georgia Heath ([00:47:49](#)):

I just think it's really tricky when you're thinking about what's next. So where to go, what to do. And I suppose that's, what's inspired us about the exchange, but it is around finding people to connect with. And it's about having the conversation with people. And it's about then experimenting. And I think one of the things we don't do is we don't give ourselves licensed to experiment. We I think about the all the graduates that are coming out of school in the next couple of weeks, and, you know, they've got a, they've got a license to play. They've got gap years, they've got plans to travel. They've got licensed to start things, to stop things, to keep on learning. And when we get to the second half of life, we just don't give ourselves the license to experiment. And I think that's the great opportunity to stop and have a look at that brochure at the library or to you know, follow up the lead that someone's given you. It's it's to I suppose, seize the moment and take that license to experiment and it's, and it's, and it's actually okay. Not to know what's next. It's actually, you know, it's okay to have a go at different things.

Bernadette Schwerdt ([00:49:07](#)):

And I'm really mindful this, no one lining up to ask a question. So this is a wonderful opportunities. So if you've got questions, please do take a moment. There is one down in the back. If you could maybe just go to the microphone. That would be amazing. Thank you. And while the man's preparing his question, I

just want to ask you Georgia about MOOCs, because some people may not know what MOOCs is. Can you explain what the acronym is? Show say makes a massive

Georgia Heath ([00:49:31](#)):

Open online courses. And there's lots of different ones that you can do. So when I was talking before about ed X, that's a type of mood. And if you were to do a Google search for Moog, M O O C, you'll find lots and lots of information there, but it's really a bit of a movement and making education more accessible to everybody.

Bernadette Schwerdt ([00:49:51](#)):

And it's Harvard, Cambridge, Oxford, you name it, the best lectures on the planet are making their lectures available for free. You know, don't get the degree for free, but the information is available and yes, please.

Speaker 5 ([00:50:07](#)):

Yes. Hello? Yes. Hello. Good afternoon, everyone. My name is [inaudible]. I work in a meat export company in south Australia. I have registered for this program on even bright a few days ago and was very, very inspired especially after reading the life story of, and last night, when I have read in detail, like, you know, your your mum, you know, passed away and at your first universe today and how you were mentally and physically abused by in the, you know, society and, and all those challenges when I have read your bio and all those stuff like tears, you know, running from my eyes and I was not able to stop myself. I thought I will come in this program and I will meet you after after this event. so like, I really understand, and I can feel the struggles that you have faced in your life, because I was also in international student migrant who have come into this country eight years ago.

Speaker 5 ([00:51:10](#)):

Yes. No one was knowing me here. Everybody asked me that, I don't know you. Why should I talk to you? And, you know, things, things like that very hard and challenging to adjust into a new society, into a new, you know, country. So just wanted to ask you briefly, like what your suggestions or advice is for the younger generation or the younger, skilled migrants who are coming into this country. And now they are new Australian citizens. Like what are the tapes, what they should do to, you know, settle down with the local domiciles, you know, community so that they should not feel isolated or lonely and people should, you know, welcome them. And they should also try their best to adjust into the way into our, our Australian, you know, community. So do you have any your life experiences, which you want to share with a young, younger generation? Thank you.

Ted Setnikar ([00:52:06](#)):

Well, I was determinant to fit into the society. I did not allow to. Yeah. I did not allow people to push me on the side and treat me differently. Yes. I have been called walk every soft and in the beginning, I just ignore them and hope that they, that one day they will get to the point of understanding themselves and not be bitter about it. Because if somebody is acting towards me in a objective way, I hope they get happiness in life like I did. But I suppose that's to do with Buddhist beliefs, which is a different, different issue. And they're always built. Yeah. One needs to understand. There always will be racism. As long as society, as long as humanity exists, there will be racism and prejudice. I have been very fortunate. My previous partner of 20 years used to say to me, you are very lucky that people are frightened of you. I don't think that's the case because I'm only a small man and now there was no need to get product, but

This transcript was exported on Jun 30, 2021 - view latest version [here](#).

I can have poisoned that's tongue every soft. And yet I am very careful. I will not hurt anybody, but I will protect myself, but racism well, and my sexuality was a bit of an issue to some people. Again, I've always said I can have a look in the yellow pages and take you to a good psychologist.

Bernadette Schwerdt ([00:53:51](#)):

Thank you for that comment in that question. And I'd love just to talk us. We've got just about three minutes left and I don't see any burning questions. Oh, great. Bring it up. It's fantastic.

Graham Parsons ([00:54:04](#)):

My name Graham Parsons. Firstly, I'd like to thank you all for sharing your experiences in life, but I'm just sort of wondering how these individual, how these individual experiences actually transformed into transforming and broadening the community and strengthening community as opposed to, or, or is it, do you see just by strengthen you as an individual, that you will strengthen the communities as a whole? Because I, I sense that what we are really lacking as it, as a society at the moment is strength, strong community.

Bernadette Schwerdt ([00:54:37](#)):

Would you like to direct that question to anyone in particular?

Speaker 2 ([00:54:40](#)):

No. I, I very, very

Bernadette Schwerdt ([00:54:43](#)):

Happy for him. Yeah, I can. I can, I can,

Ted Setnikar ([00:54:49](#)):

Yeah. I can give you a short answer on that one. When one struggles enough, like I have, there is no option, but try anything possible. What so-called re-invent and I tried with love and I succeeded, perseverance and love can achieve anything. Yeah. I think

Georgia Heath ([00:55:11](#)):

For me, in a very practical way aspect I'm project as an example of these. So when we started the journey of trying to think about starting a startup to improve communities, what that looked like, we were unclear off. And Chad and I participated in the day three activating challenge that we should have surround by the office for the aging. And we were asked to work with older people to design something that would help with active aging. What we actually ended up coming back with was something that was strengthened communities through making the skills and abilities of older people, more easily accessible by not-for-profits by government, by schools, by communities that need to access really, really fantastic skills and the skills that all of you in this room have. So in a very practical sense for us, we then started to think about how can we use our skills around technology to connect up the people who have the skills and the time that might make a real impact to educational disadvantage, to homelessness, to domestic violence with those communities that desperately desperately need their help.

Georgia Heath ([00:56:20](#)):

And as part of that, we were then connected with ACH group, which is a fantastic Norfolk, not for profit here in south Australia. And again, directly connected with skilled older people who could help us to go on that journey. So in a really practical sense, we've tried to build a website that will help to do that, to strengthen communities and to connect up everybody here in this room with community organizations that are in desperate need of your skills. And on that note, I think the exchange for us is the really practical manifestation of the work that George was talking about. Cause I do think it's only through having a, having a means of actually connecting people together that are like-minded but different to you. Because it's only through diversity that I think that we actually that we grow and we, we stretch.

Georgia Heath ([00:57:14](#)):

And whether it's platforms like spare time or it's member networks, like the exchange, or indeed, if it's like organizations like ACH group that connects with different people to do work with. So as I said, we partnered with 60 organizations over the last year to bring opportunities to the exchange. We could never do that alone and we just wouldn't have a richness in our offer if we tried to do it by ourselves. But also we wouldn't actually grow as an organization if we didn't actually get to know different people. So I've learned a lot from Georgia in the last year in how a large organization can actually start to act more like a startup, because I think we need, if I hear the message in your point is we all need to get faster at bringing change because people are, are rejecting the traditional office of retirement. They're rejecting the traditional offers of what's out there and we need to partner up together, whether it be as individuals in the networks, we belong to as organizations, as partners, to be able to bring about that change.

Bernadette Schwerdt ([00:58:26](#)):

And I am mindful of time. So thank you for those wonderful answers. I just want to just let this lady ask her question because, so she took the time to get there

Speaker 7 ([00:58:37](#)):

Quick Christian. I'm a presiding officer in an volunteer village that is created 15 years ago. Over the years, there was a field, there is a philosophy in the village. We are noticing that's time and connection and community seem to be running out of time because there are so much out there and the people that are coming in new or quite a lot see more outside than what is in within, how do we connect people back into where the basis is? And I do agree with the computer can be helpful, but it can also be stopping people, connect on the basis of human create talking together. So how do we, how do we get that back? That we, within our little surroundings, there's lots to do and it's not all out there. And I

Georgia Heath ([00:59:42](#)):

Think that we're starting to see a resurgence in face-to-face and the importance of face-to-face and where I think technology can play a role in that is facilitating, finding ways to bring new people in. So for example, meetup an event bright two really good examples of where you can use technology to help, to get messages out to people to say, Hey, we want to have a meeting of people who are interested in child protection or Inc to people who are interested in gardening or people who are interested in whatever it may be. So there's some really great technology, but the purpose of that toilet knowledge, you should always be about people and not about technology for itself. Technology that's just for itself is really quite useless where it can be really powerful is where it makes people's lives better.

Bernadette Schwerdt ([01:00:24](#)):

This transcript was exported on Jun 30, 2021 - view latest version [here](#).

Thank you for that question. Thank you, Georgia. And as we draw to a close, I would really emphasize the invitation to join us for light lunch here. A little bit more from, I guess I was going to clear the questions and I'd like to thank our wonderful tech team down the back, and also acknowledge ICH for the wonderful support of this panel. And if you could have a look at Ted's book as well, that would be amazing. He'll be signing as well, the author. So please join me in thanking me wonderful panel, Ted, Ivy and Georgia. Thank you for having us.