

One Hundred *and* One™



BACK OF HOUSE

Meet the people who keep 101 Collins Street serviced, safe and looking spectacular morning, noon and night.

TIMELY RETURN

JLL Victorian Managing Director Kate Pilgrim takes us on a tour of the company's exceptional new office space at 101 Collins Street.

LOCAL REVIVAL

Why cities that provide amenities, services and socialising within a 20-minute stroll of your doorstep come with a range of unexpected benefits.

BRAND NEW

Brand refresh vs rebrand – which one do you need? We explore the difference between a lick of paint and a full renovation, plus 101's own brand evolution.

THE REDISCOVER EDITION

THE REDISCOVER EDITION

One Hundred *and* One™

Welcome to the Rediscovery issue of *One Hundred and One*. In this issue, we're taking the opportunity to look around us and see things with fresh eyes.

First and foremost, we're paying tribute to the unsung heroes of 101 Collins Street. Our back of house staff take pride in making 101 Collins one of the best commercial workplaces in Melbourne. Working tirelessly to keep the wheels turning day and night, they keep our building clean and safe, and our tenants cared for, and they do it with a smile. Special mention to Theo Moraitis, who has been here for almost as long as the building has – I can't think of a more appropriate cover star.

As always, we're proud to profile our tenants on these pages. In this issue, JLL and LGT Crestone open their doors and show us around their groundbreaking workspaces. At JLL, Victorian Managing Director Kate Pilgrim is our guide, showcasing the work JLL does every day for its clients within its own tenancy. Meanwhile, on Levels 16 & 17, LGT Crestone worked with internationally-renowned architects Woods Bagot to design a space that reflects the company's commitment to lifelong investments.

Turn to page 12 to find out if you live within a 20-minute neighbourhood. We're rediscovering local through the lens of the 20-minute neighbourhood, which may sound like a modern notion but is actually a concept as old as time. We explore what makes cities livable and which Melbourne suburbs are thriving on the livability scale.

From places to people, and we dive into the 'S' of our ESG strategy to discover how 101 Collins facilitates meaningful and positive impacts across the social issues connected to our community. Read more about our ambitious 2024 targets across five key areas (First Nations Peoples; Diversity, Equity & Inclusion; Mental Wellbeing; Social Causes and Creative Arts) and the work we are doing to reach them.

Next we turn to our 'Great Minds' and rediscover connection with two experts who share their thoughts on phone-based childhoods. As the Government looks to raise the age of social media use, our experts (who are also parents) examine this subject from two different perspectives and we hear what they're doing personally and professionally to combat phone (and social media) use in children.

Finally, and with a touch of nostalgia, we rediscover ourselves as we take a look through the archives and the evolution of the 101 Collins brand. From the back of house staff who keep our building functioning to the highest possible standards, to the designers and ideas people who help us push innovation across every channel, I want to thank you for making us the building and brand that we are. All this and much more. We hope you enjoy reading.



Peter Calwell
General Manager
101 Collins
^

One Hundred and One by 101 Collins
101 Collins acknowledges the Traditional Owners and Custodians of Country throughout Australia and their connections to land, sea and sky. We recognise the rich and diverse cultures of community, of leaders, of storytellers and relationship to place. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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RISE



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The Plug

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House style

How LGT Crestone created a gallery-like office space that embodies the company's values and leaves a lasting impression.

The Plug

Welcome to The Plug – in print. To tie in with our Rediscover theme, we’re revisiting some old favourites, as well as discovering new places to stay, things to see and what to pick up along the way.



BUY:
Anew® Reusable Water Bottle

Anew® isn’t just reinventing the water bottle, it’s revolutionising how we think about packaging. Every day, single-use items contribute to a linear economy that drains finite resources and fills landfills. Anew® offers a smarter solution: a water bottle made in New Zealand from renewable plant-based materials, designed for endless reuse. By returning it to our collection points, you’re not just recycling – you’re part of a circular system where your bottle is remade locally, again and again.



SEE:
Kbruangbin

Khruangbin are back in Australia for a national tour in early 2025, bringing their unique mix of Thai funk, surf rock, and dub to Melbourne, Brisbane, and Sydney. Their new album, *A La Sala*, signals a return to their roots with music crafted independently. This tour is a chance to reconnect with their distinctive sound and experience their fresh, dynamic live show.



READ:
Dog Trip Melbourne

Don’t leave your pooch behind – rediscover the joy of nature adventures with Dog Trip Melbourne. Explore 52 getaways within 130 km of the CBD, where both you and your pup can enjoy sandy beaches, refreshing waterfalls, and serene coastal rainforests. Each location has been tested and given a dog’s stamp of approval. With easy-to-follow maps, walking routes, and leash information, planning your next outing is simple.



STAY:
The StandardX, Melbourne

The StandardX Melbourne invites you to experience Fitzroy in a new way. Located in the heart of this vibrant neighbourhood, the hotel features 125 rooms, from cosy retreats to spacious suites with city views. Enjoy Thai cuisine at BANG, the all-day restaurant, and relax on The Roof, an exclusive spot for guests with panoramic views. Designed by Melbourne’s Hecker Guthrie, The StandardX blends the eclectic charm of Fitzroy with modern comfort, offering a unique and engaging stay.



LISTEN:
The Happiness Lab Podcast

You might think you know what it takes to lead a happier life... more money, a better job, or Instagram-worthy vacations. You’re dead wrong. Yale professor Dr. Laurie Santos has studied the science of happiness and found that many of us do the opposite of what will make our lives better. Based on the psychology course she teaches at Yale – the most popular class in the university’s 300-year history – *The Happiness Lab* will take you through the latest scientific research and share some surprising and inspiring stories that will change the way you think about happiness.



SHOP:
Szilvassy

With Shari Lowndes of Szilvassy, everyday objects take on new life. In her Melbourne studio, Shari handcrafts terracotta pieces that fuse functionality with personal history, drawing inspiration from the Australian landscape and her nomadic roots. Each bowl, jug, or vase encourages you to see the ordinary as something timeless and special – an invitation to cherish life’s simple rituals all over again.

Andrew Creber
CEO for Australia and New Zealand, J.P. Morgan Asset Management Australia



Venturing out of the world’s biggest small economy

For those seeking growth opportunities from transformative themes that will shape the world, they need to look beyond “Australian made”.

Australia is a big country. Geographically, it’s bigger than Europe and comparable to “the good ol’ U.S. of A”¹. However, when it comes to clout or equity market prowess, Australia lags major developed players like the U.S., U.K. and Europe. Roughly 1/15th the size of the U.S. economy², Australia represents a fraction of the global economy and accounts for less than 2% of the global equity market³.

Yet for most Australian investors, a large portion of their portfolio is concentrated in this small segment of the global capital market.

The familiar is comforting but not optimal. It’s natural to go with what you know and what is familiar. That large bank that you see every day or that large retailer where you shop could seem like relatively safe options. But these companies may not necessarily be industry leaders – not when compared to their counterparts on an international scale.

This is not to say that Australia does not have some great companies – it does, but by looking only at corporate Australia, investors are overlooking the other 2,800 companies represented in the global equity index⁴. Doing so could lead to unnecessary concentration risk.

The top 10 companies in the ASX 200 represent 48% of the entire Australian market by market capitalisation⁵. This means for every dollar invested in a passive Australian index tracker, 48 cents goes to the 10 largest companies.

Even in the U.S., where concern around market concentration is the hot topic, the top 10 stocks in the S&P 500 account for around 33% of the index – lower than in Australia⁶.

Concentration is the opposite of one of the foundational principles of investing – diversification.

Diversify. Diversify. Diversify. Equity markets do not move in sync. What drives one market may not drive another.

The Australian equity market is heavily driven by the materials (miners) and finance (banks) sectors. These two sectors account for over 50% of the ASX 200⁴. This makes the equity market very sensitive to factors that affect the demand and supply of housing and commodities.

Investors can balance their sector exposure by diversifying across geographical regions or increase their exposure to a different sector if they feel they may offer a better growth prospect.

Made in Australia? Think again. Any list of the most common consumer brands may contain only a few, if any, companies headquartered in Australia. Of the world’s 100 most valuable brands, none are in Australia, and a significant number are found in Asia, Europe and the U.S.⁵

These markets are home to many companies that have become clear global industry leaders. They provide luxury products that cater to rising middle class wealth. They are at the forefront of innovation in life sciences, addressing the deteriorating health and rising obesity of nations.

Then there is AI. AI may take your job, but it will create 12 new ones⁶. The potential for generative AI to transform the economy and spawn future innovations should not be underestimated. It may end up joining the ranks of the steam engine and electricity as the next ‘general purpose technology’ given the boundless possibilities of real-world applications.

For those seeking to harness this exciting investment theme, they will need to look beyond Australia’s shores. While the technology sector represents about 3% of the Australian market³, it makes up more than 20% of the global equity benchmark⁷. A passive exposure to the Australian equity market can leave investors underexposed to this transformational technology.

Go global. For investors wanting to overcome home bias and tap into world changing mega trends, they should invest globally. But how?

Go direct. Buying specific companies directly is one option, but requires a lot of research on company fundamentals, transaction costs and potential tax implications for different jurisdictions (depending on an investor’s own personal circumstance).

Go passive. Investing in a global equity index tracker, while cost-efficient, means investors are bound by the make-up of the index rather than the merits of each company.

Go active. Active ETFs are a low cost means to access global markets with the help from investment professionals. Rather than purely tracking an index, an experienced portfolio management team selects the best companies within each industry while seeking to keep the overall exposure to the market unchanged.

Active ETFs also come with all the benefits of passive ETFs, as they are liquid, transparent and can be traded on an exchange.

Regardless of how an investor chooses to invest, the investment principles of diversification and reducing home bias are key to building a robust portfolio.

J.P. Morgan Asset Management
Level 31, 101 Collins

For more information about Active ETFs or for J.P. Morgan Asset Management’s range of Active ETFs visit am.jpmorgan.com/au

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1 Source: The World Bank. Data as of 2020.
2 Source: International Monetary Fund. Data as of October 2023.
3 Source: FactSet, MSCI. Data as of 6 March 2024.
4 Source: FactSet, Standard & Poor’s. Data as of 6 March 2024.
5 Source: Ranking by market value. Best Global Brands 2023 ranking, Interbrand. Data as of 21 November 2023.
6 Source: Forbes, 23 Jan 2024, www.forbes.com/sites/bernardmarr/2024/01/23/12-new-jobs-for-the-generative-ai-era/

Kate Pilgrim goes back to the future as she returns to JLL as Victorian Managing Director, just in time to enjoy its newly completed offices at 101 Collins Street.

Timely Return



For Kate Pilgrim, the decision to leave JLL after 18 years was an agonising one. Pilgrim had carved out a highly successful career, joining JLL in 2004, being promoted to Director, Corporate Solutions in 2010 and becoming a Senior Director in Tenant Representation in 2017. But, when a newly created role as Market Engagement Manager came up at Charter Hall, she seized the opportunity. "My background is in corporate tenant advisory and representation, overseeing lease negotiation, site selection, market research, strategic portfolio reviews and financial and location analysis," she explains. "So, going over to landlord side was a chance to round out that experience, but also gain exposure to the leadership and strategy of the broader business."

In her two years at Charter Hall, Pilgrim sat on the Office Leadership Team, working across multiple asset classes and gaining understanding of investor requirements and strategic growth. Returning to JLL as Victorian Managing Director in 2024, she's applying these leadership skills

in the JLL Victorian business. "My role at Charter Hall was focused on the customer, so it's made me elevate how we consider our customers in a cohesive manner across multiple business lines, bringing cohesion to solutions and opportunities for our clients."

And what a timely return it is. Coinciding with the completion of JLL's new offices at 101 Collins Street, Pilgrim is back working in the building she's been placing tenants into for over 20 years. "The opportunity to return to 101 Collins played a big role in my coming back to JLL. When we moved to 101 Collins Street from the other end of town in 2016, it was a rediscovery for us. I had been with the business for a long time, but it gave me a new sense of energy and pride coming to work in such an iconic building." Prior to the completion of the new office across Levels 32 and 33, the business was split over three non-adjacent levels, so bringing the team together and providing an equitable experience across both the floors was key.

"The fitout was also a great opportunity to showcase the work we do every day for our clients within our own tenancy," says Kate. "It's an invaluable example of our teams' capabilities, from Strategy & Change Management, to Project and Construction Management, Technology and Sustainability & Design." As part of the relocation project, JLL established a series of committees and change champions to ensure everyone in each line of the business was involved in the journey.

"The design process was collaborative throughout," says Catherine Wild-Taylor, Associate at JLL. "We held a number of workshops with the consultancy team and executive stakeholder group to consider how to impactfully bring the business together in one space, while providing a range of spaces and settings that cater to different teams and diverse ways of working. Providing space for focus work was crucial, as was designing a collaborative environment that inspires our staff and reaffirms JLL's strong cultural values."

In the reception area, a custom timber ceiling and wall panelling create an intimate space, where clients and guests sit on custom-made leather banquettes. The Maresto marble reception desk by Artedomus is the first time the stone has been used in Australia.

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The custom ceiling (a reference to Melbourne's Hoddle Grid) continues upstairs, where operable doors lead into the Business Lounge and artwork from Craft Victoria and Artbank adorns the walls.

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In the Work Café, the Pebble table by Australia-based Made Studio provides a community space where staff gather under the Luna Pendant Light by Lightco. The sculpture is by Pepite Ceramics – a gallery specialising in Australian ceramics. Indoor planting by Ambius softens and naturally demarcates the space.

>

Tiered seating under the stairwell doubles as bar seating, with metal Twill Counter Chairs by Design by Them. Both floors feature library spaces that provide a dedicated quiet work zone for focus work and catering to neurodiversity. The office also features an oasis space for respite, parents and first aid room, as well as a multifaith and wellness room.

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“The fitout was a great opportunity to showcase the work we do every day for our clients within our own tenancy.”

Knowing the building personally gave the team the chance to acknowledge 101 Collins and the importance of the building to the local JLL story. “With JLL residing here, our design team has an innate understanding of the building,” Catherine explains. “We’ve tied our design language back to the ‘evolution of luxury’ that is 101, with a strong focus on featuring local products and artists, paying homage to the ‘home to some of the most compelling gallery spaces in the city.’” Like the building, the new office supports and features local artists and makers, with three custom artworks by Australian artists Lisa Waup, Anastasia La Fey and Hugh McCarthy.

As users of the building, the fitout also gave the team the chance to look critically at the current space and assess how the new office could provide an improved solution. Key focus was on repositioning the built environment towards the core to provide natural light to all social, collaborative and work spaces rather than just meeting zones, as well as using a centralised staircase as both an architectural feature and a means of connecting the two floors.

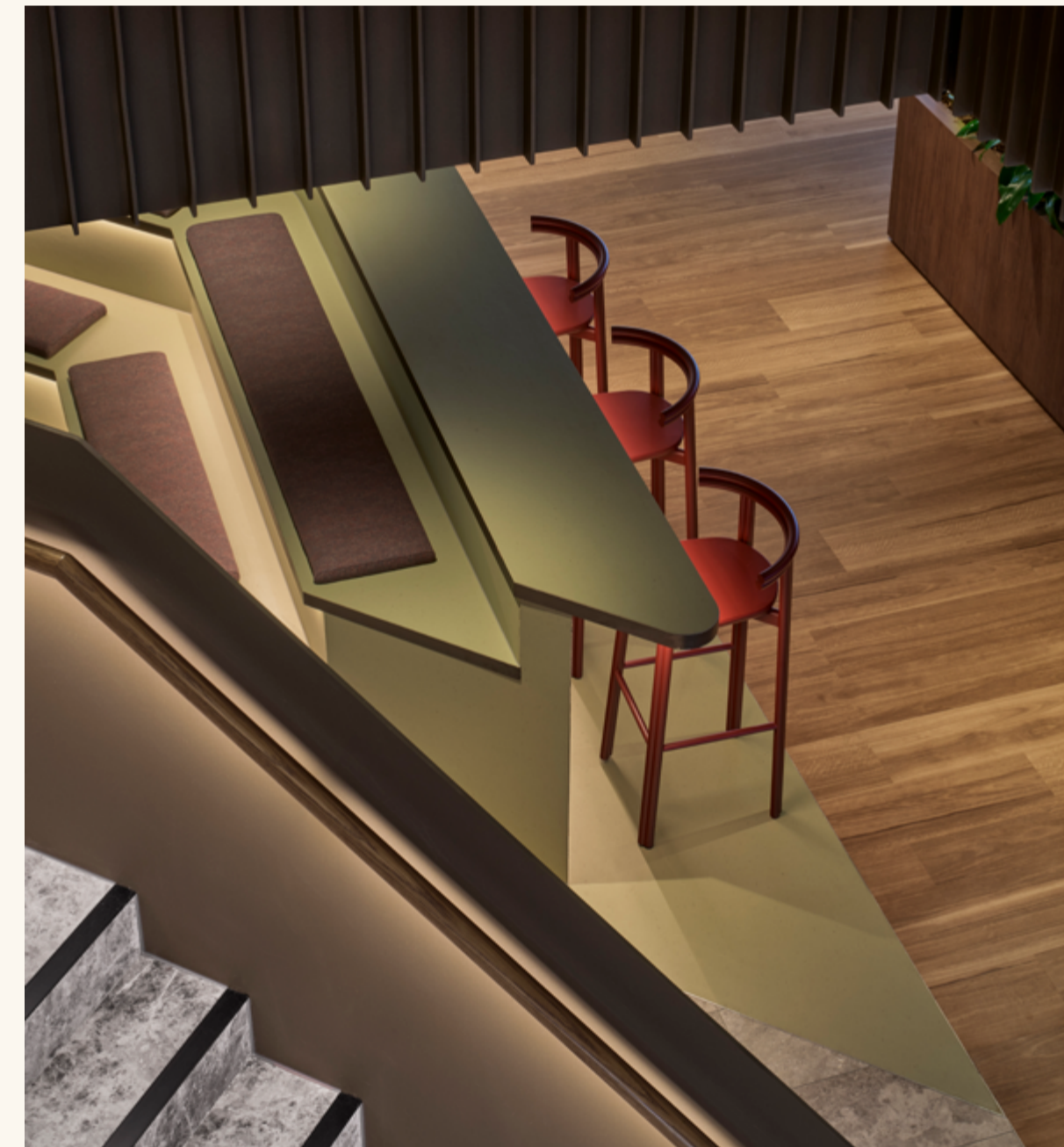
Designed to reset the culture and bring disparate teams together in one space, Level 33 is the ‘client focus’ floor, while Level 32 is the ‘connect focus’ floor. With unbeatable views and an open-door policy, Level 33 welcomes clients and staff into a vibrant hospitality experience. A reception area and buzzy work café draw you into the space towards views to the bay, setting an energetic tone and providing spaces for clients to drop in or stay and work. The front of house meeting rooms sprawl around the southern façade, while a business lounge takes centre stage and enjoys panoramic views.

“The business lounge is a new space typology for JLL,” says Catherine. “It will cater to a range of uses, from an executive touchdown space day-to-day, with the opportunity for client lunches, dinners and presentations. The boardroom will therefore function more typically as an executive meeting space with enabled technology. The location of the boardroom around the floorplate also encourages clients and visitors to meander through the front of house spaces, experiencing what they have to offer before reaching this destination space.”

Head down the folded ribbon steel plate staircase to the town hall and breakout space on Level 32. Catering to 100+ seated events using stackable chairs, perimeter banquette seating and a tiered seating space, this space has the ability to hold functions that use both Level 33 and Level 32 via the internal stair. The workspaces on both levels are laid out almost identically – an intentional strategy to help with neighbourhood planning, flexibility and creating an equitable experience across both the floors. Both work zones also feature a library space to provide an opportunity for quiet, focused work.

“It’s been a great journey for all of the groups across our different departments. Coming together has forged a connection and I think everyone feels a sense of ownership in what we’ve delivered,” says Kate. “It’s been a great way to reset our culture and create community and belonging for our people on and offsite at JLL. I look forward to nurturing our talent in this beautiful space and giving back to the place that has given me so much over the years.”

JLL
Levels 32 & 33, 101 Collins
jll.com





Local Revival

What makes cities ‘livable’? Walking to the shops? A sense of community? Somewhere to walk the dog? While livability – the degree to which a place is good for living, relating to the long-term wellbeing of people and communities – may seem like a contemporary notion, it’s a concept as old as time.

“Proximal living is how our ancient cities evolved”, explains James Mant, former Director of Places and Precincts in the Victorian Department of Transport and Planning. “500 years ago in Italy, you simply wouldn’t or couldn’t walk that far, so towns evolved naturally around walking. Patterns of evolution changed as modes of transport improved, from horses and carts to cars, which explains why Australian and American cities are so spread out, as they were only developed in the last century when cars were already dominant.”

French-Colombian urbanist Carlos Moreno agrees, citing in his book, *The 15-Minute City*, that “Many modern cities were designed for men to work in. Their wives and family stayed in the suburbs, while the workers drove in. So they have been designed around the car, and segmented into different districts such as financial, cultural and the suburbs.”

In the last 10-15 years, broadly coinciding with the rise of sustainability and wellness, aspirations for 15 or 20-minute neighbourhoods have captured the attention of governments, urban planners and climate policy makers across the globe. Moreno first introduced the phrase “15-minute city” at COP21 in 2015 with a vision of cities that de-emphasised private car use and encouraged more walking to nearby amenities. Further afield, the 20-minute neighbourhoods principle also reflects North American planning concepts such as ‘complete communities’ or ‘new urbanism’, drawn particularly from Portland, Oregon.

These ideas were compounded by the global shock of the pandemic, when patterns of behaviour shifted dramatically and people walked, connected, shopped and socialised more locally, reshaping how people relate to local livability. Today, and partly due to the climate emergency, this way of thinking continues, with state governments taking ancient and human ways of thinking about cities and turning them into government policies. “We’re rediscovering things we actually knew,” says James Mant. “It’s cheaper to walk, it’s better for you and the environment, and it provides better equity.”

Melbourne joined the ‘global to local’ movement in 2018 with Plan Melbourne’s 20-Minute Neighbourhood Pilot Program, which assesses the viability of implementing such a concept among Melbourne’s metropolitan council areas. The principle centres around the localised living model – enabling access to safe cycling and local transport that makes all the essentials of day-to-day life available within a 20-minute round-trip from home.

“The interesting thing for us as urban designers is that it brings a ‘people and place-centric lens’ to creating and improving local communities,” says Orlando Harrison, Architect, Urban Designer and Director at urban design and masterplanning firm, UrbanFold. “It’s about the very human experience of our local neighbourhoods, having the right services, amenities, and social structures to enable us to each enjoy where we live.”

So how do we create 20-minute neighbourhoods and which places are getting it right? Plan Melbourne outlines six hallmarks and a set of features that are fundamental to creating livable places. Ideas such as ‘Local Schools’, ‘Lifelong Learning Opportunities’ and ‘Housing Diversity’ must all be within an 800m walkable catchment as research shows that 20-minutes is the maximum time people are willing to walk to meet their daily needs. Several Melbourne suburbs, such as East Melbourne, South Yarra, Kensington and Fitzroy rate highly on the livability scale, with schools, shops, green spaces and hospitals all in close proximity.

In 2020, Maribyrnong Council installed a temporary parklet in Ballarat Street, Yarraville, to help traders through pandemic restrictions. Previously a busy road, the pedestrian space in the heart of Yarraville Village is decked out in artificial grass, potted plants and colourful deck chairs shaded by umbrellas. It was so popular that in 2022, residents voted overwhelmingly in favour of adopting it permanently. More recently, the derelict Bradmill Denim Factory is set to be turned into a large-scale residential community with a new supermarket, specialty shops and an alfresco food and dining

within walking distance of the new housing. “Yarraville is a great example of the small measures local councils and urban designers can make to vastly improve the lives of the community,” says Orlando Harrison. “Once you start and the community gets involved, that momentum tends to build and lead to bigger and better things.”

Large-scale adoption is slightly more complex. “There’s huge pressure for housing while, on the other side, the development industry is in trouble,” says James Mant. “We don’t have enough construction workers and the economy isn’t strong, so there are a lot of barriers to enablement. We need to think about how we make it easier for the development industry to develop in a way that delivers on the 20-minute neighbourhood.”

James’ mission is to enable the development of better places – well designed, walkable and timeless. His new business, StreetCo, is finding ways to help people do that. “We’ve been very successful with communication, education and advocacy – making the 20-minute neighbourhood approach easy to understand so that everyone gets what we’re trying to achieve. But all levels of government, from state to local councils, need to engage with the development industry to encourage building in this way. If we incentivise good design and fast track processes and approvals, it will encourage the building of more liveable, lovable and human-scaled cities, quicker.”

UrbanFold urbanfold.com.au
StreetCo streetco.com.au

Back of

House

Have you ever wondered what it takes to run a building like 101 Collins Street? The answer is a team of over 270 people, across 20 different nationalities, 24-hours a day. From the early birds to the night owls, cleaning to engineering, we meet the staff who are the backbone of our building.

Photography:
WILHELM PHILIPP
Camera:
MAMIYA 7
Film:
KODAK PORTRA 800

THEO MORAITIS
FOYER AND CAR PARK CLEANER

“I represent 101 Collins, so I’m happy. The management respects me and what I’m doing, and that’s very important.”

Q: How long have you worked at 101 Collins? About 25 years. Before that I worked at Royal Melbourne Hospital.

Q: What have you learned in that time? The company really does represent the people. If the people are nice, the company comes out on top. The people represent 101 Collins Street and when they are polite and nice to me, it says something about the place.

Q: When you started, what stood out to you about the building? When I came here, everyone told me that 101 Collins Street is one of the best buildings. And a lot of business people told me they’d kill to have even one room at this address.

Q: What’s changed since you started at 101 Collins? A lot of things have changed. The ground floor wasn’t what it is now with the evolution and the new floors and tiles. I can say one thing: whatever 101 does, it does it perfectly.

Q: Has the new floor changed your job at all? No, same job just different colours!

Q: What does a normal day look like for you? It’s quiet. I usually work late at night, so I start when people are leaving. Mostly, there’s no one around. I clean the lobby for a couple of hours from 7pm, then at 10pm I go downstairs and do the car park, and I finish at 2am.

Q: So that’s why the car park is so spotless every night! I recently met an old tenant who has moved buildings but still parks his car downstairs. I asked him, “How do you compare 101 Collins with your new building across the road?” He said, “No comparison!”

The car park is the cleanest I’ve ever seen!” This is the cleanest car park in Melbourne. Another evening, I saw a former tenant. I said “Hi, how are you?” and he said, “You still remember me?” I said, “Yes, I’m not so good with names, but I remember your face.” Then he told me he’d been in America for the last ten years!

Q: What interesting things have you seen here late at night? Sometimes people from Flinders Lane come in with a bottle, but overall there’s not much trouble because the security is very good.

Q: What do you usually do outside of work? I’m a family person. My wife and I have been married for 49 years and we have three children and four grandchildren.

Q: Is there an ethos you live your life by? There are people worse off than me. First of all, I’m a very healthy person. I’ve accrued about 800 hours of sick leave! I try to be honest. I represent 101 Collins, so I’m happy. The management respects me and what I’m doing, and that’s very important.

Q: So, you work at night and your wife works during the day? That’s right. She respects me and what I do, and I respect her. I’ll give you some advice: looks attract, personality keeps.

Q: Do you ever get tired working these hours? No. I work with a smile.

COLIN MARKS
 HVAC SPECIALIST

Q: How long have you worked at 101 Collins? Over 20 years. I started when the building was under construction for the original company, James L. Williams in the late 80s and early 90s, and there were no windows! So, we did work when it was only a shell. Then we started getting involved with commissioning and setting up the air conditioning in some of the individual fitouts. Then, through Ross Boreham and Bill Burgess, who could see the benefit of having HVAC skills in their engineering team, I became the independent air conditioning agent at 101 Collins.

Q: How has your job changed since you've been here? The core hasn't changed much. In simple terms, you have air handling unit fans. So you have big fans pumps, filtration systems and things like that that haven't changed, but the technology inside them has. Just like TVs or phones. Luckily things were well-designed when the building was built, so the systems are straightforward, but they still need to be upgraded and that takes constant management and oversight. But it also gives me a lot of job satisfaction.

Q: What does a normal day look like for you? My alarm goes off at 4:45am and I'm in by 6am. I usually try to finish up at around 3pm, but sometimes I'm here at six or seven o'clock at night. Most of my day is fielding calls and attending to requests, and fitout work takes a lot of time because they have deadlines. Leading up to the completion of the JLL fitout, I was here seven days a week. So, I set myself a goal for the day and that goal usually goes out the window in the first half an hour! I'm constantly on the go. Luckily, I have a very beautiful and patient wife, but she has dinner on her own a lot of the time.

Q: What have you learned about people from working at 101 Collins? 101 is a family. It doesn't matter whether it's building management, engineering, marketing, or even tenants – we all try to help each other out. I've been involved with so many of the fitouts and you get to know people. My happy place here is Il Solito Posto. I try to have breakfast there once a week and I like taking my wife and friends there because the owner, Michael, is lovely. Ray, the chef, and I have become really close friends. It's these faces that keep me here because it's like coming home to a family.

Q: Is there an ethos you live your life by? Treat and speak to people the way you want to be treated and spoken to. Also, we can't do anything about yesterday, but we can control the moment we're in and try to make life better for the people around us.

Q: How do you see the future of 101? I like to think I'll be part of it! 101 has always been the market leader, the number one building in Melbourne. It has consistently high occupancy and that comes down to the building itself, how it is maintained and how it has moved with the times. The key thing is service: if you don't get good service, you don't come back. If you do get good service, you're prepared to pay a bit extra for it and that's the thing with 101. The way this building looks after its tenants – they're the number one priority and other buildings could learn a thing or two from that.



“When I’m working at 101 Collins, I keep the Building Management team, the assets and the tenants’ best interest in mind at all times.”

ADAM FARMER
 LOADING DOCK
 SUPERVISOR

Q: How long have you worked at 101 Collins? Just over two years.

Q: Tell us about your journey to where you are today. I lost my job at the airport during Covid but heard that there was a position going here at 101. I came in and had a look and thought, ‘Yes, this will suit me’, and I was lucky enough to join the company!

Q: When you started, what stood out to you about the building? The high-end clientele and people, and the amazing services.

Q: What has changed since? Probably the capacity. It's filling up and getting busier and busier, which is good. The building is diversifying because some tenancies have downsized and some have grown.

Q: You must see everything down here... I do, it's full on! From the people to everything that goes through the place, whether it's the alcohol they're drinking or the windows they're looking out of, everything comes through here.

Q: What does a normal day look like for you? I start at 6am and finish around 3pm. People probably think that every day is the same, but every day is different, which is good because it keeps you on your toes. A normal day is a juggling act, you don't know what's around the corner until you see it and work out how you can fit it in. You just do it.

Q: What do you do outside of work? Depending on the time of the year, I like to go for a swim at the local outdoor pool or a walk. On weekends, I head down to my cabin on the coast and go surfing. I've been surfing for over 40 years. I did paper rounds to buy my first surfboard.

Q: What do you love about working here? The hours are great and the people are amazing.

Q: What have you learned from working at 101? I never realised how much goes into running a building like this. I just took it for granted. You look at these big buildings in cities around the world and you think, ‘How do they manage it?’ That's the biggest thing.

Q: Do you have any fun stories from the last two years? Yes! A tenant had the 2022 Premiership Cup brought into his office by Steven Hocking, one of the Geelong Board members, and he said, ‘I've got to take this down to Adam!’ So, he brought it down here and I got some photos. It was so cool. He had it wrapped up in a blanket so no one would realise what it was. That was probably the best thing that's happened.

“A normal day is a juggling act. You don't know what's around the corner until you see it.”





“That’s what I like about 101, we always keep the classic standard, but at the same time introduce innovations and changes without losing the essence of what 101 is.”

“My management style is shaped by the diversity here, with people from different nationalities and backgrounds. Every day brings new challenges and issues, so I make a point to address each situation individually and treat everyone with respect.”

SAFET DZAFEROVIC
CONTRACT MANAGER

Q: How long have you worked at 101 Collins? Over 25 years.

Q: How has your role changed in that time? As a staff member, it's more about completing your tasks, but as a manager, you take on much more responsibility. You're managing not just tasks, but also people, processes, and the overall success of the team. You have to navigate team dynamics, handle performance issues, and ensure everything runs smoothly.

Q: We see you here at all hours, what time do you finish at night? I'm usually in by 7am and aim to leave by 5pm. The afternoon shift supervisor arrives at 4pm, so we do a handover and I pass on any instructions before heading out. However, some evenings we do stay back after hours, and we're still dealing with phone calls and emails – staying engaged even after we have left the building.

Q: What does a normal day look like for you? My day usually begins with reviewing the supervisor's report from the previous night and passing on any issues to the relevant people. After that, I do my checks and choose a few floors for inspection. Throughout the day, I touch base with some tenants and handle any client concerns. Then there's the paperwork – payroll, ordering stock, consumables, materials, and managing other administrative tasks that come with the role. There's always something to keep me busy, never a dull moment at 101!

Q: What do you love about working here? What I really enjoy about working here is the people. Whether it's our team, management, the workshop, or security, we've all known each other for years. There's a strong sense of teamwork, and everyone works together to get the job done.

Q: What's your management style? My management style is shaped by the diversity here, with people from different nationalities and backgrounds. Every day brings new challenges and issues, so I make a point to address each situation individually and treat everyone with respect.

CLAUDIA ZIMARIS
REGIONAL MANAGER

Q: What's changed at 101 since you've been here? I have been here for 17 years and it's always been a pristine building. That's what I like about 101, we always keep the classic standard, but at the same time introduce innovations and changes without losing the essence of what 101 is. Part of this success is credit to the owners for maintaining the people who make 101 what it is. We all make that happen.

Q: What does a normal day look like for you? Every day is different. We manage around 55 people and we have such a busy site, in terms of tenants and their events, there's always something happening! If it rains, it's a different day. If tenants are in renovations, it's also a different day.

Q: What do you love about working here? Our people. It feels like a big family here. We are ONE team. The maintenance guys, the workshop, Building Management, Security, our tenants and us. Even though we are contractors for the site, we do not feel like it and 101 has never made us feel like outsiders. We are all treated as part of one big team.

Q: Is there an ethos you live by? I have a few, but my main one is treating everyone the same, whether it's the general manager, the loading dock supervisor, or a tenant, a CEO or the cleaner doing the toilets. If you treat people the way you want to be treated, everything should be fine. Also, as long as you do your job, your hard work speaks for itself.

Q: How do you envision the future of 101 Collins? I believe 101 will maintain its essence but it will continue bringing in new ideas adapting to new technology and digital impacts, caring for our tenants, and making it even better. We're working on becoming fully recyclable and adaptable to many different elements and uses; shaping a better place to be in regards to health and wellbeing.

Q: What are you most proud of in your 101 journey? Creating a team that meets the building's standards. I'm proud of having a good relationship with everyone and the culture we have built together. It makes my job a lot easier.

MARY VASILADIS
SECURITY OFFICER

Q: How long have you worked at 101 Collins? Seven and a half years.

Q: What were you doing before that? I worked on the production line at Ford for 14 years, making seats, before I was made redundant in 2016. I then did a security course at Crown Casino and worked for a security company before getting a job interview at 101 Collins. I got the job straight away and have been here ever since.

Q: When you started, what stood out to you about the building? It's a beautiful building and environment. Beautiful people. And I just felt comfortable from day one.

Q: What's changed since you started? Everything is still very beautiful in the building. The foyer has been renovated, new tenants and businesses have come in, but it's still the same beautiful place it always was.

Q: What does a normal day look like for you? Busy! I do over 10,000 steps every day. As soon as I get in in the morning, I have my routine. I change the daily data tapes and hard drives inside the management office and then I do a foyer patrol, making sure that everything is okay and there's nothing out of the ordinary. Then I just help anyone who comes in and needs assistance.

Q: What have you learned about people from working at 101 Collins? There are good and bad days and a lot of different personalities!

Q: What do you love about working at 101 Collins? Just the environment. I am very fortunate to be working in such a beautiful building and I'm very thankful to wake up every morning and be able to come to work. I hope to be here until I retire.

“What does a normal day look like for me? Busy! I do over 10,000 steps every day.”



Rediscovering Connection



Lea Boyce
Director, BOYCE Family Office

Lea Boyce is a Specialist Family Business Advisor, Facilitator, Director and Diversity Champion with an extensive background working with large family businesses in leadership roles including her own family office, BOYCE Family Office. Specialising in business investments, family office, succession, governance, property development and philanthropy, Lea is particularly passionate about children and women's issues.

What does this subject mean to you?

When you look at the mental health crisis we're facing across the generations, particularly among young women, social media is a massive trend that's taken hold over the last decade. Social media creates unrealistic expectations for our appearance, our success, our lifestyle, which amplifies the anxiety and sense of inadequacy in the world. AI and deep fakes just create another layer. The statistics are quite incredible and it's critical that we get to the root cause of the effect of social media and that continual connectivity, including how it comes through schools and into adulthood – it's impacting young people's productivity, their leadership development and communication skills, which flows through to future economic outcomes. I think this prolific use of social media by the current school-age generation will have a lot of longer term ramifications throughout families, businesses and society.

What role does social media play in your work in Family Office?

In my role as a specialist family business advisor I get to work with families in business, and the usage and rules around the use of social media are an ongoing discussion. There needs to be guardrails in place in terms of how and where family members share personal messages and pictures. We see kids posting holiday pictures on social media and the next minute their homes are robbed because there's such a large network of people aware of what they're doing. Digital platforms such as Trusted Family set up 'Facebook offshoots', where families can communicate and share photographs in a safe and private space, so it certainly plays a role in the conversations we have.

How do you moderate social media use in your household?

I have two older girls in their mid-20s, and while they're not the most challenging age when it comes to monitoring social media use, when they started using social media we had specific rules. One rule was that you can't be connected with someone on social media unless you would invite them into our home to sit down to dinner with us as a family. Otherwise you end up with friends of friends of friends and suddenly it is not about keeping in touch with your friends, it's a different tool and you're exposing yourself and the family to a wider range of people. We also asked our girls not to post immediately when we're away, and for a long time we didn't let them put photos of us as parents up without our permission for professional reasons. We also ensured the highest privacy settings and we always had their login details, under the proviso that we wouldn't use them unless they gave us cause to.

Are we depriving our children by not giving them a smartphone?

I don't think we're depriving them. The reality is that we need to stay more connected and know where our kids are, and that's where the good old Motorola flip phones have their place! Smartphones do have location devices and that's also important to some parents, but it's about managing that and making sure kids know the value of play rather than constantly being on their phone. It's also about making them realise that just because they read something on the internet doesn't necessarily make it true. Sure, it's a tool but there are other ways to research and understand things, and communicate with each other. We can still write letters! For me, it's about finding the balance and teaching our children about that balance.

How has social media impacted your family?

I'm fortunate that when something happens on social media that my daughters don't think seems right, they have always come to me and we've discussed it together. So I'm lucky but I have certainly seen an impact in other families. It's like we're in the middle of a giant social experiment with smartphones and everything being so digitised and we're getting this digital fatigue and anxiety, but we have no choice but to figure it out as we go. We've got to find the right rules for that particular time, and I think it's a combination of families and schools having open and honest communication around what is going to work best for our kids to address issues such as cyberbullying and digital fatigue.

Are there any positive effects?

Absolutely. From a safety point of view, I think smartphones are great. You can know that your child is safely at school or they can message to tell you that the tram has broken down and they need picking up.

Do you think adults need smartphones?

I think it's never too late for us all to step back and reassess our relationships with technology. We all need to make sure we carve out tech-free time and it's about taking those small steps. We need to encourage open dialogue about mental health and the effects of constant connectivity, and not be shy about making adjustments around the way we work or operate as a family, even if it's unconventional or inconvenient. I personally get up, go outside and walk around the block a couple of times a day and remove myself from my computer because I know it's not good for me. As adults we can lead by example, disconnect and be more present.

In Australia, the average age a child acquires a mobile phone is 13.1 years. For most parents, phones are an inevitable part of family life but the rise of social media use has been linked to mental health issues, cyberbullying, anxiety, depression, self-harm, and suicide in Australian teenagers. As schools across Australia ban mobile phones and states are looking to raise the age of social media use, we hear two Great Minds on the subject.



Greg Attwells
Head of Communications, FINCH

Greg Attwells is one of the driving forces behind 36 Months, a campaign pushing for the minimum age for social media access to be raised to 16. Head of Communications at FINCH, Partner at 36 Months and a father of two daughters, Greg is just one of the many parents who believe that our kids need more time to be kids.

What does this subject mean to you?

Four months ago we launched a campaign called 36 Months to raise the age of social media citizenship by 36 months, from 13 to 16. What began as a PR campaign for policy change quickly turned into a parent-driven movement, which resulted in elected officials hearing the unignorable chorus of voices from the Australian parent community and have since made a commitment to legislate to raise the minimum age this year, but they haven't decided how old is old enough so our job continues.

What was the driving force behind 36 Months?

36 Months was started by two concerned dads with kids in that age range who were finding the daily battle with time limits and access to social media a real challenge. They wondered if they could do something about changing the age to 16, to give parents some air cover. Sure, kids might still find ways around it, but when something becomes a legal issue, it really helps parents on a daily basis. Until now, social media has been given a PG rating, it's parental guidance recommended so it's up to parents to police but it's a very hard thing to manage so we needed the Government to step in, regulate and hold social media companies to a higher standard.

How do you moderate social media use in your household?

I've got a 14-year-old and a nine year old, so one very much in the window and it's a daily battle. It's really hard when you're the parent saying no and all of her mates are in these online communities and kids start to feel socially isolated and excluded by not having social media, so when there's a blanket rule for everyone, it definitely makes it easier. I feel the pain on a daily basis but she's a good, healthy kid – it's just addictive. This is why we're fighting a battle around social media citizenship because it's gamified interaction, sharing an online persona and

opening yourself up to commentary from friends but also from anonymous people. 13 is very young to be doing this. This is what opens the door to cyberbullying and trolling, so that's why the tagline is 'Take an extra 36 months to get to know yourself before the world does'. We have downtime and time limits, so no phones after 9pm and a time limit of three hours a day (cumulatively) for both TikTok and Snapchat.

Are we depriving our children by not giving them a smartphone?

Not at all. It's no secret that social media is an insecurity amplifier. It's making us miserable let alone what it's doing to our kids. Excessive use is rewiring young minds within a critical window of psychological development and it's causing an epidemic of mental illness. The Government has made social media a communications issue, but we believe it's a health issue. We've tried to run this campaign on this message, that it's a health issue. We're not anti-tech, anti-phones or even anti-social media, we're just for healthy teen development and social media was one of the biggest things impacting that, which is why we went after it. Now that we've got 36 months back for families, we can use this window of time to build self-esteem, belonging and self-discovery.

Are there any positive effects?

Of social media? No. Of a smartphone? Yes, there are some. At 36 Months we made the decision not to fight the smartphone war, because it didn't feel like a war we could win but we felt like we could aim at social media and really make a difference. The things that kids need most when they're young teenagers is cultivating things like self-esteem, resilience, a sense of belonging and compassion for themselves and for others. I don't think social media helps with any of these things, I think it undermines them.

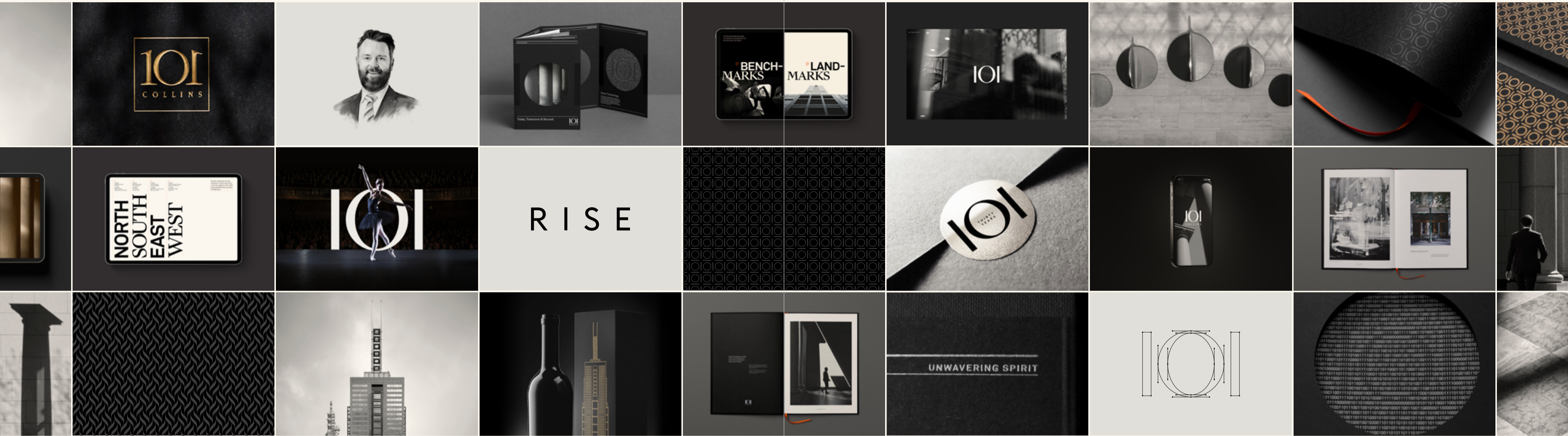
Do you think adults need smartphones?

I don't think we need them. I think we could do our jobs and exist in the world just as effectively without them. We just visited a bunch of schools in Sydney to try and capture the youth voice on this issue and one of the questions we asked the kids was 'Hands up if you think your parents spend too much time on their phones' and all the hands shot up. So I don't think we're role modelling the best behaviour and I think our connectivity online has made it very hard for us to disconnect from work and show up wholeheartedly for our families. We also asked Year 8 kids how many of them would be okay if social media didn't exist in their world and all the kids put up their hands. I think there's a lot of social pressure and fear of missing out is the main driver, but if nobody was on it, I think they would all breathe a sigh of relief.

What's next for 36 Months?

We still have a job to do to push the Government to take a courageous course of action and raise the age of access to 16. Then the shift for us becomes focused on healthy teen development and we're working with parents and educators to better cultivate the tenets of wellbeing such as connection, compassion, community, self-esteem, belonging and resilience in kids between the ages of 13 and 16.

BOYCE Family Office boycefamilioffice.com
36 Months 36months.com.au



Brand New

According to the author Marty Neumeier, “Your brand isn’t what you say it is, it’s what they say it is.” As market expectations, audiences and trends evolve quickly across industries, no business can afford to stand still – change is necessary to survive. As the face of a business, this means looking at your brand design. In a world crowded with visual communication, refreshing a tired face can help organisations stand out and cut through the noise.

As the intermediary between information and understanding, design must communicate a brand’s values and purpose in the clearest, most efficient way possible. And while some say good design is timeless, even the biggest brands need to work hard to keep up with market changes and trends. Amazon has refreshed its logo five times since its launch in 1994, and keeping up with modern trends while staying true to its heritage, Qantas is on the fourth iteration of its iconic flying kangaroo symbol.

“Because a brand is open to varied perceptions, it is the act of branding that is most integral to influencing how you are perceived,” says Stephen Robertson, Creative Director at Sydney-based design studio, Hundredweight. “So, branding isn’t just something you do and it’s done; you’re always communicating and, as your audience evolves, so should your brand to remain relevant.”

But, when is a little touch-up enough and when is a full facelift required? A brand refresh aims to modernise and revitalise a brand by running with what’s already working and letting go of anything holding it back. By updating existing elements such as logo, typography and colour palette, a refresh helps to optimise a brand’s relevance in the market.

A rebrand is more complex, tackling fundamental problems within a brand and taking it back to basics before rebuilding and repositioning it within the market. A rebrand will create a new visual identity for a business or organisation, setting it in a new direction and changing how people perceive it.

“The level of change set in a business’s objectives defines whether it’s a refresh or rebrand,” says Stephen. “A refresh can be part of a growth strategy, reflect a change in the business, or it can simply update a visual identity that no longer serves its purpose. In the case of 101 Collins Street, it was none of these things.”

“When 101 Collins Street was built in 1992, it had a great location and a core set of marketing materials,” explains Hannah Thornton, Senior Marketing Manager at 101 Collins. “It had such a strong reputation that it didn’t need anything else for a long time. But, as the commercial end of Collins Street began to evolve, we needed to understand our place in the market in order to future-proof ourselves moving forward.”

To refresh or rebrand, that is the question. We explore the difference and go behind the scenes of 101 Collins Street’s own brand evolution.

Together with place strategy consultants, Brickfields, Hundredweight helped them on this journey. “101 Collins didn’t have a brand that communicated all the great stuff they were doing,” explains Craig Devitt, Managing Director at Hundredweight. “From its state-of-the-art end of trip facilities and RISE wellness offering, to the app and journal, it needed a strong foundational brand to support the sub-brands that were evolving.”

The first step of the process was research, digging deep into 101’s history to define and articulate a place value proposition and a set of brand pillars. “The building has really strong foundations, so a lot of it was there already, it just needed articulating”, says Craig. “We then started developing the brand identity system – everything from the logo and colours to the brand voice and photography, and looking at it in both a leasing and community context, and lastly a set of brand guidelines as a creative toolkit moving forward.”

“One of the common missteps of a brand refresh is losing the connection to what people already love about the brand”, Stephen says. “Because 101 had such a strong existing reputation in the market and people felt such a strong sense of belonging, we didn’t want to transform it unrecognisably or do anything to upset that connection.”

Beyond aesthetics, Hundredweight resolved practical elements such as optimising the logo for use across digital and at small sizes. “The original 101 logo was fairly iconic and memorable, so we wanted to retain its essence while improving a few visual characteristics,” Stephen explains. “The symmetry of the numerals was important, so we opted for clean, monolithic sans-serif 1s to refine and avoid the need to flip the second one, as was done previously. We opened up the spacing and the ‘Collins’ element was set in a clean sans-serif to appear more modern, as well as presenting better digitally and at smaller sizes.”

In what became an exercise in building depth into the 101 Collins brand from an early set of leasing materials, Hundredweight has created the 101 Collins that people see today: a comprehensive place brand that captures the essence of the building and its values, and lends itself to the numerous places that 101 Collins Street can be experienced, from its digital platforms to on-the-ground activations.

“As specialists in commercial property branding, the 101 team has trusted and valued what we do from the beginning, so it’s been a great collaboration from the get-go,” Craig says. “To work with arguably Australia’s preeminent workplace in a way that’s not solving a problem or repositioning their brand, but instead simply revealing what was already there and reinforcing their status was really the ultimate brief.”

Evolved 101 Collins brand experiences have included launch campaigns, leasing material, building signage, a new website, redevelopment communications, community activations and more.
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Hundredweight @ hundredweight.com.au



FUTURE

Paying homage to its focus on lifelong investments, LGT Crestone's new home at 101 Collins Street takes material cues from the building and invests in classic, quality design that lasts.

LGT Crestone is a wealth management firm focused on long-term results to last generations. Providing private wealth advice services to high net worth and ultra high net worth families, family offices and for-purpose organisations, it is defined by personal service and a lifelong perspective. So, when it came to a new workplace, 101 Collins Street seemed like the obvious site.

"When we outgrew our previous space in 2022, we needed a prestigious building to reflect our brand," says Jane Bedford-Brown, Head of Facilities at LGT Crestone. "With more than 100 years of managing private wealth globally, LGT Crestone gives the deep, trusted relationship of a local firm, with the strength and security of a multinational, so our offices need to feel personal yet exceptional."

Taking cues from Collins Street's Parisian sensibility, the interior fitout by Australian architecture practice Woods Bagot, integrates the top end's haute-couture charm and old-world grandeur into the design, while expressing the company's commitment to client experience, service excellence and investing in the future.

"Woods Bagot prides itself on getting into the DNA of an organisation and making sure their fitout is tailored just for them," explain Woods Bagot design leader Sue Fenton and project leader Stuart Paterson. "It's important that it feels part of the place, but rather than responding to current trends or putting a square box into a round hole, we take the client on the journey and listen to the people we're working with."

Inspired by the notion of 'future classic', the space merges the building's neo-classical rigour with a contemporary expression of enduring design. Rectilinear geometry, natural materials and classic 20th-century furniture come together to create a next-generation workplace for staff and clients alike.

"The interior design engages with the language and materiality of the 101 Collins ground floor," says Sue. "In the Level 17 arrival space, the large-scale travertine wall continues the journey from the ground floor lobby, creating a connection to place and respect for the ground floor renewal."

There's an immediate generosity of scale in this versatile reception space. Furniture can be pulled away and doors folded to create settings for anything from intimate client lunches and drinks gatherings to large in-house speaking events. "We regularly host up to 100 people at our inhouse events across our four sites," Jane explains. "So we need diverse and interactive spaces that have seamless back of house access and cutting edge audio-visual capability."

Further inside, a skylight feature ceiling illuminates gallery-like spaces, which are arranged around the cruciform floor plate to create pivotal destination moments. Wide corridors frame vistas to Government House and the Botanic Gardens, meeting rooms face the view, and meticulously curated artwork presents opportunities for consideration and conversation.

The iconic Travertine stone featured on the ground floor of 101 Collins is extended to the Level 17 lobby, wrapping the core wall and providing a dramatic arrival experience. In the distance, a hand-finished stainless steel panel wall by Bronzeworks provides an exquisite backdrop to the reception.

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Transition zones are activated with seating booths to provide additional breakout and meeting spaces.

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LGT Crestone engaged ArtBank to curate a diverse collection of artwork that is present in every room. The work is then changed and can provide continuing transformation.

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PROOF



"The client was brave and bold in their choices of edgy and contemporary works, which add colour and vibrancy to a relatively neutral vessel," adds Sue. "The collection was carefully selected for its diversity and meaning, so as well as making the space feel inhabited and more like a home, it's also a great conversation starter."

Downstairs, meeting rooms flow off the base of the central stair lobby and further into the workplace, the palette deepens to a stronger, warmer and more relaxed material selection. Staff enjoy a warm, timber-lined kitchen and café, with soft lighting and corner views across the bay. A vast handmade table by local designer Josh Carmody extends the kitchen space and together with alternative work points, provides staff with the opportunity to work away from their desks.

As a private wealth investment firm, LGT Crestone wanted to use the interior design language to communicate the idea of the value of well-informed investment in beauty and quality. This idea of investing in classic pieces imbues the interior design, with examples of iconic 20th-century furniture and lighting punctuating the space. A Danish light hangs in reception, USM cabinets, which have been in production since the 60s, can be found inside the meeting rooms, and Herman Miller Task office chairs were brought over from the previous office and reconditioned to fit the space.

"LGT Crestone is an A-list investment wealth management firm, so everything about them needed to come through in the visitor experience," says Sue. "Every piece demonstrates how timeless design can endure and appreciate over generations, which in turn echoes their own ethos that if you invest well at the start, you'll have these things forever."

Entirely open plan, the office has Australian-made sit-to-stand workpoints, dual monitors and exceptional AV capability throughout. "We want our staff to have the best technology and everything set up for them to succeed in their day," Jane says. "We're big on collaboration and have one of the highest engagement scores in the industry from our staff. With our three-day requirement to be in the office, we want to ensure that our culture is maintained by investing in beauty and quality for our people and clients."

LGT Crestone
Levels 16 & 17, 101 Collins
lgtcrestone.com.au



The staff kitchen has a café ambience using the Australian-made Grazia & Co Diiva seating in Kvadrat upholsteries and a solid timber table by local maker, Josh Carmody.

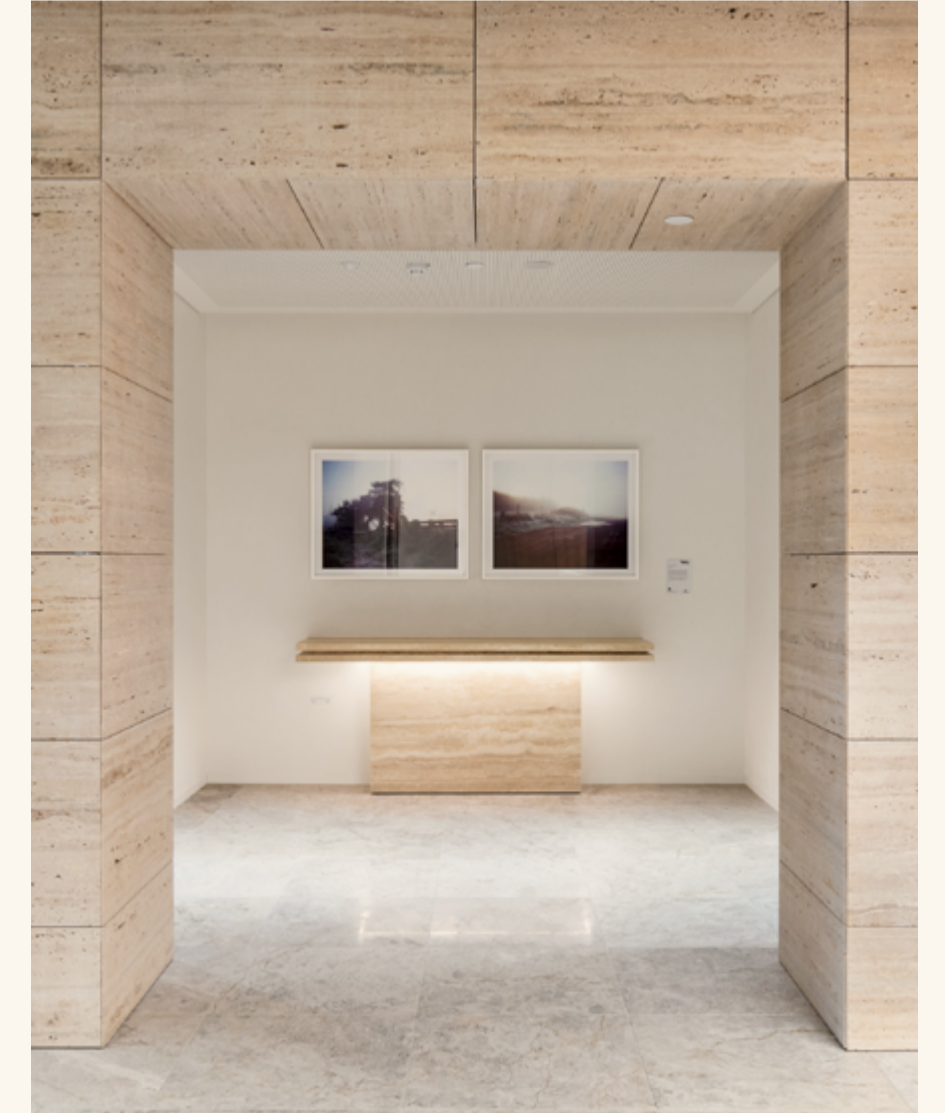
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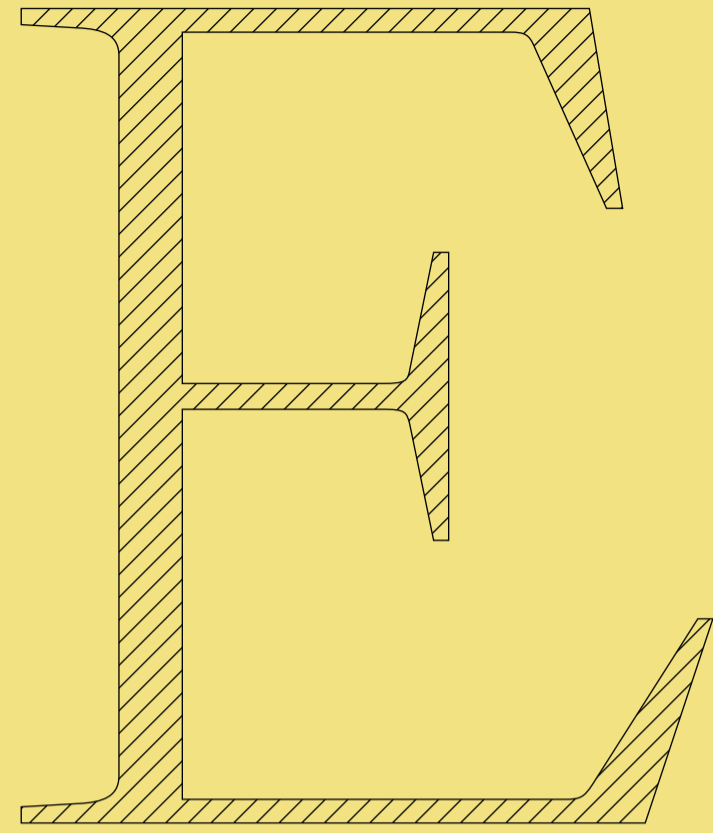
Guided by the concept of Future Classic, rugs are by RC&D, chairs by &Tradition and the coffee table is by Grazia & Co. The Bloom Floor Light is by Tim Rundle for Resident.

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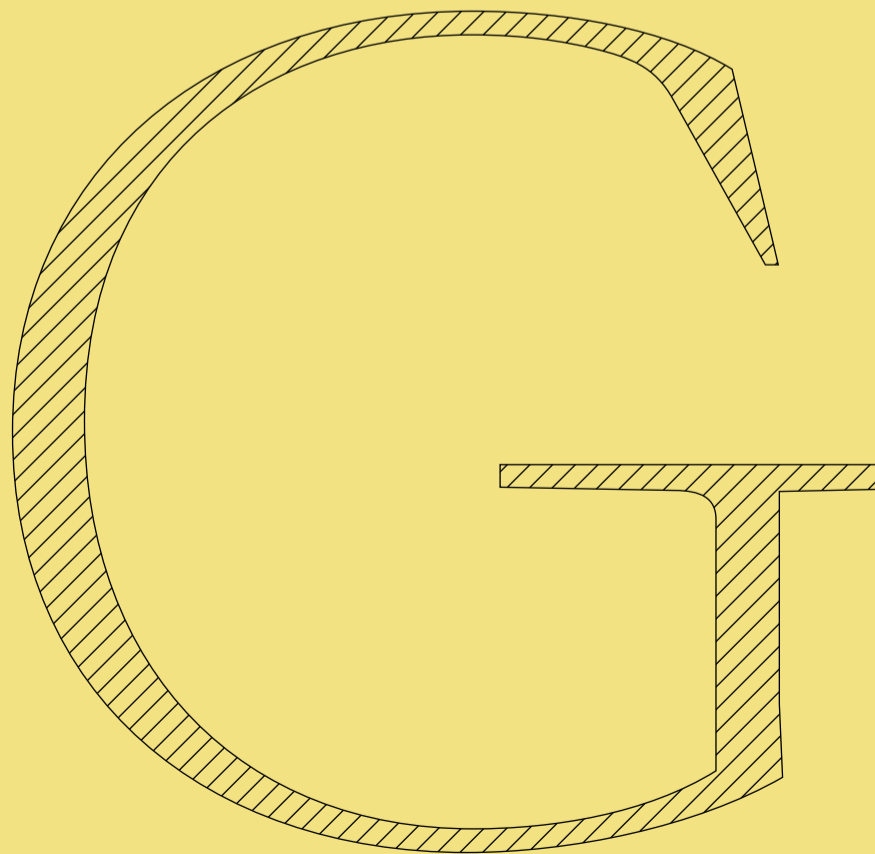
The Travertine stone lobby wall opens to a small portal to enter rooms concealed behind. Each vista is curated as an opportunity to stop and take in special moments.

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Putting People First



In the second in our series investigating Environmental, Social and Governance (ESG) and the role it plays at 101 Collins, we focus on the ‘S’, shining a light on 101’s social practices and how the building facilitates meaningful and positive impacts across social issues connected to our community.

People and community are at the heart of 101 Collins. Our commitment to drive social change and support organisations, issues and causes is central to creating harmonious progress for us all. From employee development to labour practices, we use metrics to help us ensure we’re enabling social capital and delivering long term value to our stakeholders and community. This strategy provides a clear pathway to measure 101 Collins’ impact on society.

Given our unique audience of customers and businesses, we see ourselves as a facilitator of conversations, awareness and recognition. Our approach aims to engage in issues through activation, content and inbuilt processes and policies to drive positive social change. How these causes and initiatives are activated will vary from year-to-year, while maintaining a consistent support, alignment and message.

Our social strategy focuses on three key areas: First Nations Peoples, Diversity, and Education and Training. Through collaboration and reciprocity, we engage with a range of partner organisations at the front line of matters directly impacting the community.

One Hundred and One readers may be familiar with our work with First Nations not-for-profit Common Ground, who help us determine how our business and tenants can create meaningful steps toward reciprocity and equality. Common Ground has played a key role in helping 101 strengthen relationships with First Nations Peoples, centre Country and embed truth-telling into our building’s culture.

To celebrate NAIDOC Week, we worked with Common Ground on a series of events, installations and projects that allow our building community to stop and connect with Country, as well as educating on First Nations histories and perspectives. Highlights include Wurundjeri, Dja Dja Wurrung and Ngurai-Illum Wurrung woman Stacie Piper’s Soundscape entitled WOMEN NGAGA BIIK and our educational guide of five things you should know about this country’s Indigenous peoples.

In 2021, the 101 Collins Street team and tenants went on an eight-month journey of reflection, learning and discovery to explore how we might work together to learn more about how we can support the community and find a genuine opportunity to centre First Nations people, knowledge and cultures across our physical space, communications and ecosystem. The result is the 101 Collins Street Reconciliation Action Plan, endorsed by Reconciliation Australia, which gives our organisation a framework to contribute to the reconciliation movement to deliver tangible and substantive benefits for First Nations peoples and increase cultural safety in the workplace.

“Working with 101 Collins Street has demonstrated the profound impact that genuine, long-term collaboration can have in centering First Nations people, Country and truth-telling,” says Common Ground CEO Gemma Pol. “The project’s journey not only fosters a deeper connection to Country and community but sets a powerful example for how businesses can take meaningful steps toward reconciliation and creating inclusive spaces for all.”

Djirri Djirri Dancers celebrate the launch of the Reflect Reconciliation Action Plan at 101 Collins Street.

To support the mind, movement and general mental wellbeing of our community, we provide our customers with access to physical activity in the form of RISE by 101 Collins, where we offer regular complimentary group fitness classes, as well as ad hoc activities and events that encourage physical movement, health and wellbeing.

To help drive gender equity in the building, we partner with Woom to provide organic period care to all customers every month. "It's such a simple offering that's incredibly thoughtful," says tenant Catherine from the Australian Foundation Investment Company. "What a breakthrough for a basic female need to be thoughtfully met!"

When it comes to mental health and productivity, 101 provides awareness and support of complex mental health issues and access to spaces and activations that encourage contemplation and reflection. In partnership with SANE Australia, we host an annual mental health campaign, which aims to raise awareness of complex mental health issues within the broader community and, year-on-year, our goal is to increase the total number of participants across our campaign.

Outside the building but within our community, 101 pursues meaningful initiatives, activations and events that spotlight and raise money for our social partners. Close to our heart, STREAT is a leading social enterprise that supports young people across Melbourne. Previously featured in this broadsheet, 101 Collins has fostered a relationship with STREAT, using its social enterprise products, consulting on projects and engaging with community programs. We're also proud to partner with Berry Street every year in November and December to raise funds for

children, young people and families. Since 2022, 101 Collins has donated over \$17,000 to Berry Street and \$2,000 to SANE as part of Mental Health Week.

The creative arts also play a key role in the building, bringing culture inside our walls, sparking conversations or simply offering moments for contemplation. Our partnership with Gertrude provides a platform for Melbourne-based artists and gives our tenants and visitors the opportunity to access internationally-renowned Australian artworks in the heart of the CBD.

"Gertrude is immensely proud of our partnership with 101 Collins", says Tracy Burgess, Gertrude Executive Director. "The Art in Focus program offers Gertrude Studio Artists past and present the opportunity to exhibit ambitious work in this unique and exciting context, exposing broad audiences and potential supporters of the arts to Gertrude's work developing local artistic practice."

Our work across First Nations Peoples, Diversity, Equity & Inclusion, Mental Wellbeing, Social Causes and the Creative Arts plays a vital role in creating a harmonious workplace where people feel safe, valued and enriched, as well as contributing to the wider community for the betterment of all.

Visit our website to learn more about our social practices and to download our Reconciliation Action Plan. 101collins.com.au/rap



Half of the world gets periods. But only a fraction of workplaces provide free period care products. Luckily, we're one of them.

To support the mind, movement and general mental wellbeing of our community, we provide our customers with access to physical activity in the form of RISE.

The Art in Focus program offers Gertrude Studio Artists past and present the opportunity to exhibit ambitious work.

Fast Five

- 01 What is the custom ceiling in JLL's new fitout a reference to?
- 02 In what year did Melbourne officially join the 'global to local' movement?
- 03 How long has floor polisher Theo worked at 101 Collins?
- 04 How many times has Amazon refreshed its logo since its launch in 1994?
- 05 What inspired LGT Crestone's fitout?



Have you been paying attention?
The answers to these five questions are somewhere in this issue. Scan the QR code to find the answers.



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