

MONEY CENTRAL

A woman with dark hair pulled back, wearing a black sleeveless dress with a high slit, posing with one hand on her hip and the other on her waist. She is wearing gold hoop earrings, a gold ring, and a gold bracelet. The background is a plain, light color.

COVER STORY

*Find out more about the
founder and CEO of
Rafieri Tech . . .*

**Indira
Setia Putri**

FINANCE

**Future
Secured**
How to
Retire with
Confidence

SIDE HUSTLE

**Make Quick
Cash Fast**
Ten smart
ways to
earn extra
income

MONEY MAGNET

**Transform
2025 into
a year of
financial
freedom**



HOME ROUTINE

Work from home
Tips and tricks to
stay focused and
motivated while
working remotely

Photo Credit: Una Inédit

RAFIERI TECH

Who We Are

Rafieri Tech is a privately owned **Australia-Indonesia technology company** established in 2025. We specialise in mobile apps, web, and software development, **delivering practical, scalable digital solutions** that help hotels, resorts, and accommodation providers **modernise** operations, **enhance** guest experiences, and **grow** sustainably. **Beyond hospitality**, we support hospitals, laboratories, gyms, restaurants, cafés, retailers, e-commerce businesses, and more. With over 45 years of combined **professional experience**, our Melbourne-based founders bring expertise in IT, telecommunications, business development, and hospitality entrepreneurship.



What We Offer

Services

- Deployment, onboarding, and training.
- Platform customisation and enhancements.
- Dedicated support, account management, and analytics.
- Flexible licensing on a subscription model.



Solutions

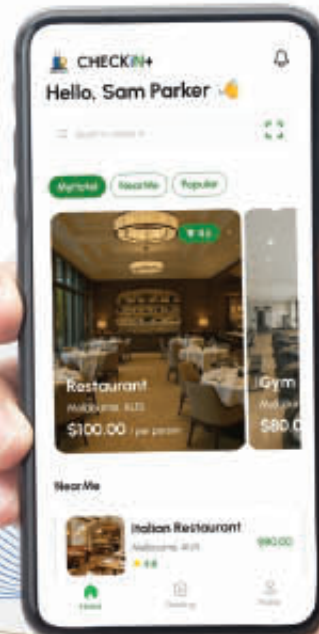
- ◆ **CHECKIN+** – Our flagship mobile solution for digital check-ins, queue management, and seamless arrivals.
- ◆ **CHECKIN+ Collab** – Promote your business through our app, website, and LinkedIn.
- ◆ **CHECKIN+ Cyber** – Cybersecurity advisory services to strengthen compliance and protect customer data.

Our Capabilities

- **Custom Mobile Apps** – Secure, user-friendly apps that streamline bookings, enable digital check-ins, and improve guest engagement.
- **Web & Software Development** – Scalable, closed-source solutions with integrated dashboards and analytics.
- **B2B Integrations & Partnerships** – Smart hardware solutions, partner programs, and collaboration opportunities.
- **Sustainability-Driven Technology** – Enabling paperless processes to reduce carbon footprints and support a greener future.

Why Choose Rafieri Tech

- ✓ Smart, scalable digital solutions
- ✓ Cost-effective pricing models
- ✓ Exclusive offers to promote your business
- ✓ Commitment to environmental sustainability
- ✓ Early adopter opportunities
- ✓ Cross-border reach: Australia & Indonesia



MONEY CENTRAL

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OPENING REMARKS

This issue shines a light on innovation, resilience, and financial empowerment, led by our cover star, Indira Setia Putri. As co-founder and CEO of Rafieri Tech, Indira is redefining hospitality through artificial intelligence, creating smarter, more meaningful guest experiences. Her story is one of vision, determination, and purpose—showing how technology can be harnessed to connect people while building a lasting legacy.

The issue also delivers practical insights to support your own journey—whether that's mastering a productive work-from-home routine, learning to supercharge your savings, or discovering quick cash strategies for today's economy. We take a closer look at AI as a wealth-building tool, alongside an industry guide on cultivating a "money magnet" mindset.

Finally, we feature Chelsie Hill, the trailblazing CEO of Rollettes, whose leadership and artistry continue to inspire global audiences. Together, these stories remind us that success belongs to those bold enough to innovate and reimagine what's possible.

Jill Antonio
Editor-In-Chief

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TEN SUREFIRE SECRETS TO A SUCCESSFUL WORK-FROM-HOME ROUTINE

The concept of working from home has recently gained tremendous popularity, providing employees with the opportunity to work from home without having to deal with a daily commute. However, while the idea of a flexible work routine sounds enticing, it can be challenging to strike a balance between professional productivity and personal well-being. This article explores some essential secrets to creating a successful work-from-home routine that maximizes efficiency, fosters a healthy work-life balance, and ensures long-term success.

1. Establish a Dedicated Workspace: Creating a dedicated workspace is the first step to a successful work-from-home routine. Designate an area in your home solely for work-related tasks, free from distractions and interruptions. A well-organized and personalized workspace can help trigger a focused and productive mindset, increasing overall efficiency.

2. Set a Consistent Schedule: Consistency is key to maintaining a work-from-home routine. Establish a daily schedule that aligns with your regular working hours, including breaks and mealtimes. A structured routine helps maintain a sense of normalcy, prevents procrastination, and ensures that you allocate time for work and personal activities.

3. Dress for Success: While the allure of working in pajamas is undeniable, dressing up for work can significantly impact your mindset and productivity. Dressing professionally, even at home, signals to your brain that it's time to focus and work, creating a clear boundary between work and leisure time.

4. Limit Distractions: Working from home often means dealing with various distractions, such as household chores, family members, or social media. Identify your most significant distractions and take proactive steps to minimize them. Consider using noise-cancelling headphones or creating a do-not-disturb signal during work hours to maintain focus and productivity.

5. Prioritize Work Tasks: To avoid feeling overwhelmed, prioritize your work tasks each day. Create a to-do list and tackle the most critical tasks first. Breaking down larger projects into smaller, manageable steps can make them feel more achievable and help you stay on track with deadlines.

6. Take Regular Breaks: Incorporating short breaks into your workday is crucial to avoid burnout and maintain focus. Step away from your workspace, stretch, walk, or take a quick mindfulness exercise. These breaks can help recharge your mind and boost creativity.

7. Stay Connected with Colleagues: Working from home can sometimes feel isolating. To combat this, try to stay connected with colleagues through virtual meetings, instant messaging, or regular check-ins. Maintaining social interactions can foster a sense of camaraderie and prevent feelings of isolation.

8. Embrace Technology: Utilize technology to streamline your work-from-home routine. Collaborative tools, project management software, and communication platforms can enhance team efficiency and help you stay organized and connected.

9. Set Boundaries with Family and Friends: Educate your family and friends about your work hours and the importance of minimizing interruptions during those times. Setting clear boundaries will help them understand and respect your work commitments.

10. Prioritize Self-Care: Lastly, remember that your well-being is paramount to a successful work-from-home routine. Take care of yourself physically and mentally by getting enough rest, eating healthy meals, and engaging in joyful and relaxed activities.

In conclusion, crafting a successful work-from-home routine requires intentional effort and discipline. By establishing a dedicated workspace, maintaining a consistent schedule, and prioritizing tasks, you can strike a balance between productivity and personal well-being. Embrace technology, stay connected with colleagues, and remember to prioritize self-care to ensure that your work-from-home experience is fulfilling, successful, and sustainable in the long run.

TEN GENIUS HACKS FOR SUPERCHARGING YOUR SAVINGS AND RETIRING EARLY LIKE A BOSS

The allure of early retirement has captured the imagination of many, offering the promise of freedom, adventure, and a lifeless bound by the traditional constraints of work. While the concept may seem like a distant dream, crafting a well-defined savings strategy can transform this aspiration into a tangible reality. By implementing a thoughtful approach to financial planning and disciplined savings habits, individuals can pave the way for a comfortable and fulfilling early retirement.

1. Define Your Financial Freedom Goals

The journey to early retirement begins with a clear vision of what financial freedom means to you. Consider your desired lifestyle, hobbies, travel plans, and other aspirations shaping your post-retirement years. This foundation will serve as your compass, guiding your savings strategy and ensuring your efforts align with your dreams.

2. Create a Comprehensive Budget

Crafting a comprehensive budget is a fundamental step toward effective savings. Analyze your monthly expenses, categorize them, and identify areas where you can cut back. Prioritize essential expenses while reducing discretionary spending. Redirect the funds saved from trimming unnecessary costs toward your retirement fund.

3. Embrace Frugality and Mindful Spending

Cultivating a frugal mindset is key to maximizing your savings potential. Differentiate between needs and wants, and make conscious spending decisions. Opt for quality over quantity, seek out deals and discounts, and consider second-hand options. Each saved dollar contributes to your early retirement fund.

4. Automate Your Savings

Automating your savings is a powerful tool to ensure consistency. Set up automatic transfers from your income to your retirement accounts. This hands-off approach eliminates the temptation to spend, making consistent contributions a seamless part of your financial routine.

5. Maximize Retirement Accounts

Take advantage of tax-advantaged retirement accounts to turbocharge your savings. Contribute the maximum allowable amount each year, especially if your employer offers a matching contribution. These accounts provide both compound interest and tax advantages, amplifying the growth of your funds over time.

6. Diversify Your Investment Portfolio

A well-diversified investment portfolio can generate substantial returns over the long term. To create a well-balanced portfolio of assets, such as equities, bonds, and real estate, that aligns with your risk appetite and retirement schedule, speak with a financial advisor. To ensure your portfolio stays aligned with your goals, periodically examine and rebalance it.

7. Generate Multiple Income Streams

Explore opportunities to generate additional income streams beyond your primary job. Freelancing, consulting, starting a side business, or investing in income-producing assets can all contribute to your savings. The income generated from these endeavors can be directed toward your early retirement fund.

8. Cut High-Interest Debt

As part of your savings plan, give paying off high-interest debt, such as credit card balances, priority. The interest accrued on these debts can erode your savings potential. Allocate funds to aggressively reduce debt aggressively, freeing up more resources to contribute to your retirement fund.

9. Monitor and Adjust Your Strategy

Regularly review your savings strategy and make necessary adjustments. Life circumstances, goals, and market conditions may change over time. To ensure you keep moving toward your early retirement objective, stay educated and be ready to change your strategy as necessary.

10. Cultivate Patience and Persistence

Achieving early retirement requires dedication, patience, and a long-term perspective. The journey may present challenges and setbacks, but maintaining focus on your end goal will fuel your determination. Cultivate persistence in the face of obstacles, knowing that each step brings you closer to the moment when you can bid farewell to the traditional 9-to-5 grind.

In the pursuit of early retirement, a well-crafted savings strategy serves as your compass, guiding you towards financial freedom. By aligning your efforts with clear goals, embracing frugality, automating savings, maximizing retirement accounts, diversifying investments, and nurturing multiple income streams, you can transform the dream of early retirement into a tangible reality. Remember, every dollar saved and invested is a step closer to unlocking a future characterized by choice, adventure, and the liberty to live life on your terms.

MONEY: TOP TEN PROVEN METHODS TO MAKE QUICK CASH IN TODAY'S ECONOMY

Whether you need extra cash for a surprise expense, want to pay off some debts, or just want to treat yourself, there are plenty of ways to make money quickly. While these methods may not make you a millionaire overnight, they can help you achieve your financial goals faster. Here are ten proven ways to make money quickly:

Freelance Work: If you possess abilities that are in demand, such as writing, graphic design, web development, or social media management, consider freelancing. Websites like Upwork and Fiverr connect freelancers with clients seeking specific services.

Online Surveys and Market Research: Many companies pay for consumer opinions through online surveys and market research. Websites like Swagbucks, Survey Junkie, and Vindale Research offer to trade your opinions for money or gift cards. While you won't get rich from this, it's an easy way to make some extra money in your free time.

Sell Unwanted Items: Declutter your home and make money by selling items you no longer need or use. Platforms like eBay, Craigslist, and Facebook Marketplace allow you to list items and find interested buyers quickly. You'd be surprised how much money you can make from things collecting dust in your closet or garage.

Gig Economy Jobs: Apps like Uber, Lyft, and DoorDash make it easy to earn money by providing transportation or delivery services. Depending on where you are and what's available, you can pick up passengers or deliver food and groceries to earn quick cash.

Offer Your Skills: If you have handyman skills, offer services like lawn care, home repairs, or cleaning to your neighbors or local community. People often need help with these tasks and are willing to pay for your expertise.

Babysitting or Pet Sitting: Babysitting or pet sitting can be a lucrative gig, especially if you have experience or references. Parents and pet owners are always in need of reliable caregivers, and you can earn money while caring for kids or animals.

Participate in Focus Groups: A lot of businesses hold focus groups to get input on their goods or services. You can find opportunities in your area or online. These sessions typically pay well for your time and opinions.

Tutoring/Teaching: If you are really good at something, think about providing tutoring or teaching services. You can teach students of all ages, from elementary school to college, and charge hourly rates for your expertise.

Rent Out Your Space: If you have a spare room, consider renting it out on platforms like Airbnb. Additionally, you might charge rent for your driveway, storage space, or parking space if you live in a high-demand area.

Perform Odd Jobs: Websites like TaskRabbit connect people looking for help with various tasks, from assembling furniture to yard work. Sign up, list your skills, and start accepting tasks in your area to earn quick cash.

While these methods can help you make money quickly, it's essential to manage your finances wisely and consider the tax implications of your earnings. Additionally, always be cautious of potential scams and research any platform or opportunity thoroughly before getting started. With determination and a bit of effort, you can reach your financial goals faster by exploring these money-making options.



"While these methods may not make you a millionaire overnight, they can help you achieve your financial goals faster."



EARNING MONEY THROUGH AI: THE SMART WAY TO BUILD WEALTH WITH ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) is no longer just the subject of science fiction or academic research. In 2025, it has become one of the most powerful tools for innovation, efficiency, and income generation. From individuals experimenting with AI-powered platforms to businesses reshaping industries, opportunities to earn money through AI are expanding rapidly—and they're accessible to everyday Australians.

One of the most popular ways to earn through AI is content creation. Tools such as **ChatGPT (for text)** and **MidJourney** or **DALL·E (for images)** allow entrepreneurs, writers, and marketers to produce blogs, advertisements, product descriptions, and social media campaigns at a fraction of the time and cost. Freelancers who once spent hours on copywriting or design can now complete projects faster, freeing them to take on more clients. For video content, platforms like **Synthesia** and **Pictory** make it possible to create professional videos, complete with voiceovers and animations, without the need for expensive studios or editing software. A digital marketing freelancer, for instance, could use ChatGPT to write ads, MidJourney to design graphics, and Pictory to craft video reels—all within a single afternoon.

AI is also making waves in e-commerce. Platforms such as **Shopify** integrate AI apps that handle everything from product research to marketing campaigns. **Jasper AI** helps craft persuasive product descriptions, while chatbots like **Tidio** or **ManyChat** provide round-the-clock customer support, giving small businesses the professional edge of a much larger company. Imagine an independent online shop selling hand-made jewellery: AI tools can analyse customer preferences, automate Instagram ads, and answer queries instantly, allowing the seller to focus on design rather than logistics.

For those with technical expertise, developing or customising AI solutions is a highly lucrative path. Companies across industries—from healthcare and finance to hospitality and education—are eager to adopt AI but often lack the skills in-house. Freelancers who understand platforms like **Bubble** (a no-code app builder with AI integration) or **Hugging Face** (a leading AI development hub) can design bespoke chatbots, workflow automations, or predictive analytics for clients. Even those without coding skills can now build simple AI-driven automations using **Zapier**, offering services to businesses that want to streamline repetitive tasks.

AI is also revolutionising traditional investment strategies. In finance, apps like **Numerai** and **Kavout** use AI-powered trading algorithms to identify market patterns and suggest trades, giving investors an edge. While these tools are not without risk, disciplined users can profit by combining AI insights with sound financial strategies. Similarly, in real estate, Australians are turning to tools such as **Domain's AI Insights** and predictive analytics to assess property values, rental yields, and emerging suburbs before making purchases. These tools provide clarity that once required teams of analysts.

Education and training represent another fast-growing income stream. As more people seek to understand AI, those with knowledge can create and monetise online courses through platforms such as Udemy, Skillshare, or Coursera. YouTube has also become a thriving hub for AI tutorials, where creators not only generate ad revenue but also attract sponsorship deals from tech brands. Others have turned to Substack and AI-powered research assistants like Perplexity AI to launch niche newsletters, monetising through subscriptions. A Melbourne-based teacher, for example, could design an AI course for beginners, record the lessons using Synthesia, and sell access worldwide while also publishing a paid newsletter with weekly AI tips.

The opportunities are vast, but so are the challenges. The rapid pace of AI innovation means that today's cutting-edge tools may quickly become outdated, requiring constant learning and adaptability. There are also ethical concerns, such as the risk of bias in AI systems and the question of how automation might impact traditional jobs. However, for those who approach AI with responsibility, creativity, and a problem-solving mindset, the potential rewards outweigh the risks.

Ultimately, AI is best seen as a partner rather than a replacement. By leveraging its capabilities—and the growing ecosystem of apps and platforms—Australians can unlock new streams of revenue, whether through side hustles, freelance work, or full-scale businesses. In the years ahead, the ability to collaborate with AI will not only be an advantage but a necessity for financial growth and success.

THE ART OF ATTRACTING WEALTH: A GUIDE TO BECOMING A MONEY MAGNET

In a world where financial success is often considered a hallmark of achievement, the concept of becoming a "money magnet" has gained traction. The idea is not just about accumulating wealth but fostering a mindset and lifestyle that naturally draws financial abundance. Here's a comprehensive guide on transforming your relationship with money and positioning yourself as a magnet for prosperity.

Cultivate a Positive Money Mindset

To attract wealth, start by rewiring your beliefs about money. Replace scarcity thinking with abundance affirmations. Visualize your financial goals regularly, fostering a positive mental environment that aligns with attracting prosperity.

Set Clear Financial Goals

Define your financial objectives with precision. Whether it's saving for a home, starting a business, or building an investment portfolio, clarity in your goals provides a roadmap for your money magnet journey.

Embrace Continuous Learning

Stay informed about financial trends, investments, and opportunities. Continuous learning positions you to make informed decisions and take advantage of wealth-building avenues that align with your goals.

Expand Your Revenue Streams

Having just one source of income can prevent you from achieving financial success. Explore diverse avenues such as investments, side businesses, or passive income streams. Multiple sources of income enhance your financial magnetism.

Practice Mindful Spending

Conscious spending involves making intentional choices about where your money goes. Prioritize spending on things that align with your values and long-term goals. Mindful spending fosters a healthy financial ecosystem.



Maintain Eye Contact

Establishing and maintaining eye contact is a crucial element in effective communication during public speaking or presentations. Not only does it signify attentiveness and confidence, but it also serves as a non-verbal cue that engenders trust and rapport between the speaker and the audience. By deliberately connecting with various individuals in the audience, you convey a sense of inclusivity and direct involvement, making them feel acknowledged and connected to the discussion.

The act of maintaining eye contact as you speak has the power to draw the audience into the conversation, keeping them engaged and focused on your message. It shows that you are approachable and present, encouraging a sense of intimacy and connection that can bridge the gap between the speaker and the listeners. This conscious effort signifies genuine interest and respect for the audience, promoting a comfortable and interactive environment.

Utilize Body Language and Gestures

Leveraging body language and deliberate gestures significantly enhances your presence during presentations, adding depth and clarity to your message. Your physical demeanor and non-verbal cues have a profound impact on how your audience perceives your content. One aspect to focus on is maintaining good posture, which not only portrays confidence but also signifies authority and control over the topic being discussed. Standing tall with an open and relaxed stance exudes a sense of poise and assurance, immediately capturing the audience's attention.

Practice Active Listening

Active listening is a cornerstone of effective public speaking, transforming a one-sided conversation into an engaging and interactive dialogue. Beyond verbalizing, attentive listening involves observing the audience's reactions, recognizing their non-verbal cues, and being receptive to their feedback. By honing in on these responses, you not only capture the audience's interest but also establish a more profound connection. This valuable connection paves the way for a dynamic and two-way communication experience.

Embrace Mistakes and Learn from Them

Even the most seasoned speakers make mistakes. Accept them as chances for development and education. If you stumble or forget a point, take a deep breath, and continue with poise. Be authentic and genuine; the audience appreciates speakers who show vulnerability and resilience.

Authenticity is key in public speaking. Audiences appreciate speakers who display authenticity and humility, showcasing their genuine selves rather than attempting to be flawless. By acknowledging and accepting mistakes openly, you exhibit vulnerability, which makes you more relatable and human to your audience. This authenticity forges a stronger connection with the audience and earns their respect and trust.

You can definitely improve your public speaking abilities with practice and the right strategies. By following these ten essential hacks, you can elevate your public speaking abilities and leave a lasting impact on your audience. Embrace the challenge, and you'll become a confident and influential communicator with time.

GET TO KNOW Indira Setia Putri

From IT to Innovation: How Indira is Elevating Hospitality

When vision meets expertise, transformation follows. That's the story of Rafieri Tech, the company co-founded in 2025 by Indira Setia Putri and her husband, both seasoned technology professionals with more than two decades of experience in the Information Technology industry. Together, they are rewriting the way hospitality businesses approach digital transformation, bringing to the sector a blend of technical mastery, entrepreneurial drive, and a genuine commitment to improving the guest journey.

Indira and her husband have lived and breathed technology their entire careers. From senior leadership positions to hands-on entrepreneurship, their experience covers IT sales, account management, business development, software development with a focus on RPA and AI, and expertise in networks, cloud infrastructure, managed services, security, and telecommunications. Beyond the corporate sphere, their entrepreneurial spirit has seen them create and manage ventures in hospitality and e-commerce for over 20 years, with additional exposure in the events and entertainment sector. This unique background helped them identify a critical gap in the accommodation industry: the need for seamless, integrated digital solutions that elevate efficiency while keeping the guest at the heart of the experience.

That vision is what gave birth to Rafieri Tech. Even the company's name tells a story. "Rafi" means high, elevated, to lift, while "Eri" means blessing — together reflecting the company's mission to uplift the guest experience through technology while providing meaningful value for hospitality operators. Headquartered in both Australia and Indonesia, Rafieri Tech has developed a proprietary platform spanning mobile apps, web, and software, specifically tailored for hotels, resorts, and hospitality providers. This end-to-end solution transforms operations, streamlines booking workflows, and redefines the guest journey from check-in to check-out. Beyond software, Rafieri Tech also collaborates with hospitality providers to deliver tailored cybersecurity advisory services and strategic system integration.

Operating with agile principles, Rafieri Tech delivers flexible, results-driven solutions for properties of all sizes, from boutique hotels to multi-property resorts. The company adapts to the needs of businesses regardless of transaction volume, offering meaningful support for operators who are striving to enhance their guest experience and digital capabilities. Their mission is clear: to transform the guest journey through smart, intuitive, and sustainable technology.

Behind this innovation is Indira herself, a leader whose career spans more than 20 years in senior IT leadership and strategic sales, alongside 18 years of entrepreneurship. Her strengths lie in building partnerships rooted in collaboration and trust, creating opportunities, and guiding organisations through complex challenges with a steady hand. She has worked across industries as diverse as hospitality, manufacturing, wholesale, fintech, legal, IT, retail, and non-profits, supporting SMEs and corporate enterprises alike. A coach and mentor, she thrives on helping teams and individuals unlock their potential and achieve success.

Away from the boardroom, Indira is deeply passionate about women's empowerment, gender equality, family welfare, and mental health awareness. She balances her professional achievements with her role as a mother to a 14-year-old son, while also pursuing her interests in fitness, martial arts, running, basketball, and culinary exploration.

MoneyCentral Magazine recently sat down with Indira to discuss her latest venture, exploring how Rafieri Tech is pioneering a new era for the hospitality sector, and here's what went down:

Rafieri Tech was founded with a clear mission to elevate the guest journey in hospitality. What inspired you and your husband to take the leap from established corporate careers into launching this venture?

We've always shared a passion for exploring hotels and resorts with our family. Over time, we noticed a clear gap in the guest experience, particularly around check-in, in-house amenity bookings, and the lack of a seamless, integrated system that brings everything together in one place.

Personally, building a global company has always been a goal. Since I was 19, I've built over 20 years of experience as a professional while running my own businesses in parallel. With a career spanning corporate, SME, scaleup, and startup environments, covering sales and leadership in IT, entertainment, and business, I felt ready to channel that knowledge into creating something of our own. Since becoming an entrepreneur in 2011, I've been driven by the idea of solving real-world problems, and Rafieri Tech is the result of combining our professional expertise with our shared love for hospitality.



Photo Credit: Una Inédit

With over two decades in IT and entrepreneurship, you've worked across multiple industries. What unique challenges and opportunities have you found in applying advanced technology like AI and RPA to the hospitality sector?

One of the biggest challenges in applying AI and RPA to hospitality lies in shifting human perception. Too often, these technologies are seen as a threat to jobs rather than as enablers that enhance productivity and streamline business processes. In reality, human contribution remains irreplaceable, especially in hospitality, where trust and relationships are at the heart of the guest experience. For example, in sales, people still buy from people, and many deals are still closed over a casual lunch or dinner.

On the flip side, in areas with high volumes of repetitive transactions, RPA can deliver significant efficiencies, but it still requires human oversight from architects and developers. The real opportunity comes when hospitality businesses view advanced technology as a strategic ally, solving operational challenges while allowing their teams to focus on what they do best: creating memorable guest experiences.

CHECKIN+ is your flagship solution for smart check-in, in-house booking, and guest engagement. How did you design it to be both intuitive for guests and operationally efficient for hotels?

We designed CHECKIN+ with a dual focus: enhancing the guest journey while streamlining operations for hospitality businesses. From the guest's perspective, the app eliminates common pain points such as long check-in queues and complicated booking processes by offering a simple, intuitive interface to manage check-in, in-house bookings, and engagement all in one place. For operators, CHECKIN+ integrates seamlessly with existing systems, reducing manual work, minimising printing costs, and supporting sustainability practices. The result is a solution that drives operational efficiency, boosts staff productivity, and elevates the overall guest experience.

The hospitality industry has been slower to adopt integrated digital transformation compared to other sectors. Why do you think that is, and how is Rafieri Tech addressing this gap?

The hospitality industry has been slower to adopt integrated digital transformation because many businesses still rely on legacy systems, manual processes, and a strong culture of face-to-face service. For hotels, resorts, cafés, and even events, there's often hesitation to disrupt the "human touch" that defines guest experience. Cost constraints and fragmented systems across booking, payments, and guest engagement also add to the challenge.

At Rafieri Tech, we bridge this gap by focusing on solving real operational pain points. For example, through CHECKIN+, we help hotels reduce long check-in queues, enable restaurants and cafés to streamline table or event bookings, and support retailers or pop-up stores in managing customer engagement without paper forms. By integrating digital solutions that are intuitive, scalable, and environmentally sustainable, we show hospitality businesses that transformation is not about replacing people; it's about empowering staff, improving efficiency, and creating memorable guest experiences.

Sustainability is a key part of your mission, including advocating for paperless practices. How do you balance environmental responsibility with the operational needs of hospitality businesses?

We see sustainability and operational efficiency as going hand in hand. Many hospitality businesses still rely on paper forms, manual check-ins, or printed menus that not only create extra costs but also slow down processes. By shifting these tasks into digital workflows, we reduce paper waste while giving both guests and staff a seamless, consistent end-to-end experience. All data is securely stored in a single repository, making it easier and faster to access while ensuring compliance and accuracy.

For hotels, this means digital check-ins and e-confirmations; for restaurants and cafés, it's online menus and bookings; and for events, it's digital registration and ticketing. These practices not only help protect the environment but also improve productivity and guest satisfaction, proving that sustainability can strengthen, rather than compromise, hospitality operations.

Rafieri Tech operates in both Australia and Indonesia. How do you adapt your solutions to cater to different market dynamics, guest expectations, and cultural nuances?

At Rafieri Tech, we believe technology should never be one-size-fits-all. Operating in both Australia and Indonesia means understanding not just business requirements, but also cultural expectations and guest behaviours. In Australia, hospitality operators prioritise efficiency, compliance, and seamless integrations that improve scalability. In Indonesia, guest expectations lean toward personalised service, mobile-first convenience, and cultural warmth.

We adapt by tailoring our solutions to each market's unique dynamics, whether that's enabling paperless operations and advanced automation in Australia or creating user-friendly, multilingual platforms that enhance guest experiences in Indonesia. We also collaborate closely with hospitality businesses as part of our solution, ensuring that what we deliver is not only innovative but also practical and aligned with their operational goals. In addition, we provide a cybersecurity advisory service to help businesses protect customer data and strengthen their digital resilience. By combining global best practices with local insights, we ensure our technology feels intuitive, relevant, and impactful in every environment we serve.

Partnerships and collaboration seem central to your business philosophy. Could you share an example of a strategic partnership that significantly advanced Rafieri Tech's mission?

Partnerships and collaboration are at the heart of how we operate at Rafieri Tech. As a newly launched company in July 2025, we've been fortunate to present our solutions to hospitality businesses and engage with influential leaders in the industry. These conversations have been invaluable in helping us understand real challenges, such as manual data handling, the need for seamless system integration, and the demand for paperless practices.

"At Rafieri Tech, we believe technology should never be one-size-fits-all. Operating in both Australia and Indonesia means understanding not just business requirements, but also cultural expectations and guest behaviours."

Photo Credit: Una Inédit

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“As an advocate for women’s empowerment and mental health awareness, I believe there’s a direct connection between personal well-being and professional performance; they cannot be treated separately.”

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This year, we’re excited to support a few hospitality businesses with their upcoming events. These partnerships give us the opportunity to not only apply our technology in practical ways but also to work hand-in-hand with operators to solve challenges that free them to focus on what truly matters: delivering exceptional customer experiences. For us, each collaboration is more than a project; it’s a chance to advance our mission of making hospitality smarter, more sustainable, and people-focused.

You have a strong background in leadership and mentorship. How do you empower your own team to innovate and remain agile in such a fast-moving technology space?

I’m fortunate to have a strong team that not only understands our objectives, vision, and mission but also fits seamlessly into our company culture. I believe in empowering them with the independence to take ownership, the space to collaborate creatively, and the confidence to innovate within clear goals and deadlines. Open communication is especially important across cross-functional business units, ensuring everyone stays aligned and moving in the same direction. Agility is key in the fast-moving tech space, so I encourage my team to embrace change, adapt quickly, and learn continuously. At the same time, they know they have my full support, whether it’s to provide guidance, remove roadblocks, or expedite decisions, so they can focus on delivering impactful solutions with speed and confidence.

Outside of your professional achievements, you’re a passionate advocate for women’s empowerment and mental health awareness. How do you integrate these values into your business and leadership style?

As an advocate for women’s empowerment and mental health awareness, I believe there’s a direct connection between personal well-being and professional performance; they cannot be treated separately. At Rafieri Tech, we integrate this philosophy into our culture through flexible working hours and a work-from-home policy, giving our team the freedom to balance professional responsibilities with family or personal needs. I place trust in my team to manage their time effectively, while also encouraging open communication whenever challenges arise so that we can focus on solutions rather than setbacks.

Beyond daily operations, we also organise wellness events and team gatherings to raise awareness, strengthen connections, and create space for open dialogue. For me, leadership isn’t just about driving results; it’s about fostering an environment where people feel supported, valued, and empowered to thrive both personally and professionally.

Looking ahead, what’s your vision for Rafieri Tech in the next five years, and how do you see technology further transforming the guest experience in hospitality?

My vision for the next five years is to guide my team to work collaboratively, delivering results that make a real impact. Our solutions continue to help businesses overcome their challenges while building a sustainable and profitable company that remains agile and responsive to market demands, moving in step with technological advancements. In hospitality, technology will continue to transform the guest journey, from digital check-in to check-out, through a single application that integrates smart keys, AI, RFID, or even biometrics. Yet, human involvement remains essential: understanding businesses in depth, overseeing the process, and leading meaningful transformation. The future is indeed bright.

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MEET THE CEO AND FOUNDER OF ROLLETES

CHELSIE HILL

Chelsie Hill is not just a dancer—she's a force of nature redefining what's possible in performance, leadership, and representation. At 17, a spinal cord injury might have ended her dance career, but instead, it ignited a new chapter—one where she would not only return to the stage but reinvent the art form itself. Today, Hill stands as a professional dancer, entrepreneur, and pioneering advocate for disability inclusion, using her platform to break barriers and expand the definition of what it means to move, lead, and inspire.

As the founder and CEO of Rollettes, an internationally celebrated wheelchair dance team and empowerment collective, Hill has built a movement that fuses artistry with advocacy. From electrifying performances to global outreach, the Rollettes have become a symbol of creativity without limits. Her influence has made history: she was the first wheelchair user to grace the cover of *Women's Health*, performed at the Paris Paralympics opening ceremony, and starred in Lady Gaga's *Abracadabra* music video. Each milestone is a testament to her belief that talent knows no boundaries.

Building a Movement From a Dream

The seed of what would become the Rollettes was planted shortly after her injury. "I always dreamed of seeing a ballroom full of girls in wheelchairs dancing together," Hill recalls. Back in 2012, she reached out to six women she had connected with online who were also wheelchair users. "I invited them to my hometown to dance, connect, and just feel a sense of normal. That was the start of it all."

For a few years, the idea grew modestly. Then came 2018, when Hill extended an open invitation through social media. "That year, I found myself on stage at our first public Rollettes Experience, looking out at 115 women and children in wheelchairs from 14 different countries," she says. "I'll never forget those early years after my injury, feeling so alone and wondering if anyone else felt the same way. That thought stuck with me: If I'm feeling this isolated, I can't be the only one."

What began as her personal reclamation of joy through dance evolved into something far greater: a platform to ensure that no other woman or girl with a disability felt unseen or excluded.

The Rollettes Experience: A Global Celebration

Today, the Rollettes Experience has grown into one of the largest gatherings of women and girls with disabilities worldwide. Hosted annually at the Sheraton Gateway LAX, the four-day event blends workshops, panels, performances, and community connection.

"This year's Rollettes Experience feels especially meaningful because we've really listened to our community," Hill explains. "We added new mentorship opportunities and programming that reflect what people are asking for. My biggest hope is that everyone leaves feeling more confident, connected, and inspired to chase their dreams—knowing they have an entire sisterhood cheering them on."

The event is more than a festival—it's a living embodiment of Hill's mission: to create inclusive spaces where leadership, joy, and self-expression are within everyone's reach.



From World Stages to Viral Moments

Hill's artistry and advocacy have taken her from the Paralympic stage to viral music videos. Her decision-making process for such projects is deeply values-driven.

"For me, it always comes down to intention and impact," she says. "I ask myself if the project will help shift perspectives, open doors, or empower others in the disability community. If it feels authentic and aligns with my mission of representation and inclusion, I'm all in—and I always try to bring some of the Rollettes dancers with me."

This lens has shaped collaborations with brands such as Reebok, Disney, Dove, Target, and Aerie, each partnership reinforcing her commitment to authentic inclusion.

Breaking Barriers in Media Representation

Representation in media is still evolving, but Hill has already made history. When she became the first wheelchair user on the cover of *Women's Health*—just four months postpartum—the impact was profound.

"It was surreal and incredibly emotional," she reflects. "It meant being seen not just for my disability, but for my strength, resilience, and motherhood. For the industry to keep moving forward, we need more authentic stories, more people with disabilities in front of and behind the camera, and a willingness to challenge old narratives." Her vision of inclusion is one where people with disabilities are not simply invited in but given space to lead, shape, and transform the conversation.

Beyond Dance: Mentorship and Talent Advocacy

Hill's leadership extends far beyond choreography. Recognizing the need for year-round support, she launched the Boundless Babe Society in 2020—a mentorship program for women and teens with disabilities. "Dance is powerful, but it's really just the beginning," she explains. "Boundless Babe offers support, encouragement, and genuine friendship all year round."

Alongside it, the Boundless Talent Showcase was born to give people of all abilities and ages a platform to share their talents. From music and art to performance, the showcase is designed to catch the attention of managers, agents, and industry leaders. "Our goal is to prove that the stage belongs to everyone," Hill says.

Looking Ahead: The Future of the Rollettes

As 2025 unfolds, Hill is already planning for the next chapter. Fresh off the latest Rollettes Experience and Boundless Talent Showcase, she and her team are exploring new partnerships to expand their global reach.

"My goal is to keep breaking barriers, telling our stories, and making sure every woman and girl with a disability knows she belongs and can dream as big as she wants," she says.

Her journey—from a young dancer facing a life-altering injury to an internationally recognized leader—offers a blueprint for resilience, innovation, and impact. Chelsie Hill isn't just dancing; she's rewriting the rules of what's possible.





TV1 is an entertainment and lifestyle global streaming platform offering Australian content. TV1 promotes the most exhilarating events, the most glamorous and successful people, the most in-demand celebrities, the hottest rising stars, and the most exciting trends down under. TV1 may be new but it's most certainly in demand and 100% Australian. We are committed to making Aussie local talents, events, and entrepreneurs easily accessible to both our local and international audiences via the highest quality streaming technology.

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