

The Adelaide Set - saying 'good on ya' to these young go-getters

There are many young people who are out there doing amazing things - running businesses, helping others, creating and spreading positivity. I come across them a lot and I think we should celebrate them more and showcase what they are doing for our state. For the first in this series, I want to introduce the 'Adelaide Set' who came into our office last month for a chat.

The Adelaide Set is 23-year-old founder George-Alexander Mamalis and 22-year-old creative director Hamish MacLachlan-Lester, plus a collective of other young people who act as contributors, photographers, videographers, writers and editors. Their aim is to promote the best of South Australian culture and lifestyle. They do this through social media, and with 50,000 plus followers they know what they are doing in this sphere. They help out other South Australian young people by giving them the hands on experience they need to get started in the world of work, help them with contacts, references, they collaborate and advise.

George and Hamish are two ambitious young people with a vision to take over the world from their hometown of Adelaide. The duo are currently setting up their own head office in town where they are turning an old site into a hub that other creatives can use and become Adelaide Set collaborators. They want to promote SA and give young people of Adelaide a voice.

It all started three years ago when George bought a good camera and started doing social photography and showcasing cool cafes and places for young people to go. George's passion to promote what's great about SA came from a childhood of defending his home state to friends and cousins from bigger cities.

"I used to get so much slack about Adelaide so I was always finding the best things to do and telling people about it. When I was a kid it used to be about finding the newest creek or hill to climb. Finding and photographing these businesses and cafes was the same feeling for me as I had as a child. That was natural for me. Now I'm doing the same thing I did as a kid only talking about different things and using social media to tell people about it," said George.

George got together with old friend Hamish and put a call out on social media to anyone that wanted to come and help them set up their business. They took everyone that turned up and it's been an adventure ever since. Besides showcasing what's good about the South Australian lifestyle and young people they earn money from helping businesses to grow their social media through their Instagram competitions. They only work with SA businesses and believe that SA could be the new Silicon Valley and Adelaide should be the number one destination in Australia.

"Size of a city doesn't matter, it's what you can do here, Adelaide is like a megacity on a smaller scale," said George.

"We look like Silicon Valley and we have the space and Adelaide is shifting towards a focus on technology so I can see that happening. We need to stop procrastinating about the reality of the future."

While travelling around Europe, their social media had been noticed by Agent General for SA in London Bill Muirhead. They got an invite to an SA event in London where they met Bill. He was so impressed he is now their official business mentor.

Hamish said because they are young and have a positive attitude people have helped them along the way.

“My motivation is always to show young people that if you follow your dream you can do anything and be the best version of yourself,” said Hamish.

“I want to show the rest of the world that young people in Adelaide are not all about drugs and negativity. And it doesn’t matter where you are from, if you have a passion you can follow it and achieve anything.”

They plan on opening the Adelaide Set creative Hub in July complete with music and photography studios and are about to launch their own podcast series. They want people to come with their passion and collaborate with them. They want to change the world and they want Adelaide to be the hub. These young people are super ambitious and positive and embody what is good about this state and it’s also good to have some positive news about young people out there.

If you have heard of any young people who are leading the way and making a difference, let us know as we are keen to encourage them and possibly feature them here. Get in touch with us:

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