

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

Wünschen Sie sich manchmal jemanden an Ihrer Seite, der Sie vollkommen versteht?  
Jemanden, der Sie auf Ihrem Weg zum Erfolg unterstützt?  
Wir sprechen nicht über Online-Dating, wir sprechen über Online-Geschäft.  
Wussten Sie, dass viele bekannte deutsche Marken Shopify verwenden?  
Shopify ist die Handelsplattform, die Millionen von Unternehmen weltweit revolutioniert.  
Mit Shopify können Sie Ihre Produkte auf jedem Verkaufskanal verkaufen,  
sogar auf sozialen Medien und Marktplätzen wie Instagram und eBay.  
Die Verwaltung und das Wachstum Ihres Unternehmens mit Shopify ist einfach.  
Komplett mit einer Auswahl an innovativen Funktionen und zuverlässigem technischen Support rund um die Uhr.  
Präsentieren Sie Produkte, verwalten Sie Bestände,  
verarbeiten Sie Bestellungen und Zahlungen nahtlos.  
Shopify bietet Ihnen die Werkzeuge, um Ihr Geschäft von einer einzigen vertrauenswürdigen Plattform auszuführen.  
Teste Shopify kostenlos und bringe dein Geschäft auf die nächste Ebene.  
Auf Shopify.de slash cell 23.  
Gemacht für Deutschland. Bereitgestellt von Shopify.  
Auf dem Video zwischen zwei Bären haben wir mit Dean Lonergan gesprochen.  
Dean ist eines der größten und besten Events Promotoren in New Zealand.  
Er hat die Art von Verzweiflung, den morgigen Piraten auf Radio Hoedecki,  
den Kampf für Leben, die Familie und die Farbe.  
Das war eine super engagierte und entertaintierte Chat.  
Dean hat eine ganze Zeit geleistet und hat einen endlosen Wettbewerb von den größten Names in New Zealand und Aussie.  
Schauen Sie auf iHeart, werdet ihr Podcast aus, oder seht das Video auf YouTube.  
Und folgt uns auf Instagram und TikTok, wo wir alle die besten Videoklips von jeder Ebene verabschieden.  
Dieses Video wurde von der Export-Beer-Garten-Studio gebracht.  
Viel Spaß!  
Und wir sehen, wie es geht.  
Schönes Mann, ich liebe es.  
Wir sind sehr gespannt, dass ihr in der Export-Beer-Garten-Studio seid. Wir wollen starten.  
Nein, das ist eigentlich wirklich gut.  
Hier geht es.  
Ich erzähle euch, was ich mag. Das ist ein DB Export Citrus.  
Ja.  
Das ist ein Zero-Beer wieder.  
Irgendwas in den Fridgen.  
Aber es schmeckt so wie das alte Wettbewerb von Lemon. Ich liebe das.  
Und ich muss sagen, das ist wirklich gut für ein Zero.  
Hier geht es. Ich liebe das, Dean.  
Ich habe das nie gesehen. Wir haben das nie gesehen.  
140 Episodes.

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Die Gäste reichen über und sagen, fuck, ich habe ein bisschen davon, eigentlich. Schön.

Hey, ein starkes Start.

Wir wollten starten, um zu sprechen mit Mirimotu.

Wir haben jetzt 140 Episodes gemacht.

Wir haben oft gefragt, was ist dein Favorit?

Und ich habe immer gesagt, Mia.

Seine Geschichte war so aufregend und aufregend und inspirativ.

Ich habe mich gefragt, ob ihr mit ihr über die letzten,

ich glaube, ein paar Monate, vielleicht seit der letzten Welt-Titel-Fight, die sie gewonnen hat und die Fight kommen zu.

Sie ist eine sehr berühmte Frau.

Die Grund, warum wir sie gewonnen haben, war mein Sohn, Liam.

Und er hat ein viel besserer Verständnis als ich.

Ich sehe es aus einer berühmten, ich verstehe es ein wenig, aber er kommt wirklich zu uns.

Und er sagt, Vater, das ist die Art des Sportes.

Wir müssen uns in das tun.

Und mehr importantly, ich glaube, Mirimotu ist etwas ganz Besonderes, in den Fallen, wie sie kämpfen können.

So haben wir sie gewonnen.

Und was ist ausgedrückt, ist, dass wir uns selbst ein bisschen über die Fahre geholfen haben.

Und sie hat eine sehr, sehr verschiedene Geschichte zu erzählen.

Ich glaube, sie erzählt es sehr gut.

Ich glaube, sie ist unglaublich intelligent.

Aber sie kommt durch sehr fokussierende und zu Hause.

Und sie ist wirklich eine sehr gute Person.

Sie hat vier, fünf Kinder, ich glaube, eine von ihnen spielt Bulls für New Zealand.

Ich glaube, von dem ich verstehen kann, ist sie eine wahre Mutter.

Sie ist aus ihrer persönlichen Situation gewechselt.

Und sie ist auf die Fight for Life.

Ich glaube, wenn du dich zurückkommst, dann sind sie wahrscheinlich 4, 6 Jahre alt.

Und ich weiß nicht, ob ich das nicht sagen sollte.

Aber sie war wahrscheinlich auf der Social Welfare 4, 6 Monate ago.

Jetzt, sie hat natürlich eine Boxing-Karriere vor sie.

Sie spricht in Engagements.

Sie geht sehr gut aus.

Sie hat Jobs mit zwei verschiedenen Organisationen.

Einer ist Mike King's I Am Hope,

die geht in die Schulen und spricht über Dinge, die sie erzählt.

Und sie wird auch mit Menschen bauen.

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Einer der Sponsoren der Fight for Life,  
die sie in Wohnten engagieren wollen.  
Und also, ihre Leben von dem, was ich sehe,  
hat geändert.  
Und wie alle Menschen, die Wohnten-Welt-Titeln gewinnen,  
und wir haben mit einem Mann, Jeff Horne,  
Gio Batyre und Joseph Parker gesehen,  
wenn du zu diesem Level gehst,  
deine Leben geht auf schnell forward.  
Denn es ist immer so viel zu tun, oder?  
Also, letzte Woche hatte ich es mir gebeten,  
weil wir eine Fight auf Fongaray haben.  
Wir arbeiten auf den Date für Dezember 2,  
wo wir eine Wohnten-Welt-Titel-Fight haben,  
mit Miyamoto, der IBO Superbannerweight Champion  
und also Lani Daniels,  
der eine andere, wunderschöne Frau von Norden,  
die von Nardiwa in Fongaray, oder in der Region.  
Wir schauen uns auf eine Wohnten-Welt-Titel-Fight auf.  
Und so habe ich sie zu ihrer IWI,  
auf dem Weg nach Norden und Kaitaya,  
und wir hatten einen tollen, wir riefen nach Hause,  
das ist eine 4,5-Hälfte, wir hatten eine gute,  
sie war wunderschön in den Meetings,  
wie sie mit den Leuten berichten.  
Es ist fantastisch, wir hatten eine Lufe  
und eine Giggie auf dem Weg nach Hause.  
Und ich habe viel Zeit,  
um viel zu verstehen,  
weil wenn du einen Fighter promoterst,  
ich sitze nicht auf dem Chat mit ihnen jeden Tag.  
Sie machen ihre Sachen, ich mache meine Sachen,  
und die Jobs sind so radically anders.  
So, ja, ich denke, in mir,  
ich denke, New Zealand,  
nicht nur uns als Boxing-Promoter,  
ich denke, New Zealand Sport  
hat einen absolut negativen Gold  
im Hinblick auf die Verwaltung,  
die Fokussung, die Adversität,  
die die Jungs haben,  
sie haben die Geschichte aus ihrem Hintergrund,  
es ist sehr hart, sehr unterschiedlich und schwierig.

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Aber hier ist sie, mit einer tollen Familie,  
sie hat eine Mutter und eine Schwester mit sie,  
sie ist einfach bereit,  
in eine brandneue Haus zu gehen,  
das war warm und dräumig,  
sie hatte Probleme über die letzten 3, 4, 5 Monate,  
weil sie lebt in Westen,  
und die Haus war flutert.  
Und als Result, wo sie ständig lebt,  
sie macht den Platz immaculär,  
weil sie flutzt,  
es gibt eine ganze Menge Muldern und Spuren,  
sie hat Asthma-Aktionen,  
und sie ist nicht so gesund,  
sie bewegt sich in eine neue Haus,  
sie hat eine ganze Menge guter Dinge,  
die sie so deserve,  
und es ist ein Privileg für uns,  
als Teil der Journey,  
weil all das, was wir tun,  
ist die Plattform,  
und sie potenziell  
finden Möglichkeiten für sie,  
dass ihre jüngste Coach-Management  
so hart und hart wie sie,  
wie sie ihre Leben beantragen,  
sie ist so busy trainieren hier,  
und sie hat viel neue Dinge zu tun,  
und Lena und Isaac Peachter  
sind wirklich unglaublich.  
Was sie tun,  
West Auckland und die Peacht Boxing Gym  
ist sehr wunderschön.  
Nicht nur aus einem Sport- und Performance-Punkt,  
sondern auch aus einem liveen Punkt.  
Und so was sie mit mir tun,  
ist sehr unglaublich.  
Es ist ein Privileg für sie,  
es war Liam, wie ich gesagt,  
das war seine Idee,  
um sie zu beantworten.  
Und als Result hier sind wir  
ein interessantes und unterschiedliches Juni,

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das ich nie gedacht hätte,  
wenn es um Boxing und Promotion kommt,  
wie wir es traditionell mit den Männern gemacht haben.  
Wir haben Jeff Horne,  
Joe Parker war unsere erste Welt-Champion,  
WBO-Welt-Heavyweight-Champion,  
dann haben wir Jeff Horne,  
der die Welt titleig ist,  
Manni Pachy,  
für eine 51.000er im Sun Corp Stadium,  
und das war ziemlich berühmte.  
Dann haben wir Jaya Bhattaya,  
der einen Cruiserweight,  
der vor einem Jahr berühmten hat,  
wo er den Mann, Marius Bredus,  
der eine der größten Männern  
in Boxing und Vollstopp hat.  
Bredus in Rund 2,  
Jaya Bredus in Rund 1,  
Bredus in Rund 10,  
Jaya Bredus in Rund 10,  
auf der anderen Seite.  
Und Jaya hat die Fahne,  
die Fahne vorbeiziehen,  
die Fahne, die Jaya Bredus in Rund 1,  
die Jaya Bredus in Rund 1,  
die Jaya Bredus in Rund 1,  
das ist nicht der schwerste Mann,  
ich habe ihn in meiner gesamten Welt gesehen.  
Und ich denke, er könnte remarkable Dinge machen.  
Und dann gehen wir zu Mia,  
der hat diesen sehr schweren Hintergrund.  
Und ich muss dir sagen,  
alle Boxen,  
egal wer sie sind,  
sie haben eine sehr verschiedene Geschichte zu sagen,  
weil es nicht normal ist,  
in meiner Meinung zu ein Boxing-Ring,  
um jemanden zu dominieren,  
jemanden, der physisch so schwer ist wie du.  
Und ich weiß, in der Rugby-Liga,  
in der Rugby-Union und Sport,  
wie das,

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es gibt eine Physikalität zu es,  
aber es ist nichts wie Boxing,  
weil du bist eigentlich da,  
um die andere Person zu knüpfen.  
Und also, du musst mit etwas Besonderes  
oder etwas anderes,  
was das betrifft.  
Und in Mia, in particulär,  
sie hat einen sehr, sehr schweren Hintergrund.  
Und ich weiß nicht,  
dass sie ihre Hintergrund,  
wie gut sie ist,  
und mental schwer wie ein Boxer.  
Ich habe sie auch gesagt.  
Ich habe zu Isaac gesprochen,  
in der Lead-up zu unserer letzten Interview.  
Und er hat gesagt,  
er mag nicht,  
wenn die Leute kritisieren,  
was mit ihm passiert.  
Ich kann das verstehen.  
Er hat gesagt,  
dass sie nur ein Welt-Titel sind,  
sie hätte ein Welt-Titel werden können,  
wenn nicht für das.  
Und wir hatten sie auf.  
Und am Ende des Videos,  
es war wirklich überwältig.  
Seine Geschichte ist so großartig.  
Und ich habe das Video,  
dass ich denke,  
sie wird ein absoluter Superstar sein.  
Wenn mehr Leute das Geschichte hören,  
wie wenn das rausgeht  
und sie weiter gewinnt,  
und ihre Tradition wird weiter gewinnt,  
sie wird dieses Land gewinnt.  
Und dann war ich in der Bedeutung.  
Wir haben die Woche aufgenommen,  
und dann kam ich an die Bedeutung  
auf der Freitagabend.  
Ich glaube, es war.  
Und die Energie in diesem Raum,

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wenn sie rausgekommen ist,  
es war so wie die Emotion.  
Es war so,  
dass alle zusammengekommen waren.  
Sie wussten, was sie durchgekommen war.  
Sie wussten, wie wichtig das war zu ihr.  
Und wenn sie gewinnt,  
ich habe mich auf die Table geguckt.  
Und alle hatten die Teile in ihren Augen.  
Alle waren auf diesem Weg zusammen.  
Es war eine sehr bemerkliche Szene.  
Nein, es war so.  
Und ich glaube,  
ich glaube,  
sie ist etwas, was die New Zealand Society  
überwacht,  
was sie als Boxer macht.  
Aber das ist ihre Reise,  
und für sie,  
hat sie das gemacht.  
Und wenn sie das Reise,  
das Reise,  
mit dem Land,  
das ist eine wundervolle Sache,  
und wenn sie sich nicht zu tun,  
weil sie es zu schrecklich findet,  
ist das völlig auf sie.  
Und der einzige,  
der die Entscheidung hat,  
ob eine Geschichte in der Vergangenheit  
hat, hat sie zu tun,  
das ist für sie,  
die Determination zu machen,  
und niemand andere.  
Du weißt,  
es ist einfach ein interessantes Reise.  
Und dann haben wir den liebsten Lani Daniels,  
der IBF World Heavyweight Champion,  
und Lani ist in ihrem eigenen Recht,  
ist etwas, was ganz bemerkbar ist.  
Und ich werde dir etwas sagen,  
was ich wahrscheinlich nicht supposed zu sagen.  
Aber sie war aber auf eine sehr leichte Notiz,

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ca. ein Monat,  
vielleicht sechs Wochen,  
wir werden uns über die Double Heater Fight,  
die wir auf August 26 kommen.  
Lani, ich glaube,  
war ein Reservator  
für die britische Version  
der SAS-Programme.  
Ich weiß nicht, ob ihr es gesehen habt.  
Oh, ja.  
Aber aus der Blüte,  
oder?  
Sie wird in der letzten Minute  
in dieser Sache,  
die in Queenstown geflogen ist.  
Und ich glaube, es geht auf Channel 5,  
das bedeutet, es wird ein Publikum  
von Millionen in der UK sein.  
Und es ist ein freier Produkt.  
So Lani geht es auf.  
Und sie ist ein von 16,  
und es gibt alle so famous Menschen  
aus der UK,  
und sie weiß nicht,  
wer sie sind.  
Aber sie geht alles durch  
zum letzten 3.  
Und das ist so,  
sie haben keinen absoluten Winner.  
Aber die Sachen,  
sie hat mir gesagt,  
was sie durchgehen musste.  
Und sie hat nicht alles gedacht.  
Und alle diese anderen YouTubern,  
die famous Menschen und Athleten  
sind alle nach rechts und center geflogen.  
Mit Podcastern und so.  
Und sie ist einfach  
milder auf den Kinn gefahren.  
Also,  
ich glaube, in Lani,  
wir haben auch jemanden,  
der sehr komisch ist.

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Und strangely enough,  
sie kommt von Norden.  
Also, ich bin aus der Farbe Norden,  
in Kaitaia.  
Und Lani ist aus  
Fongaray.  
Oder aus Fongaray.  
Also,  
ja, es ist ein  
einfach Faszinierter.  
Du hast diese Bastions von Exzellenzen  
aus der Farbe rausgekommen.  
Und also,  
ich bin so stolz,  
dass ich sie da hochkomme.  
Total.  
Auf einem Stadion.  
Und hoffentlich können wir alle  
die Dinge gemacht werden,  
um dort zu gehen.  
Weil, wenn du  
die Firma, die wir haben,  
und du hast  
diese Events geholt,  
und du bringst in die Nationale Opponenten.  
Und du musst Nationalmedien machen.  
Es ist nicht wertvoll zu machen.  
Also, wir müssen alles zusammen machen.  
Aber ich glaube,  
wenn wir uns verpacken können,  
und wenn wir  
die Medien engagieren,  
was ich glaube, wir haben,  
besonders bei Mir,  
aber wir müssen weiter.  
Ich glaube,  
diese Frau hat etwas Wichtiges,  
um diese Lande zu offerieren.  
Und sie sind nicht,  
ich erinnere dich,  
und du hast es schon gefunden.  
Du hast Rageby-Player hier,  
du hast Rageby-League-Player,

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die im Moment sind,  
die sind jetzt sanatisiert.  
Einmal,  
die League, die gesagt haben,  
das war wirklich interessant und anders,  
und sie haben viel Spaß.  
Und sie haben immer viel Spaß.  
Aber  
zu einem großen Dikt,  
weil die Corporatisation  
und die Sport sind,  
sie sagen nichts,  
was sie mehr interessiert haben.  
Weißt du was ich meine?  
Das ist mir.  
Das ist die Realität.  
Du musst nicht auf Daniel Carter  
kommen und sagen,  
wie viele,  
wie viele,  
die ewigsten Dinge,  
die er früher  
Sie sagen, dass es eine starke Scheiße langweilt,  
und sie sagen, dass es eine sehr leichte Scheiße langweilt.  
Und das ist das, was es macht.  
Die Leute bieten Personalität.  
Wenn du in einem Sporting-Event gehst,  
in einem perfekten Weltstil,  
fühlst du dich als Person in der Relationship.  
Und das Ding bei Boxing,  
als opposed zu der FIFA World Cup,  
die es jetzt gibt,  
die Rugby World Cup, die kommt,  
du hast 600 oder 700 Leute  
in den Sieg oder 700 andere Names gespielt.  
Und das einzige, was du dir wirklich erkennen kannst,  
ist die Jungen, die dort stattfinden.  
In Boxing gibt es eine Person oder zwei Leute.  
Das ist es.  
Und wenn du die Stoffe hörst,  
wenn du startest, als Person zu liken,  
das ist, wenn die ganze Sache explodiert,  
weil du emotional engagiert bist.

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Und das ist der Grund,  
warum du für eine leichte Scheiße so erfolgreich warst,  
für so viele Jahre,  
ist, dass du nicht auf die ganzen Boxen,  
die du nicht wusst, in den Ring zu kämpfen,  
sondern noch viele Leute oder Jungen,  
die du kennst.  
Du weißt was ich meine?  
Und du hast es in der Person,  
weil du sie liebst oder nicht liebst,  
und du willst sie nicht bieten,  
oder du willst sie nicht bieten,  
und das ist,  
und das ist, was wir tun,  
als Promoters,  
ist, um ihre Personalität zu bekommen.  
Wenn wir die Plattform verlassen,  
ist es für sie zu empfehlen.  
Und die größte, die sie bekommen,  
ist wirklich einfach.  
Die Medien in diesem Spiel  
sind Geld.  
Und die größte Medien, die sie bekommen,  
die größte Geld, die sie werden bezahlt,  
und die größte Geld, die sie generieren.  
Wir werden gleich wieder nach diesem  
Schattenbrechen.  
Du hast gesagt, Flight for Life.  
Ich bin bereit, das zu sprechen,  
weil es für viele Jahre,  
wenn du in Australien gehst,  
du bist zurück,  
und es ist so ein großer Erfolg,  
die ich auf die Nacht war.  
Ist das, sind wir zurück?  
Sind wir wieder zurück zu einem annualen...  
Wir, Leon und ich,  
wir sind wieder zurück,  
wir haben einen Kontrakt in Australien,  
mit Fox Sports,  
und wir hatten es,  
ich glaube,  
für rund sieben Jahre.

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Und,  
unfortunately, wir haben es verloren.  
Und wir haben hier zurückgekommen.  
Und ich muss dir sagen,  
ich genieße mich wirklich,  
nach Hause,  
weil Australien ist ein sehr...  
Es ist ein tollen Ort,  
um dich zu haben.  
Es ist ein sehr, sehr schwerer Ort,  
um Geschäft zu machen.  
Und,  
wenn du von Hause weg bist,  
für einen langen Zeit,  
wir gingen durch Covid  
und all das,  
was ich nicht gedacht habe,  
war so viel zu viel.  
Du bist zu Hause,  
ich warst Game of Thrones in einer Woche.  
Du weißt,  
ich genieße mich jeden Tag,  
ich warst Game of Thrones.  
Und dann...  
Und Positives.  
Und wie alle Unternehmen,  
wir hatten Subzitzen,  
weil niemand arbeiten konnte,  
in der Industrie,  
wir konnten nichts machen.  
Und,  
wir waren da,  
und wir haben sieben Jahre gemacht.  
Aber ich genieße mich wirklich,  
nach Hause zu kommen.  
Und als wir nach Hause gekommen sind,  
war es so,  
was machen wir?  
Weil,  
wir hätten uns in Australien,  
auf eine aufregende Basis,  
und wir hatten ein paar Leute,  
ich denke, die waren Superstars in der Welt,

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die in einem Boxen waren,  
die called Justice Hooney,  
der war sehr schwer.  
Und,  
der andere ist ein Mann,  
der called Jai Apataya.  
Jetzt bin ich,  
unfortunately,  
durch...  
Wir,  
unfortunately,  
durch einen Korkbattel mit Jai,  
weil er hat...  
Wir haben viel Geld,  
um ihn zu bekommen,  
wo er zugemacht wurde,  
die Plattform,  
er hat viel Geld verloren  
in seinem Welt-Titel-Fight,  
mit einem Jahr und ein halben Zeit,  
auf seinem Kontrakt,  
sein Sider-Dial,  
ich gehe nur irgendwo anders.  
Und,  
unfortunately,  
das ist nicht so, wie es funktioniert.  
Er hat...  
Er hat wirklich  
bad Advices von seinem Management,  
der, ich denke,  
ein komplett Cocksuck ist,  
aber das ist nur so, wie es funktioniert.  
Jai ist eigentlich ein liebster,  
junger Mann,  
der in Australien ist.  
Aber diese sind die Dinge,  
ich will nicht das machen,  
ich will nur auf die Sportung  
und haben Spaß,  
was wir machen,  
aber es ist für mich  
ein sehr großes Erlebnis,  
und ich bin in der Arsch

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ein paar times in Australien,  
bei was ich finde...  
Sie widerspielen auf eine aufregende Basis,  
in meiner Meinung,  
und diese Leute,  
vor allem,  
vielleicht auch in New South Wales,  
sie widerspielen ihre kriminalen  
aufregende Basis.  
Wobei, wir waren hier,  
über hier,  
propagiert von Presbyterien-Ministers,  
und ich denke, wir gehen über die Erde,  
wir gehen über die Erde,  
mit unseren Augen wide open,  
und ich denke,  
das ist das große Zeitpunkt,  
und wie wir gehen,  
ist es eigentlich ein sehr,  
sehr schwerer Markt.  
Sie sind sehr brutal,  
in der Weise,  
dass sie Business machen.  
Ich denke,  
sie sind schwerer in New South Wales,  
besonders als anywhere else.  
Es ist einfach,  
es ist ein faszinierter Ort,  
um Business zu gehen.  
Und ich habe mit Menschen,  
die  
literally billionaires,  
oder?  
Und sie sprechen über Australia,  
die schwierigste,  
ich spreche über Amerika,  
ich spreche über Business in China,  
ich spreche über Business in der UK,  
aber sie sprechen über Australia,  
die schwierigste,  
um Business zu gehen.  
Ja.  
Was haben Sie von Australien gelernt,

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

die Sie hier in New Zealand gebracht haben?

Die Kultur,

die Business-Kultur,

in meiner Meinung,

ist sehr anders.

Queenslandern, in meiner Meinung,

sind sehr nahe zu,

was wir sind.

Wobei, New South Wales ist sehr schwer,

viel mehr Kusswerke,

du weißt,

und was habe ich gelernt?

Ich bin noch nicht ganz sicher.

All das, was ich wissen will,

ist,

dass es sehr...

Es ist schwer,

eine Lebenszeit,

in der du lebst.

Also,

wenn wir in Australien sind,

du bist gegen die Menschen,

die deine Kompetenzen sind,

die alle ihre Lebens sind,

und diese Routen gehen tief,

mit jedem,

den sie mitbekommen,

weil sie alle jemanden kennen,

aus der Schule,

oder sie haben mit ihnen

aufgeräumt.

Wobei, in New Zealand,

ich habe das gleiche Vorteil hier,

wie ich,

ich weiß,

in Positionen der Power jetzt,

weil,

als du älterst,

das war...

Lass Positionen der Power,

Senior Positionen.

Und du weißt,

sie wissen dich,

und es ist viel leichter,  
in Kusswerke zu gehen,  
und einfach reinkönnen  
mit dieser Basis.  
Du weißt, es hat mir Zeit gegeben,  
und es hat mir Zeit gegeben,  
um meine Hände zu bekommen,  
nach Hause zu kommen,  
und etwas anders zu machen.  
Du weißt,  
und das ist nur ein Teil des Traumens.  
Ich muss dir sagen,  
ich genieße es wirklich,  
und das absolute Highlight  
ist, mit meinem Sohn, Liam zu machen.  
Er ist  
unglaublich intelligent  
und  
hat viel zu tun,  
also,  
als Vater,  
macht er, wie gut es ist,  
dass du dich jüngerst,  
für alle Tage zu sehen.  
Liam ist in unserem Leben,  
wir gehen oft mit Familie und Freunden,  
um ein paar Langen zu bekommen.  
Er hat uns ein paar Bits gegeben,  
wir werden es bald bekommen.  
Ich wollte,  
ich meine, du hast  
so eine unglaublich vaste Karriere,  
die verschiedene Dinge  
und verschiedene Jobs promoten,  
aber ich wollte,  
dass wir einen  
Fights of the Century,  
Tour vs Cameron,  
die Fights waren organisiert,  
und du hast Bordern,  
für die Promotionen zu machen.  
Jetzt, in den,  
was es seit 30 Jahren ist,

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ist es ein besserer,  
pre-Fight-Bilder,  
als wenn David Tull auf Hause war  
und er gesagt hat,  
ich bin wirklich gut zu dir.  
Nein, das war so gut, wie er es hatte.  
Und ich erzähle dir,  
wer das Genieße hinter dem war,  
war der current Chairman der Warrer,  
Kenny Rainsfield.  
Echt?  
Kenny war der Manager,  
Trainer von Shane Cameron  
und Promotor an Zeiten.  
Und Kenny hatte nicht  
das Ständejob mit Shane,  
um ihn zu werden, wo er ihn auch hat.  
Und das Bild auf dem Genieße,  
das war Tour vs Cameron.  
Aber David auf der TV,  
es war Kenny,  
der gesagt hat,  
das ist eine rote Sache,  
die langsame Art  
und Risse kommt.  
Es war so, dass er  
ein bisschen Licht hatte,  
auf einem Skull,  
auf einem Pin,  
das war ein Licht.  
Und er sagte,  
David Ture,  
es wird, wenn er Licht hat.  
Das ist alright.  
Und ich remember,  
wenn ich mir gesehen habe,  
Kenny,  
du hast einfach die Rüfe  
durch die Rüfe geblieben.  
Und dann,  
und wenn David,  
ich glaube, es war auf Paul Holmes,  
er, ich erinnere,

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[illegible]

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

wie dachtet er,  
wie dachtet er,  
wie dachtet er,  
wie dachtet er,  
wie dachtet er,  
wie dachtet er,  
wie dachtet er,  
wie dachtet er,  
wie dacht er,  
wie dachtet er,  
wie dacht er,  
wie dacht er ,  
und er war ein absoluter Beast, und hatte er Tyson gefordert und Holyfield gefordert?  
Er würde sich als einer der alltags Grats sein, weil er, in meiner Meinung nach,  
die beiden rauskommt, weil sie eigentlich dort stehen und kämpfen.  
Und das ist das Wichtigste, was David Tuer, aka Shane Cameron, macht.  
Ja, weil er die Lennox-Lewis hatte gefordert, aber er hat die Hälfte gefordert.  
Die Lennox-Lewis ist eine der alltags Gratis.  
Und es ist 6'6 Uhr.  
Ich ging und sah das Spiel in Vegas.  
Also, da sind zwei Versen Lewis.  
Und ich ging und sah Lewis den Tag vor, oder zwei Tage vor,  
in der actualen Boxenring in der Arena.  
Und sie stürzten ihn raus, wo er seine Arme hinter ihm zurückpullte.  
Ich habe nie jemanden gesehen, mit Arme so lange wie das.  
Es war so wie ein Albatross.  
Und es war so, Lewis war ein super Boxer,  
der damals wusste, er hatte eine Suspektion.  
Und alles, was er gemacht hat, war David im Bay,  
und David konnte nicht innen.  
Es ist ein old-out-Edge, dass Stiles fressen, oder?  
Und das ist leider nicht ein tolles Spiel.  
Es war nicht ein tolles Spiel für David Tuer.  
Aber Hattier fressen die anderen zwei.  
Aber das ist einfach, und ich bin sicher,  
mit der Bedeutung der Zeit und der Hintergrund  
ist das eine wunderbare Sache, weil es 2020 ist.  
Sie gehen zurück in die Zeit für Tuer,  
sorry, die Zeit für Tyson.  
Ich glaube, die Grund, warum sie Tyson wollen,  
ist Tyson neu.  
Und auch, ich glaube nicht, dass Kev Berry  
damals mit Tyson Managerin, Shelley Finkel,

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und dann auf der Flussseite des Koins.  
Kev, David war von Dover,  
und Holyfield war von Dover.  
Der 2. David Lest, Dover,  
und ging zu Gussin oder Amerika,  
die Entscheidung war,  
dass Mabel Tuer nie gegen Holyfield kämpft.  
Das ist das Teil des Spiels,  
das niemand außer dem Spiel wirklich versteht,  
ist das Ausdruck und wie es funktioniert.  
Weil wenn du in dem gleichen Camp bist,  
wenn du mit Holyfield und Tuer in Dover bist,  
dann wirst du auch gewonnen.  
Also, wenn du einen Promotional-Kontrakt  
mit beiden Freunden hast  
und Holyfield ging auf, zu Tyson zu kämpfen,  
imagine, dass nach Holyfield  
mit Tyson zu kämpfen, dann war es Tuer.  
Und wenn du mit Gussin kämpftest,  
dann willst du, ich will das Spiel zu kämpfen,  
denn whoever gewinnt, wir gewinnen.  
Es ist nicht Rocket Science,  
aber ich bin sicher,  
dass es sich mit allen anderen  
mit der Bedeutung von Heimzeit  
und es ist nur der Weg.  
Wie war das bei Pete Tuer gegen Pete Joseph?  
Ja, das ist das Vergleich,  
das jetzt zu machen.  
Also, ich werde nicht auf das kommentieren.  
Ich war gefragt,  
viele Jahre lang,  
und ich habe gesagt,  
warum würdest du die beiden  
two good looking South Auckland Boys  
in the ring zusammen machen?  
Nein, ich denke,  
das wäre ein unglaubliches Spiel,  
aber ich habe keine Ahnung,  
denn sie sind beide sehr unterschiedlich  
und sind both great people.  
Stylistisch,  
würde das ein guter Spiel machen?

Joseph ist nicht gefeiert,  
zu engagieren,  
und er mag zu kämpfen,  
und er mag die Leute,  
die vor sich kommen,  
und er fährt nicht weg.  
Also, ich denke,  
es wäre ein dickes Krieg,  
zu ehrlich zu sein.  
Es wäre ein tolles Spiel.  
Und Joseph hat ein unglaubliches Spiel,  
wie David Tuer.  
Also,  
ich habe keine Ahnung,  
wie das geht,  
aber ich denke,  
es wäre ein tolles Spiel.  
Bevor wir weitergehen,  
kann ich einfach zurückführen,  
um für eine Sekunde zu kämpfen  
und auf eine Nische zu holen,  
die ist, wenn du für  
mein former P.E.-Teacher,  
Buck Anderson,  
wirklich?  
Buck war ein guter Mann.  
Er war mein P.E.-Teacher.  
Er war mein P.E.-Teacher,  
auch ein guter Mann.  
Ja, stylistisch,  
ich kann nicht genau erinnern,  
wie das Spiel ging.  
Aber wie war die Erfahrung?  
Es war interessant,  
weil, wenn du  
promoted bist,  
ich hatte nicht zu viele  
Boxing-Events,  
also hat Kevin Barry  
auf ein David Tuer-Fight  
in den ersten 90ern,  
ich glaube,  
und es kam

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um,  
oh, das ist richtig,  
ein Mann von mir,  
Peter Speer,  
er war in der NZME,  
in einer anderen Literatur,  
er war ein  
Sailsrep,  
und er hatte keine  
Insurrenz  
auf seinem Haus,  
also habe ich zusammen  
ein paar Manns,  
und wir haben ein  
Fight-Night,  
wo  
meine Mann-League-Manns  
Forts,  
Bero-Fight-Aunen,  
auch,  
wir haben 50.000,  
um einen neuen Haus zu bauen,  
und ich war  
flotend auf Air,  
wie das ist,  
das ist eines der besten  
Dinge,  
die ich ever gemacht habe.  
Und dann  
hat ein Charity-Mann,  
Marco Marinković,  
der auf Yellow Ribbon war,  
gesagt,  
Mann,  
würdest du für uns machen,  
und ich dachte,  
wir hätten  
ein paar  
High-Profile-Regal-League-Manns,  
High-Profile-Regal-Union-Regal-Manns  
in den Ring  
und versuchen,  
zu erhöhen,

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ein Million Bucks.  
Und  
ich weiß,  
dass wir es zusammen  
zusammen haben,  
und Leute wie,  
ich glaube,  
es war Warren Gatlin,  
Gatlin,  
ich war nicht Gatlin,  
ich kann es nicht,  
ich kann es nicht,  
aber ich habe es  
über Bucke Anderson gesprochen,  
und ich habe  
Media-Artikel,  
wo Bucke  
über ihn spricht,  
wo ich auf dem Phone  
bin,  
und er hat es geschafft,  
zu verstehen,  
zu kämpfen.  
Er sagte,  
ja,  
ich bin da.  
Und Bucke war  
ein wirklich nice  
Mann,  
und ich habe ihn  
ein paar Mal  
gesehen,  
und ich habe es gesehen,  
und ich bin nicht sehr  
glücklich,  
wie ich es war,  
weil ich  
ein bisschen  
einen Gopffall  
hatte,  
und das war nicht  
wirklich,  
was das ganze

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war.  
Und wir hatten  
Legends,  
wir hatten  
Mark Graham  
und Bucke Shelford  
und Mark  
Bornville und Steve McDowell,  
war der,  
der ich erinnere,  
und Bornville  
kam aus.  
Ja,  
Hors  
war immer  
ein Kuss-Snaker,  
und er  
ließ das alles machen.  
Ich erinnere  
John Ackland,  
der  
Warrer  
für ein while  
war,  
als Assistent-Coach,  
er sagte,  
Rugby Union  
und Rugby League,  
wir waren immer  
als 2.-Klasse-Stitut,  
immer als 2.-Klasse-Stitut,  
und das hat jetzt  
verändert,  
weil der Warrer  
und die NRL gehen.  
Ackland sagte mir,  
ja,  
this is a great idea,  
but don't fucking lose.  
So,  
for us Leagues,  
it was actually quite a big deal,  
you know.

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I remember Steve McDowell  
was like a judo-Champ  
or something like that as well,  
and Bornville just  
flew out  
and was just throwing him.  
Yeah,  
Hors was always mad,  
Mal was sensational,  
you know,  
up against  
Kevin Borowicz.  
You know,  
so yeah,  
it was a lot of fun back then,  
I think the first time around,  
we raised about  
half a million bucks  
for the Yellow Ribbon Charity  
and then,  
but it was  
interesting,  
because  
I didn't get the same buzz  
out of that  
because we didn't hit  
the million dollars  
that I got out of doing one  
for me mate,  
you know,  
but the one I did for me mate  
is like,  
it was just an incredible feeling,  
you know,  
you walk for a month,  
you're walking around on air,  
it was just,  
it was just awesome,  
a lot of fun.  
What is it about fight sports  
that attracts  
fundraising activities?  
I don't know,

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like I think,  
I think  
after the fight for life,  
it was on free to wear TV,  
a lot of people thought,  
it was a good idea,  
and they've run  
quite a few of them  
and it's become  
quite a staple  
of New Zealand fundraising  
for quite some fun.  
Fighting and laughing,  
is it Red N' Dose Day  
or Fight for Life  
are the two things  
that seem to raise the most money?  
Extremes.  
It's not,  
but then again,  
you've got the genius  
of Mike King has come through  
and who would have thought  
you could make  
five or six million dollars  
off wearing gumboots?  
Yeah.  
You know,  
what Mike's done  
is incredible,  
so I think that's  
far surpassed  
anything we ever did  
with Fight for Life  
but yeah,  
Mike's doing God's work  
out there  
and actually,  
me and Matu  
has hooked up  
with Mike's charity  
and she's now presenting  
in schools on behalf

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of Iron Hope,  
which is fantastic,  
but yeah,  
I can't speak highly enough  
of the work that Mike's done  
and what he's managed  
to achieve.  
You know,  
I remember years back  
when his mates  
went out to a bloody cage,  
remember Pigs and Cages?  
They were releasing Pigs  
and Cages  
years and years ago,  
you know,  
so Mike's had this  
community thing going on  
for some time  
and the sheer amount of money  
he has to raise  
to keep this thing going  
and I think  
he's actually doing  
something significant  
because fundamentally  
what they do with Iron Hope  
is to get enough money  
to give to psychologists  
to get kids from the age  
I think of 15  
through to 25  
to get in and talk  
about their problems  
and that's the  
single best thing  
I think you can do  
for the mental health of people  
is to put them  
in front of someone trusted,  
someone experienced  
and you can talk  
about your problems,

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you know,  
and for a lot of people  
that's very, very hard to do  
Mike's doing great work.  
How we got to Mike King  
I don't know,  
and by the way,  
Mike was at the very first  
fight night that we had  
with my mate Peter Speer.  
He was ring,  
him and Martin Devlin were ring side  
and we had a, you know,  
the association and he went  
to the same high school I went to,  
Massey High.  
So the association's been there  
for a very long time  
and just it's amazing  
how people cross over  
in your life.  
Yeah, I want to start  
chatting the path.  
I'm going to take us  
in a slightly different direction.  
We're going to talk about  
rugby league and stuff later  
but I want to get on  
and on mid-20s, Dean,  
because it seems  
you're running a pretty  
interesting operation.  
You're doing breakfast  
radio at Hoedackey.  
You had a stint doing  
sponsorship and marketing  
with the Warriors.  
You're running events  
on the side.  
Like, quite a lot  
for a sort of a 26-year-old.  
But I want to start talking  
about the morning pirates.

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How did you get involved  
into the media scene?  
It was just luck,  
you know, like,  
the CEO of Radio Harrick,  
he was a bit of a league fan.  
A guy called Dan Boyle.  
And the Kiwis,  
Radio Harrick,  
he'd had me on a couple  
of times  
because a lot of the Kiwis  
were playing overseas.  
I was one of the few  
playing at home.  
And I got involved  
in an incident  
where I got knocked out  
in a test match in 91  
down in Melbourne.  
And it became,  
at that time,  
the media scene  
was a lot different.  
We had like 25%  
in New Zealand watching that  
on TV3 at the time.  
I remember,  
I watched it myself live,  
playing friend, what a game.  
Yeah.  
And we won.  
We beat the Australian  
for the first time in a long  
time.  
I got knocked out.  
And for whatever reason,  
I can't remember,  
there's a thing called  
the morning pirates  
where you had Phil Gifford,  
Mark Perry,  
and I think Susie.

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And Susie and Mark Perry,  
Susie and Phil Gifford  
got poached to go down  
in Christchurch.  
And there's,  
and this is just after this  
had happened  
and they brought me in  
for a week.  
And a week turned into a month.  
A month turned into six years.  
Realised you had the gift  
of the game?  
Well,  
I don't know if I did  
or it didn't,  
but the one thing  
guys would know this,  
right?  
Whether you're right or wrong  
when it comes to things  
in the media,  
particularly in live media  
where you're on TV or radio,  
just speak with great authority.  
And a minimum  
half the people will believe you  
and half the people will get  
inflamed.  
And if you say it well enough  
and you explain yourself,  
you've got 80% on your side.  
It's not rocket science.  
Do you get any broadcast  
standing complaints  
against anything that  
you're the morning pirates did  
across that six years?  
No.  
Good memory.  
No.  
Because you know,  
there's boundaries,

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but I used to,  
fuck ups,  
all along the way,  
like I remember  
one of the things we did,  
because I hadn't read  
anything out loud  
for years and years and years.  
So I had to read  
like a traffic report  
and I stumbled  
and bumbled my way through it.  
You know,  
and for the next week on air,  
the bloody producer,  
a guy called Tom Davis  
who unfortunately has died now,  
he brought me in a book,  
The Cat and the Hat.  
I had to read The Cat and the Hat live on air.  
And we did some cool shit.  
Funnily you say that,  
sorry, we went to Leopanapa  
and we asked...  
Ah, the lovely pineapple.  
We asked what...  
She tried to get me sacked  
for the first three years  
we worked together.  
She fucking hated me.  
Honest truth.  
I always had time for Leah.  
But then we slowly got to be mates  
and now we're great friends.  
I really love Leah.  
I wish you could bring  
her actual voice into it,  
but Steven's going to read  
a quote from her  
that we got in preparation.  
It was pretty much what you just said.  
She said,  
when we started working together

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on Hodeck in the early 90s,  
his reading sport was horrible.  
He had recently finished playing footy.  
So, you know,  
I believe he was reading Dr. Seuss books  
to himself at night  
to bring his reading up to his path.  
Ask him which books he read.  
And I thought that was a joke.  
I thought, oh yeah,  
he's just like having a bit of a go,  
but he's reading.  
Tom Davidson made me read them on air.  
But you know, it was all part of the...  
It was all part of the having some fun.  
And it was, look,  
after I got knocked out, right,  
it was a fascinating time.  
Because we went to...  
We went to a live cricket game  
with my good mate, Mike Regal,  
who was a program director,  
and he now owns a radio station  
down in Wanaker.  
And I still talk to Reg once a week  
for the grand sum of nothing  
to give my opinions on sport for the week.  
It's called Lonigin on the Loose.  
And that's what we used to call  
the shit back in the days  
when we were at Harriky.  
But I remember going to...  
We went to a one day at Eden Park.  
And there's like 30, 35,000 people there.  
Radio back then was very different to now  
because it was very...  
There was nowhere near as much media  
as you have now, right?  
And I can remember going out  
to try and buy a beer.  
And mate, this is no bullshit.  
I had hundreds of people fucking bowing to me.  
Going, Dino, you're on Radio Harriky.

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You did this with the Kiwis.  
It was like, it was quite...  
It was quite interesting.  
It was very different, you know?  
It's not what you expect every day.  
We'll be right back after this short break.  
It's interesting you say that  
for the first three years,  
Leah wanted you sacked,  
because I'll just introduce the second part of the quote  
and we'll leave Leah behind.  
No, no, you can talk about Leah as much as you want.  
I love her to death.  
She said the same thing, and here it goes.  
Him and I would be each other's wingman and woman  
when we went out.  
It worked so well  
that we both had the same woman interested in us  
in a ball run by Radio Harriky.  
He won in the end.  
But all Schenanigans aside,  
Dean Lonegan is one of the best blokes I know.  
He's loyal to the end,  
a bloody wonderful caring friend  
who loves his family and son,  
his mates.  
He still keeps in touch with many of his school friends  
and is someone I would be in the trenches with  
and hide behind.  
Oh.  
Well, that's a bit harsh.  
That's quite emotional.  
She's such a good girl.  
She is.  
And just for a clarification from her.  
Oh, and I wasn't trying for that woman at the ball,  
just to be clear.  
She went both ways  
and I panicked and left the party.  
Ah, that's quite funny.  
True story?  
I hope Liam's not listening, but yeah.  
Very good.

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Very good.

It was a long time ago.

She's a wonderful woman, Liam Parnipa.

She is a wonderful woman.

Must have been some great times over those six years.

Yeah.

And look, I've been fortunate enough

to keep in contact with her

and we caught up down at Waiaki Island

with a husband who's such a good bloke as well.

And he is a very special man

to put up with a lovely Liam Parnipa.

But yeah, now she's a really good girl

and we've had a good relationship,

priced after the first three years,

it was plain sailing, you know.

Your life in Korea,

there's so many different jobs,

but that breakfast radio and radio

was a big part of it.

Did you enjoy that structure

of like the early mornings

and you did three hours work

and then you had the rest of the day?

Oh plus the prep, mate.

Don't sleep on the prep.

I'm sure there was plenty of prep there, Dino.

Well, the prep I would do is get in it.

If we started at six,

I'll be there at two minutes to six

and read the paper.

That's pretty much a limit of my prep.

And then I'll be out straight away.

But I can say this.

Radio is without a doubt

the world's easiest and greatest job.

You know, I come out of school

and I was basically had three jobs,

which I love doing, right?

One I was playing rugby league

and I was getting paid a little bit for that.

Then I was cleaning at the school

that I went to Massey High School

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and then I was working on my dad's trucks  
as an off-sider delivering Coca-Cola.  
So, and at times, you know,  
I was out at Coca-Cola  
working on the floor, packing loads  
and sort of loading trucks up  
and what have you, working 12-hour shifts.  
And it was like, people on radio  
didn't understand how good it was.  
At that stage, it wasn't yet paid much.  
I think I started out on 50 grand  
for three hours a day.  
And it was like, fucking, how good is this?  
You know what I mean?  
And if you go to Sydney,  
that's a million dollars for three hours a day.  
Don't let anyone fool you in the media  
that their jobs are hard.  
Like in terms of the, the media has changed a lot, right?  
So nowadays, the days of particularly sports journalists,  
you know, they have to work so damn hard.  
But he doesn't.  
But you have to work hard.  
Like, I've got a mate of mine in Australia, Pete Bedell.  
He's probably the number one journalist in News Corp.  
That guy gets paid according to how hard he works.  
And he is the hardest working journal, in my opinion,  
probably in Australasia.  
He has by far and away  
as a result of that hard work.  
He is the best journal full stop  
and he gets more clicks through news limited  
in the curry mail than any other journal in the country.  
Because he talks to everyone  
that he has to talk to.  
Whereas I think, in my opinion,  
this sort of format,  
you guys obviously do your research, which is great.  
But it's a pretty, you know, so long as you get paid,  
it's a pretty easy job.  
And Radio Harriki, at that time,  
we went through some changes  
because the group as a whole was losing money.

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So they had to cut me down to like 38 grand a year  
and I spat tax and carried on.  
But at the end of the day,  
it was still 38 grand back then  
for doing three hours a day,  
which is a pretty cruisey number.  
So don't let anyone tell you that radio is a hard gig  
because it ain't.  
Where did the Warriors' Marketing and Sponsorship?  
Is it running parallel?  
Did you have to 905 you down at Ericsson Stadium?  
At one stage, there was changes in management  
and in Harriki.  
And they decided that I was too much in a pain in the ass  
and they wanted some changes.  
So they got rid of me, which was great.  
And my good friend John Murdoch came in,  
who was a specialist in basically laying people off.  
So he knew the law backwards.  
So we got laid off from Harriki  
and he managed to get us out a decent redundancy payment,  
which came tax-free through special clauses.  
So he was a genius at that.  
And then I went straight from there into the management  
at the Warriors.  
I was running Sponsorship and Marketing over there.  
And I really enjoyed it.  
It was a time when Ty knew he owned it  
and Graham Lowe, Malcolm Boyle, had his shareholding  
and so they were sitting on the board.  
Trev McEwan, he used to be a ...  
Used to be my boss, he'd a sport at the Herald.  
There you go.  
Trev is a wonderfully good bloke,  
but no qualifications to be senior management  
of a rugby league team.  
And the team went accordingly.  
You know, like I've told Trev this,  
he'd had about four jobs  
and they'd all failed miserably.  
But I've always given him a hard time about it.  
But he's actually a really good bloke.  
He's a superb journal.

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And he's now, his real passion is surfing.  
And he's got some really cool initiatives going around,  
theme park surfing in this country,  
which I won't go further into.  
But yeah, he's ...  
But we had a wonderful time at the Warriors.  
Unfortunately, we weren't successful on the field  
and that directly relates back to  
how much money comes through the gate.  
And the NRL now, it's very, very hard to run a club  
no matter how bad you go and lose money  
because of the incredible revenue streams  
that Peter Vellandes has created  
through a combination of TV rights and merchandise.  
And the Warriors right now,  
they are making seriously good money week in, week out  
and good luck to them they deserve to.  
But back then, you know, you could lose money  
quite significantly.  
In Tainui, unfortunately,  
they lost a lot of money  
and they had to sell it at the end.  
And I think that's when Eric Watson picked it up.  
So I had my time in there and had a really good time.  
Really enjoyed it, actually.  
And Trevers, it turned out,  
even though I don't think  
he knew too much about running rugby league clubs.  
He's a good guy to work with.  
Really good guy to work with.  
And we had a lot of camaraderie.  
And a lot of the guys I'd played with,  
like I think Sammy Parnipa was there  
and Mark Graham was there.  
As a senior coach, Lowy was sort of floating around.  
So it was a really cool environment.  
It was really a lot of fun to be part of it.  
The Dean Lolligan timeline to me,  
it seems, you know, successful rugby league career  
and you get into breakfast radio.  
I didn't have a successful rugby league career.  
Being a professional rugby league player  
is just a success.

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I was just a battler who had a crack.  
Yeah.  
Look at the successful rugby league players of my era.  
We were like Brent Todd, definitely.  
Toddie, Toddie always,  
whatever you got of Toddie was always 100% the best.  
Toddie had to offer.  
He was remarkable on that way.  
You speak about honest media quotes,  
one of the greatest media quotes of all time.  
Brent Todd, when he signed for the Gold Coast Seagull.  
Yes.  
Yes.  
That's incredible.  
I can't say that without...  
I'll paraphrase it because I don't know.  
But he said something like,  
the shield is a hot down here  
and I want to fuck them all.  
That's exactly what he said.  
And I don't know that they probably beat...  
There's a blooper on YouTube.  
Yeah, I've seen that.  
Gary Freeman was another very successful  
rugby league player,  
from my era.  
Clayton Fran, Hugh McGahn,  
those guys were successful.  
I thought I was good.  
All about just about that.  
I'm coming from a guy  
who would have loved a professional sporting career.  
So the fact that you made it in my book,  
I'm classifying you.  
I probably had the wrong...  
I probably had the wrong goals,  
to be honest.  
And I only ever...  
I remember in 1981,  
I think it was.  
It might have been 1982, I think it was 1981.  
I was playing rugby league...  
It was in 1983.

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What in 1983?  
Your memory plate.  
I was playing rugby league  
for the Glenora Under 18s.  
And I remember watching a test match.  
I'm pretty sure it was 1983.  
Sitting on the couch with my mate,  
Redivis McCabe.  
And we were watching this test match.  
And the Kiwis won and beat Australia.  
It was the first time in like 10 years.  
And I'm looking at the thing going,  
how good is that?  
I'd love to do that.  
Love to have a crack.  
So my whole goal was to play for New Zealand  
and play in a test match  
or test matches that beat the Aussies.  
That was it.  
The goal wasn't at that stage  
to go and play over in Australia  
and play in England and all that sort of stuff.  
It was just to do that.  
And we managed to achieve that.  
And unfortunately I didn't reassess the goals  
as you should at the time.  
And I finished at 25, 26 roundabouts.  
And I've got to tell you,  
now that I see all these guys coming out  
like Wally Lewis or CTE,  
where they're starting to have  
serious problems with remembering shit  
and their lives are going to change  
significantly as they degenerate.  
I'm so glad I came up at that age  
because I promise you,  
it's all the guys just ahead of me  
that are getting this.  
So at some stage, my generation  
is going to start coming out and say,  
yes, I've got it, I've got it.  
You've got Carl Heyman,  
I think in the All Blacks,

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he's already come out and said he's got it.  
So I'm so glad that I gave it up.  
And I can promise you this,  
it's got nothing at all to do  
with high tackles and stuff like that  
in my opinion.  
It's got everything to do with this  
sheer physicality of the game  
where you get guys who stand  
15, 20 meters apart  
and one of them runs as fast as they  
possibly can at probably 15, 20 km an hour.  
And they get stopped.  
And when they get stopped,  
yes, you take a physical hit to the body,  
but the brain, the head stops,  
the brain keeps going forward.  
And if you do that enough times  
in your career,  
you're going to have,  
it's just going to, it just happens.  
So you don't have to be getting punched  
in the head  
or hitting the head  
high shots  
and all that sort of stuff.  
And what's really fascinating  
is the guys who've got  
the most head injuries in Australia,  
the AFL guys.  
And I can only put that down to,  
they're going up high on a regular basis  
and they're coming down on their backs  
and their heads  
and they're taking massive,  
massive hits  
because it's not a high contact sport.  
But obviously when they collide  
with the ground,  
when you're going up as high as they go,  
it's a real issue.  
Isn't it also more about the smaller knot?  
Like it's not necessarily the big ones.

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It's the culmination of smaller knots.  
So yeah, maybe jumping and coming down  
that is, you know,  
fifth times again.  
I think it's an issue  
and the problem is  
an NFL has it in a massive way  
and they've done a multi-billion-dollar settlement  
for players in the past  
for this sort of stuff.  
And the NFL's fundamental problem is,  
is that they think that the helmets  
save them.  
It doesn't.  
It does the opposite.  
If they wanted to save themselves,  
they'd get rid of the helmets  
and rely on tackling with their shoulders  
because mate,  
how many NFL players do you see  
making tackles  
and charging ahead  
using, leading with their head?  
It's just stupidity  
and they wonder why  
they've got these head injuries  
at the back end  
and they think the helmets save them.  
It doesn't.  
It does the opposite.  
So I think that's going to be  
a massive issue going forward  
for both Rugby League  
and Rugby Union.  
Just while we're in League,  
was that why you retired?  
Was it concussion-related symptoms?  
No, no, not at all.  
I wanted to get overseas to Australia  
and play over there.  
And I'd had one season over there  
on a thing called the rookie scheme,  
I think in 89 or 90

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or 91 roundabouts.  
I played for the Canberraters  
for one year  
and then we all had to come back.  
But Tony Kemp  
was one of the guys  
who was selected.  
There's me, there's Tauera,  
there's Tony  
and a few other guys.  
Tony was of the opinion  
that I don't want to go back  
to Taranaki  
and go back and work in the freezing works.  
I want to start Newcastle  
and play Rugby League.  
So he took back then to get away.  
You had to have two tours  
with the Kiwis  
or you played six tests.  
And there was also a transfer fee  
about 20, 30 grand that went with that.  
So it was basically a restraint of trade.  
So Tony Kemp took the New Zealand  
Rugby League to court at that time.  
And it cost him, I think,  
about 80 grand.  
And he won.  
And he was right  
and so much it was a restraint of trade.  
And that's when the floodgates opened  
of New Zealand players  
going into Australia  
and pursuing careers  
because they didn't have to have the two tests.  
You had to either do that  
or stand down for two years.  
Now, earlier than that,  
the Sorensons,  
the first guys to go to Australia  
were the Sorensons brothers  
and they stood down for two years  
and then played for Cronella

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and Olson Filippina.  
And they were the guys  
who started this whole thing off.  
And now you've seen a floodgate  
of New Zealand players  
or people who have been through New Zealand,  
particularly Auckland,  
but also New Zealand.  
There's probably make up  
between Mald and Polynesia in Pacifica.  
You're probably talking  
50% of the entire playing stocks.  
So it's fair to say that  
New Zealand Rugby League  
has a lot to thank Tony Kemp for.  
New Zealand Rugby League players  
have a lot to thank Tony Kemp for  
because he put his balls  
and his money on the line,  
he's the one who opened the floodgate.  
And he opened the floodgate.  
So a lot of people have forgotten that  
and Tony now works for S, E and Z, I believe.  
And a lot of people don't understand  
he's part of the very, very rich history  
of the game in this country  
and he's a major.  
I'm sure at some stage  
it would have come to the fore,  
but he was the one who had the balls to take it on.  
He put his own money up  
and he was the one that opened the floodgates.  
And I think a lot of New Zealand Rugby League players  
can thank Tony for what he did  
because it has led to tens,  
if not hundreds of millions of dollars  
over the last 20 years  
flown into their pockets.  
So it's a wonderful,  
he did a very good thing.  
You guys have taken me on a Rugby League Detail.  
I was getting somewhere with a point there  
and you guys have hijacked.

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I was painting a picture,  
it started with me saying  
you had a successful career at Rugby League,  
which we can debate.  
But from then it seemed like  
you sort of started in the promotion stuff,  
you did breakfast radio,  
you got in the promotions,  
you're doing fight for life,  
which was really good.  
It seemed like it was snowballing year after year.  
And it want to take us to 2006  
is where I want to get to.  
Because it seems like...  
What happened then?  
That was Cirque Rocks.  
Ah!  
Because it seems like from your story  
is that this was a really foundational moment  
of your career and life  
and the amount of money you lost  
and the mistakes you made.  
Was that Cirque Rocks or Circus X?  
I think we did too.  
One of them broke even.  
We took Fight for Life,  
we slowly morphed it into an entertainment event  
rather than just boxing.  
So, when we first started,  
it was just a boxing event,  
mate, it was great.  
And then I slowly morphed it into,  
you know, bringing down,  
the zenith of Fight for Life.  
One of the high points was,  
we had 300...  
I'd sold 300 Tables at 10.  
So, at about six grand each.  
So, it was that 1.8 million turnover.  
And then we had money coming in from,  
a little bit of money coming in  
from TV and sponsorship.  
And...

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But we still didn't make any money out of it, right?  
Because I put on this amazing extravaganza  
of music and entertainment.  
So, I had like a 100-piece band.  
And how do you have 100-piece?  
We had about 20-piece in the rock band,  
you know, because we had backing vocalists  
and we had horns and all sorts.  
We had a choir, 30 or 40-piece choir,  
and then we had an orchestra behind that again.  
So, we had this massive musical thing.  
And the zenith of what we did,  
we had the world's best freestyle motocross guys  
out of America, coming down,  
doing backflips over the boxing ring,  
to Leonard Skinner's free-burned  
with this 100-piece band.  
It was amazing, right?  
And I brought down bloody motorcycle foot jugglers  
out of Russia, I brought down,  
because I met a circus agent.  
No, I met a circus agent in America.  
No, no, no.  
I went over and saw this lady.  
She was an amazing circus background,  
and she came from Florida.  
And I went down and sat down and said,  
this is what I need.  
She found me all these acts from around the world,  
and they were incredible.  
And then I thought, oh, well,  
if we can do this for life,  
I can start my own circus.  
And in circuses,  
you've got, there's some certain fundamentals  
you've got to have right.  
And the fundamentals of this  
is that the longer you have them in play,  
the longer you engage them,  
the less they charge on a per-weekly basis.  
The worst thing you can do with a circus  
is put one together for a week,  
fly people in from all around the world,

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because if you have them together for a long time,  
all their airfares get amortized  
over the course of that 52 weeks,  
let's just say.  
And then you go on tour,  
and you're in a tent,  
which doesn't cost you anything.  
And then you go into different towns  
and you set up,  
and your costs are through the floor, right?  
So you don't have to turn over too much  
to make money.  
You've got a really good circus,  
like a Cirque du Soleil.  
Mate, they print money,  
but they come to big venues  
and they'll do for as long as they possibly can  
to make sure all the costs are coming in.  
They're amortized.  
Anyway, so I put together this massive circus  
to start with called Cirque Rocks  
or Circus X,  
I can't remember, Cirque Rocks.  
And it was about,  
oh, it was two and a half million  
to put the bloody thing on.  
And I'd only,  
I turned over about one and a half million  
so one million short  
and I got no assets to back it.  
Then I'd made some other mistakes.  
Anyway, I ended up with about 1.8 million dollars in debt.  
Very, very stressed on my life,  
because all I can see is that,  
oh, if I go bankrupt or if I go broke,  
I'm gonna have every man and this dog  
put me on the front cover of the paper,  
I'm gonna be seen as a fucking asshole.  
Don't pay my bills.  
So, I had a few staffs  
so I laid all them off  
and I sat down with my creditors  
and I said to them,

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look, I got this problem.  
Here's my hole.  
It's this big.  
If you hang tough with me,  
I'll get you your money back,  
but just don't call me up right now.  
I'll eventually pay you off.  
I then turned around  
and went to about three or four different people.  
I borrowed half a million bucks.  
I got quite a large cheque off me dad.  
I got some money off my sister.  
I got some money off a girlfriend at the time  
who was incredible to do what they did.  
And I had about half a million.  
So I went round  
and I sort of divvied it up  
between the creditors  
and then I went to work  
on coming up with a whole lot of low risk.  
I'd work for anyone for any price  
to get it done, right?  
So I went on to contract with a few people  
and then I came up  
with a whole lot of low risk events  
and what I would do is,  
I'd go and sell these things  
like we had corporate stock car racing  
at a workaracker park  
and we'd sell that in  
and I'd make money off that  
but what I'd do is,  
I'd have money coming in  
and I'd pay off some debts  
but you're creating new debts  
on the way through  
which is not an issue so long  
as you make your profit  
on all gigs on the way through.  
So that took me four years to pay off.  
I've got to tell you,  
for the first year I was probably depressed  
and the only way you can escape the pressure

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and it's like a heavy wet blanket  
on you all the time,  
the only way you can escape the pressure  
is to go to sleep.  
So you go to sleep  
and then you wake up  
and the pressure is all back  
and the worst thing you could do,  
what I felt you could do  
was going through this  
was to drink alcohol  
and the reason for that  
is the pressure and the pain  
and the hurt disappears  
for three, four, five, six hours  
but the next three days  
it comes back worse  
so I kicked drinking for touch  
and it took me four years  
to pay all the money back  
and then at the back end  
I didn't feel like drinking anymore  
cause I'd lost the taste for it  
so I might go out once a year  
nowadays and have a couple of beers  
but that's it on the whole  
I find alcohol,  
I don't like the taste of it myself  
and I find that people start talking  
in a different language  
when they get on the drink  
and they become a giant  
pun in the ass  
so I avoid them all.  
At the bottom of that pit  
when you're 1.8 mil in debt  
is that number just hovering over you every day?  
Like are you thinking about  
what a hole that is to climb out of?  
Yeah it is, it was a big hole  
and at times I couldn't pay  
my fucking phone bill  
and the mobile phone is the thing

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that keeps you alive  
to cut deals  
so it was a while ago now  
and it's all part of the life's experience  
but I managed to  
yeah it's just, it's not nice  
but you had belief in yourself  
that you would get out of it  
did it take a while to get that confidence back?  
It took a long time to get the confidence back  
like and you just said  
what have I done?  
Seriously that's the old  
how stupid am I to do what I've done?  
But you know you go to work  
did I have belief? No.  
All you had was the ability to get up every day  
and do something  
to try and chip away at the bills and the debts  
and here's the stupid thing  
with a benefit of hindsight and as you get older  
all the worry and the stress  
and the depression  
didn't help nothing  
you know what I mean?  
And like when you're better to go  
if you can try and clear your head  
and attack things logically, right?  
But I guess to some degree the pain  
that you go through is what drives you  
to get the shit done  
and it was a shitty time of my life  
and I wouldn't wish it on anyone  
1.8 million for a lot of people is nothing  
you know what I mean? They'd laugh at that amount  
but for me it was a huge amount of money  
and I had nothing to back it at the time  
from an asset point of view  
so I couldn't sell assets to pay the bills off  
so all I had was  
the ability to put my head ass up  
and drive forward  
three years were difficult

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because the light at the end of the tunnel  
was a huge layoff  
but towards the end you know with a year to go  
you go right now I know I can get there  
and you know  
it was only after three years  
that the pressure started to disappear  
and I wouldn't want to go through that again  
Is it one of those things you look back on  
and a lot of the guests we've had  
the biggest failures are the things I've learnt the most from  
and we're going to talk about out the other side  
the successes you've had  
so much from those failures that made you a better  
sort of provider  
I don't know to be bluntly honest  
I can promise you  
for all sorts of different reasons in the  
career we've chosen  
you have your ups and your downs  
and  
you learn to mitigate risk  
as much as you possibly can  
but then you have outside things  
like straight up I've taken Joe  
I've retired a court  
which I don't want to do but we're doing it  
we've spent a huge amount of money  
and I had factored into the budget  
so we're going to be fighting world titles this year  
we're finally going to get a return on our investment  
young fella's going to make a lot of money  
and the path for Joe is so obvious  
for me but those clowns  
still haven't fought yet  
he was ready to fight on April 29  
I had him fights lined up in the UK  
fight after fight after fight  
his view was  
just get me the biggest fights and the biggest money  
so I went out and did that  
and the management thinks it's a good idea to leave  
and instead of having been on the second or third fight now

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

he's on fight none  
because he's poorly managed  
and poorly promoted at the moment  
so frustrating but you know  
and those things come out of the blue  
so what do you learn out of that  
you learn sometimes you can't trust people  
that you thought you're doing the right thing by  
and I don't blame Joe at all  
I just blame his management  
so do you learn, yeah I guess  
and when you do go through that  
you do anything you can to sort of mitigate the risk  
but you are in the risk business  
every event that you put on is a risk  
I'll give you an example  
so  
if you want to mitigate risk  
you've just got to minimise cost  
or maximise your revenues  
so you look at your variable revenues  
in my game and they come in two parts  
at the moment because we're still building them  
and that is your GA ticket sales  
and your pay per view revenues  
so  
we're in the middle of doing something we've never done before  
and that is trying to promote  
two world women champions  
and Lani and Mia  
and so you've got to find different places  
to where the value lies  
and so  
my job is to go out and sell  
and sell and sell  
so if I can sell enough sponsorship in  
my risk goes down because my  
getting to the break even point  
comes closer  
so you've got to bring  
break even as close as you possibly can  
and you've got to sell your ass off until you get there  
so can I take a real

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

point  
and you talk about those two extremes of your GA  
and your pay per view  
can you take us then to Jeff Horn Manny Pacquiao  
51,000  
in the stadium at Suncorp in Brisbane  
and 50,000 pay per views  
yeah we had about probably closer to 63,000  
pay per views  
a pretty shitty amount considering the  
quality of the fight  
and they went out at 59 bucks I think  
and we had a bigger split  
your normal split on pay per views 50, 50  
we had about a 65, 40  
35 split I think that way  
and our favor because of the risk  
so with Manny Pacquiao that took a long time  
to put together because Pacquiao at that time  
was one of the biggest fighters in the world  
but he'd had two or three fights in America  
and the last one with Timothy Bradley  
hadn't gone that well  
so long as promoter was looking to  
to get a fight for Manny  
and we said to him we've got this kid Jeff Horn  
Bob says no, no, no Jeff Horn  
I've never heard of him  
so we had the fight with Joe Parker down here  
with Andy Ruiz and we put Jeff Horn on the undercard  
and Bob was obviously down here for that  
and Bob's a fascinating character from top rank  
he's been around and seen everything  
and he saw Jeff Horn during the week  
good clean cut kid  
spoke well on the media, looked fantastic  
performed really well on the night  
so if you can get the money together  
we'll do it  
I said sweet so  
then went to the Queensland government  
this was shortening things up  
Queensland government they gave us 5 million dollars

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

for the fight and based on  
we were generating a huge amount of tourism  
money into the economy and it turned out  
it was an enormous success  
I think the Queensland museum  
of all things did more  
people through the gate on the Saturday  
before the fight than they've ever done before  
the state travel over there is a big deal  
we had tens of thousands of people coming  
from interstate, starting hotels, eating restaurants  
going out to the museums  
and do whatever they did  
so the 5 million up front  
made a big difference  
the second we sold about  
we sold about 4, 5 million dollars  
in corporate hospitality  
and then I think there's another 2 or 3 million  
came through the gate but you knew it was going to be a success  
when we put on sale for the first day  
we sold 15,000 tickets  
Manny bought my size didn't he?  
well Manny  
Manny was an interesting cat  
he's a really good guy and very generous  
Manny did something I've never seen before  
top rank used to talk  
with every fighter they get an allocation  
of tickets to go to the event  
Manny might have had 20 or 30 in the front row  
but Manny ended up spending  
he spent about 800,000 dollars  
on tickets  
no shit, for all of his mates to come  
he brought down a private jet  
like a 757  
like a big jet out of the Philippines  
that was full with all his mates  
he brought about 800,000,000  
with the tickets and off the top of my head  
and I can't remember the number exactly  
but as he got off the plane

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

and coming to the hotel I had to give him  
it was either a quarter of a million bucks  
or half a million bucks Australian  
in folding  
well in a suitcase  
no shit, that's exactly  
suitcase full of cash  
so we counted all this money up  
and Manny had a guy  
and a person that would give  
tickets and cash out  
to people who came to the fight  
who were Filipino  
and he was starring  
I can't remember where he's starring  
but it was like  
like Little Manila  
there were Filipinos everywhere  
cause he's such a legend  
and the previous big  
fighter  
in Australia  
was 35,000  
ich glaube zu Mundine vs. Green  
und ich finde  
15,000 Filipinos  
aus Australien zu kommen  
und wir hatten 35,000 Auslöse  
das war cool  
aber Manny Pacquiao war ein wirklich, wirklich  
interessantes, unglaublich  
generisches  
ich sah ihn, er würde ihm eine Schuhe schreien  
von Leuten und er würde ihm 100 Dollar  
an die US geben  
und wir haben ihn für den Abend  
mit ein paar Leuten und Sponsoren  
und er wollte uns das payen  
und er sagte uns  
das ist uns, das ist uns  
er war ein wirklich, wirklich interessantes  
ein wirklich interessantes Katt  
wir werden gleich wieder

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

nach dieser Zeitung  
was ist Dean Lonergan  
wie auf dem Tag  
der größte fight  
die millions der Menschen  
dass sie sich interessiert haben  
oder ist es alles auf die Hände  
ihr habt viele  
Leute, die dir helfen  
also auf den Tag, ihr könnt  
viele Leute haben  
ich habe einen Kontakt mit der Katerer  
und sie könnten  
1.000 Menschen für sie arbeiten  
auf den Tag, wenn du 51.000 Menschen  
auf dem Tag  
mein Kontakt ist 1, durch 2  
die Leute, die sich in der Corporatistik  
verursachen  
du hast alles selbst, du hast dich selbst verursacht  
und du musst einen guten Team um dich  
und das ist wirklich wichtig  
ich bin sicher, dass anyone, die  
auf Wettbewerbs- oder any company  
die Leute um dich zu sprechen, das macht es leicht  
oder das macht es schwer  
und das Beste der Leute, die es leichter sind  
und wie viel du die Resulte überdenkst  
wirst du nur die Resulte überdenken?  
Oh nein, ich kenne die Resulte  
für Jeff Horne zu gewinnen  
war es massiv  
ich meine massiv, weil all of a sudden  
jetzt du hast ein wirklich vibrant Australian  
Landscape für Boxen  
und dann hast du Leute durchgekommen  
aber das war einfach enorm  
und es gab es in Jeff  
er war vor dem Kampf  
er macht 35.000 Dollar  
auf dem Kampf macht er  
ich denke 1.1 Millionen Dollar  
weil er einen Base plus Bonuses hat

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

und Manny hat das Balsch genommen  
das war nur ein großer Stuhl  
aber Manny würde ein enormes Gewicht  
und dann Jeff ging zu  
ein paar Millionen Dollar aus dort  
und probably made in his career  
er might have had, i can't remember  
me might have had 12, 15  
fights with us and in the last 5 or 6 fights  
he probably made close to 7 million bucks  
roundabouts  
und as a result Jeff's um  
and you do that over a short period of time  
like he would have done that over a 2 year period  
and he kicked it for touch after that  
yeah he was a schoolteacher  
and what's interesting  
like his wife, lovely lady  
when she married Jeff, yes he's into boxing  
but i don't think she expected any of this  
and you wanna talk about a guy  
whose life goes on fast forward  
like the week after the fight  
or 2 weeks after the fight top rank  
took him up to America  
cause the way deals work  
you don't just get Jeff by yourself  
you wanna fight Manny Pacquiao  
you gotta give up a thing called options  
all of a sudden we're copromotors on this  
and we lose a little bit of control  
but the money's flowing so you don't mind so much  
and he's meeting LeBron James  
and he's meeting Michael Jordan  
and he's in the same company as these sort of people  
and we had massive American  
sports stars commenting on the result  
because it was a beautiful day in Brisbane  
and we fought it in the afternoon  
it went back to primetime USA  
he just got this tough tough tough  
white school  
schoolteacher fight one of the all time

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

great fighters of all time  
and Jeff always bled a lot  
so the fight was quite spectacular  
and we had guys like Jim Harbar  
who was commenting on the fight  
he's one of the all time great NFL coaches  
and there's multiple people like that  
it was quite interesting  
and Jeff will talk about it  
he'll probably never get to talk to him  
but his life went on fast forward  
cause all of a sudden there was all these  
promotional things to do and then we're fighting again  
and then the promotional  
thing goes through the roof  
and the biggest thing, we're in the media business  
so the biggest transformation  
for any boxer is to come out of the vacuum  
of just training and fighting  
and going into the spotlight  
of training, media and fighting  
and I can promise you the media  
is easily as important  
as the fighting if you want to get paid  
if you want to get paid \$5,000  
for the rest of your life, sweet, don't go and do the media  
but if you want to make the multimillion dollars  
and when you get to 30 or 31  
or 32 and want to finish and not have to  
work again and you've got all sorts of choices in your life  
get on the media circuit  
cause that's where you make money  
but the media has changed immeasurably  
in the last 6, 7, 8, 9 years  
we're doing a podcast here  
15 years ago, these things didn't exist  
and it's only been in the last 3, 4, 5 years  
with the proliferation of Joe Rogan  
and how massive he's become  
and people have seen what you can do  
podcasts are everywhere now  
and this long form interview on radio  
and TV that never used to happen

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

is happening in a big way cause of what Rogan's done  
it's probably a good time to talk about Joseph Parker  
because his journey  
you know, when he started off  
he was quite shy and perhaps not that good  
in front of the camera but he developed over the years  
you've already said you didn't give them media training  
but was there a strategy behind elevating  
his profile  
just throw him in and like what we had to do  
there's a guy called Noel Thornberry  
who is part of a very famous family  
in Australia called the Fighting Thornberries  
and his brother Ricky fought Joe Kalsagi  
at Middleweight, lost over 12 rounds  
Kalsagi is one of the all time greats  
cause he's unbeaten  
Welshman at Middleweight  
but Noel said you've got to fight 5 times a year  
cause that's what makes him better  
so we listened to the advice  
and fought Joe 5 times a year  
and when you fight them 5 times a year  
there's lots of media commitments to do  
so Joe would fight, we'd see him on a media tour  
which would start in Auckland, you'd go to Hamilton  
I'd go down to Napier  
to Wellington, then to the South Island  
then you'd come back  
to his family but then shoot back to  
Las Vegas with Kevin Barry  
so Joe got a lot  
of media attention  
and he's superb in the media now  
he's really really good  
and the strategy was just fight regularly  
and when you fight regularly you get a lot of media attention  
as well, if you only fight twice a year  
twice a year you get media attention  
because New Zealand media in particular  
don't want to cover fights  
they don't want to cover things  
until one or two weeks before

**[Transcript] Between Two Beers Podcast / Dean Loneragan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

so I'm always fighting trying to get stories out there  
cause that's the business we're in  
but if you fight more eagerly  
you're going to be in the media more eagerly  
and it worked really well with Joe  
Joe embraced it, he was fantastic  
he never complained once, sometimes you get tired  
Kevin would pipe up and say oh it's he has to go  
but he always did it and he did a good job  
and as a result  
the rewards came Joseph's way  
so his biggest pay to ever was  
when he fought Anthony Joshua in front of 75,000  
he made serious money  
and then he had multiple excellent pay days  
on the way through  
defending the world title  
against I think Fury  
he beat Andy Ruiz  
which he paid pretty well for that  
and it's accumulation  
of multiple pay days  
and Joe's been smart  
from what I can understand  
and he's kept a lot of his money  
and when he finishes  
if he chooses not to work again  
he'll probably not have to  
so there's a chat that I have  
when we signed fighters  
there's two things I want for them  
I want them to come out of it wealthy  
but I also want them to come out of it healthy  
and the great thing about Joe  
is he's still super healthy  
and hopefully he'll finish in one or two years  
and he's done everything he wanted to do  
I would love to see Tyson Fury go  
you know what Joe  
I'm going to look after you  
for the rest of your life  
let's have one fight  
from what I can see

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

Joe spends a lot of time with Tyson Fury  
when he's up there  
in the UK  
Joe's got a lovely family  
he's now got a multiple kids  
which is fantastic  
and his mum and dad  
they come over to Australia  
for a fight with Paul Gallins  
when Paul Gallins fought Justice Hooney  
and we look after them with tickets  
and I've always invited them to fight for life  
whenever they want to come  
you had so many good years with Joe  
and with Duco  
and then there was a bit of a messy ending  
and you've separated from the partnership there  
how do you reflect on your time with Duco  
and what happened?  
well if I had my time again  
when I went into business with it  
I would never have done it  
if I had my time again  
and the reason is very simple  
we split for a very specific reason  
he played with something that's very precious to me  
and broke my trust  
I'll tell the story  
that's it  
so we ended up  
after about six months of backwards and forwards  
Liam and myself ended up going over to Australia  
we took Jeff Horn  
Joe stayed with Duco  
and we did our stuff in Australia  
it was a fascinating learning curve  
being over there as I've said before  
it's a really tough place to do business  
but you know  
it's all part of the rich tapestry of life  
do you look back with any fondness  
at the Auckland 9s or the Brisbane 10s  
and elements of that time

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

the 9s was probably the most gratifying thing  
that I've ever done as a rugby league guy  
because I remember  
I went over to see Tim Sheens  
about something  
I can't remember what it was  
and there was a picture of Benji Marshall  
up on the wall  
and it was when Benji made his debut  
in rugby league  
and it was in the 9s tournament  
I think it was in Fiji  
and I had in the back of my mind  
I knew how successful the rugby 7s  
had been down in Wellington  
and they had 25 years of great success  
down there  
and I talked to Sheens  
about it on that day  
and he reckoned 9s would go  
because I knew how big the 7s was  
and he said yeah  
and then from there germinated  
two or three years later we ended up doing the 9s  
and what was gratifying about it  
was to do a whole lot of things  
that I knew  
that the Auckland Rugby League Club  
desperately wanted  
so we on the first one round  
we had all of the teams  
that came over  
went out to the rugby league clubs  
and did signing sessions out there  
and what was gratifying  
is I called in to the attitude  
roosters when it was happening  
I also called in to Point Sheev  
and made like hundreds  
Activations in downtown Auckland  
and in the first alliteration  
we had 90,000 people turn up over two days  
45,000 people a day

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

incredibly well behaved crowd  
and a crowd that went there to have a lot of fun  
and when the warriors played  
they cheered loudly  
so that from a  
with my rugby league background  
that was probably the most gratifying thing  
that we did when we were there  
obviously straight up  
while it was my idea  
there was  
a whole company that was putting it together  
Higgins actually had some good ideas along the way  
and we did a presentation  
to the NRL  
we were very well I've been told on multiple occasions  
it's the best presentation that I've ever seen  
and that was sort of a clinch to deal  
but what really clinched the deal is that we went  
to the Auckland Council first and said  
look this is what we want to do  
that's what goes down in Wellington  
this will be bigger and better  
can you give us this amount of money  
the people we spoke to said  
oh that's just too expensive  
and then we spoke to some people on the board  
and they said this could go good  
and as it did it did go good  
and we had three years out of it  
and the reason why it failed  
when you had the sevens  
the All Blacks or the New Zealand team  
there was a hope that they could win  
because you thought they would win  
and they probably won half the time  
they were down there  
and the All Blacks during the year  
with the Warriors, they were going through a period  
of not so good winning  
I don't think they made the finals at any stage  
so there was no real  
look there's three things that drive

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

any sports event  
it's stars, it's parochialism  
it's perceived competition  
the stars is probably 50% of the equation  
the bigger the stars  
and of course one of the things that was happening  
was the rugby club were holding their stars back  
because they thought well if we win the nine  
it's great, it doesn't mean shit to the competition  
that's what I'm really judged on  
so that was one  
perceived competition, that's about  
this is going to be a really great game  
when the Warriors weren't winning during the season  
no one had any faith that the Warriors could win in the nines  
so  
it is what it is  
can I just jump in  
when you went to Auckland Council  
did you employ the 40-30-20-10 rule  
in that negotiation  
the Brian Tracy approach  
yeah we apply that in every conversation  
Brian Tracy is without doubt  
the world's greatest sales  
coach of all time  
and he talks about  
he talks about in all of his  
books that when  
you go to sell something to somebody  
nobody's going to buy anything off you  
unless they trust you  
and people don't trust you when all you do  
is sit and talk  
so you boys have been great  
you've been asking me a lot of questions  
they'll be doing a lot of talking  
the last thing you want a sales person doing  
is doing all the talking  
so what you should be doing is talking about  
them and what they do  
and how they got onto their business  
so you can talk 40% about sort of establishing a relationship

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

at the start  
where you're from, what you've done  
the smartest thing you can do is recognise stuff in the office  
so if someone's got pictures of planes  
the first thing you do is ask about the planes  
and then  
the conversation flows from there  
30% you'll do a bit of a diagnostic on their business  
in relation to the product that you've got to offer  
you'll ask specific business questions  
this is sounding very familiar to when you came in  
I'm thinking back  
he asked us about the ACC  
the sponsorship and how the business is  
I've got to be honest  
when I'm in talking to people  
I have a natural curiosity about how stuff works  
because I actually  
it fascinates me  
what's going on immediately at the moment  
and I've been lucky enough  
some of the best times in business that I've had  
is not  
sitting there watching the \$51,000  
or the \$90,000  
which is a lot of fun, I've got to tell you  
it's gratifying to see that when it happens  
an idea comes to fruition and you fill the stadiums  
and you make money, it's fantastic  
but some of the most gratifying things that I've been lucky enough to do  
is to get out and go and see people  
in their environment of their business  
and see what they do  
and I love, like I was in bloody  
Whangarei last week  
and I went and saw this company  
that's very, very well established  
and they're an electrical stuff, big company  
500 staff nationwide, very, very successful  
and I was fascinated hearing about that  
but this company  
and the CEO have developed  
this electric propulsion system

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

for boats  
and they're doing some really amazing stuff  
and they did some stuff down in Wellington  
with the first electric ferries in the world  
down there  
and it was just fascinating listening to them  
and they are telling you  
I'm lucky enough  
that a lot of people tell me their stories  
in relation to their business  
and a lot of people get very passionate about it  
because it's a big part of their lives  
and I really enjoy listening to it  
because it's interesting to me  
and that's one of the coolest things  
and I've got friends of mine  
who we've done events with  
or they've come to my events over multiple years  
and they turn into mates  
and I've got a guy down in Coromandel  
down in Haahey  
his name's Jim Johnson  
I used to sell stuff to him  
and he's just become a mate  
because he's such a good bastard  
and he spends his life down there now  
part of his life  
living down in Haahey  
in a very cool life  
he goes fishing for crayfish most days  
out of pots, he takes his allowable limit  
he's got a bloody  
crayfish tank set up in his house  
he flips his occasional crayfish  
so the great thing is when people in business  
become your friends  
that's pretty cool  
yeah we're learning that along our journey  
you get 90 minutes with someone  
you develop a connection  
before we let you go, I want to talk about family  
so like we said we reached out to Liam  
and he said to ask you

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

about your magical mystery tours  
that you took him on as a kid  
yeah we used to  
do things on the weekend  
we lived next door  
because me and his mum were great mates  
we split up when he was three young  
but I've always  
been in his life  
so we used to go on magical mystery tours  
where we would do three or four things  
around Auckland  
whether it be visiting Cali Tartons  
whether it be  
we used to go up north  
there's a bit of a shooting range up there  
through to we'd go to the zoo  
we do all sorts of different stuff  
and we used to take his mate William Walker  
who used to live  
right next door to him  
a great young fella  
and when they were super young  
like five, six and seven  
when you've got one kid and you're out  
it's a bit of a handful but it's always fun  
when you've got two of them  
and you might have fed them the wrong stuff  
like Liam used to go mental  
on superwine biscuits  
you fed him superwine biscuits  
there's some shit in there  
in the house when he's five or six  
and yelling and carrying on  
but you take two young fellas of that age  
and all of a sudden you've got to have the arms  
of an octopus to keep shit together  
because they just do  
so we used to have a lot of fun  
a lot of fun  
and so now DNL promotions  
as Dean and Liam  
what's it like working with your son

**[Transcript] Between Two Beers Podcast / Dean Lonergan: Losing it ALL & Rebuilding, Duco Events, Jeff Horn vs Manny Pacquiao, and more!**

do you guys ever have conflict  
how do you resolve it  
gets grounded  
now he's like six foot four  
in about 125 kilos  
so it's fair to say  
unfortunately we do have  
conflict every now and then  
but it gets resolved pretty quickly  
he's doing a great job  
he's what we call  
our creative directive  
he also signs boxes  
when you're in a small company  
you've got to be able to multitask  
and mate he's just adding huge  
value to what we do  
sometimes it works  
sometimes it doesn't  
you know if it works  
if you get 150,000 views  
pretty simple really  
and we find him more and more  
he can get 150,000 views  
me crying over me and Motto  
yeah  
you just never know what's going to resonate  
Liam came up with this idea  
to have Mike King  
and me and Motto together  
and the idea was  
to tell a couple of jokes  
all of a sudden  
and this has only just happened  
in the last couple of days  
he's gone from  
200, 300, 400 views  
to has exploded to 150,000 views  
across two or three different platforms  
and will probably continue to grow  
and Mike is funny, me is funny  
but you just don't know what's going to resonate  
so we try and put up different stuff

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than just the guys training  
or fight footage  
in a different way  
your family is obviously more than Liam  
and I imagine family has been very  
central to your career  
as you've come up  
has family become more important  
given the losses that you've suffered  
and going over to Australia  
as you get older  
family becomes more important  
because unfortunately the extended families  
they start to pop off  
like our aunties and uncles unfortunately  
over the years and cousins who have died  
and you get to a point where you go Jesus  
you know this is  
and you guys are 20 years younger than me  
I'm guessing you're probably in your 30s  
bless you  
but I can promise you as time goes by  
you start to value  
well this is just for me I can't speak for everyone  
but as time goes by you value your time  
with your family and your friends  
more and more and more  
because ultimately that's the important shit  
and having the millions of dollars  
and traveling overseas and doing lots of fun  
for yourselves  
I've got friends of mine who are extremely wealthy  
I mean really really wealthy  
and they do such cool shit  
like they take their whole family overseas  
and they go and have great fun  
but ultimately whether you do it in New Zealand  
whether you do it in Onihanga  
in Massey or whether you do it  
in Sant Rapé  
the key thing is to having a good time  
is having your good friends around  
and having a laugh and a giggle and do whatever

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so yeah as you get older  
that's more and more important  
well in that regard it must be great to be able to go to work every day  
with the closest member of your family  
of course  
I really love it  
I wouldn't want to change it  
but one day the young fella might make a decision  
that he wants to go and do something else  
and if he wants to it's fine and dandy  
but we're still  
coming home from Australia  
we had like a 3 year deal  
I think it was 7 or 8 fights a year at a certain level  
and we had a surety  
of revenue  
and that was quite good  
we lost the contract  
I lost the contract  
because I didn't quite get my guys there  
to pay per view level  
in the required time  
it just took time and we were caught  
right at the end of the cycle  
our guys were about to explode  
and unfortunately our competitor over there was quite clever  
and decided that he convinced Fox  
that they should go with them exclusively  
and cut us out even though we started the boxing revolution  
over there  
the Jeff Horn fight  
so coming back here  
it was quite a shock  
for me it took me a little while  
to get my head around it  
and now it's taken me 6-8 months  
to be bluntly honest  
to get my head around where we've got to go  
and what we've got to do  
and we've got a path now that we're set on  
and I'm incredibly fortunate  
that I've got an amazing business partner  
and a guy called Cliff Cook

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he's one of the richest men  
and him and his family have been incredible to us  
so I'm very thankful for that  
and they've shown patience  
and at the end of the day  
if you can be patient in what you do  
and have confidence in what you do  
and know what you're doing, you're on the right path  
it just takes time  
so like I said before  
we're doing something we've never done before  
and that is to promote two world champion women  
and women's sports  
is going through an absolute  
revelation  
at the moment, it's not an evolution  
it's revolution  
which is how it exploded with the Rugby World Cup  
and then this FIFA Women's World Cup  
has been incredible  
we're going to get there with me or Lani  
it's going to be significant  
but it just takes time  
how many tickets left for the fight night coming up?  
there's a few  
you talk to any promoter  
and if they know what they're doing  
they'll always say we're going alright  
if you're close to selling that or not  
because if you're close to selling out  
you want to sell everything out by the night  
the perfect event  
is that as the main event starts  
you sell the last two tickets  
that means you've got the pricing right perfectly  
if you sell out a week before  
you've got the pricing wrong  
so that's  
I haven't quite yet got there  
with the perfect pricing model  
but it's been a hell of a journey  
yeah it's been interesting  
to say the least

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my life has been interesting  
it has, it's been a hell of a take  
we're coming along to fight night  
so looking forward to it  
can't wait to see me again  
and the rest in Jerome  
just a quick plug for two of the guys  
Jerome Pamperlone  
he's probably the best  
Light Heavyweight, one of the best prospects  
to ever come out of this country  
and I think you can easily become a world champion  
from Mikhailovich  
these are both products of the Peach Boxing Gym  
and  
Andre is one fight away from a world title  
so we've got some exciting times  
in my opinion this is a golden age  
of New Zealand boxing, you've still got Joe Parker out there  
Joe's just gone back to the UK  
because I believe he's got a fight lined up soon  
and you've got  
the entire Peach Stable  
and I think  
my advice would be you get Alina and  
Isaac to come in and have a chat about what they're doing  
because they are an incredible couple  
who do an amazing job  
and they're changing lives out there  
and me is probably one of the most obvious ones  
but they're doing some incredible things  
for their boxing gym and the community  
so they're definitely a couple you want to get in  
I think it's a great shout  
You mentioned before  
and just to kind of wrap us up  
you get the privilege to sit and listen  
to fascinating stories  
and that's exactly what Steve and I get to do  
on this podcast and ask interesting questions  
I find myself just captured  
in listening to the stories  
and gleining little nuggets of things that can help

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and the two things I pulled out of patience and confidence  
in our own kind of journey  
we've been going for four years now  
and probably this is the year where things have started to happen  
so we've been very patient  
but always been very confident in what we do  
and how we do it and it's coming to fruition  
so it's great to kind of get that  
reflected back  
listening to someone who's been in the game for a long time  
and put on a lot of great events  
and learn some lessons along the way  
so thank you very much  
Patience and confidence are two things  
and just the last thing  
and you'll hear every great businessman  
sportsman say this and I don't put myself in either category  
trust me  
but perseverance is key  
and the fact you've been doing it for four years  
that's the hardest part  
the next four years should be a lot easier  
but I can promise you this and I say this to a good man of mine  
Dom Harvey  
who's on a similar journey to you guys  
he's got a thing called the Ronno's Only Podcast  
which goes right  
and he gets frustrated at times  
that it's not where he wants it to be  
but I keep saying bro what you guys  
and this applies to you guys  
what you're doing is quite incredible  
because you're in new media  
in an area that people don't quite know  
how to monetise it yet and they don't quite know  
but the fact is you're still going  
you're building your audience  
I promise you that when you get to the end of this journey  
you'll look back and go  
wow more than anyone  
is that you forget how hard  
the hard times were  
and the reason I say it affects women more than anyone

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I was at the birth of Liam  
I have never seen anything  
so hard  
or tough  
or woman or anyone  
have to go through the pain  
they go through a childbirth and yet  
they'll have one and then they'll light up and have another  
and then they'll have another and another  
and I can promise you anything that blows  
so true is nothing compared  
to the strength of character  
a woman has to endure to go through pregnancy and birth  
so you learn along the way  
that toughness comes in many different forms  
but perseverance is key  
if you've got perseverance  
you'll eventually get to where you want to get  
and I saw something really interesting  
and I'm sure you guys have seen it as well  
about a year ago and I keep popping up on social media  
we've got these amazing actors  
you had Robert Nero and I think Al Pacino  
and Tom Hanks  
told me when I was younger that this too shall pass  
meaning  
if you're in hard times this too shall pass  
if you're in amazing times  
and things are flying and people are blowing smoke up your ass  
this too shall pass  
the point being is that you're not always going to be  
in this state of negativity or positivity  
life is an ebb and a flow of an up and a down  
and you just got to try  
and take it all in the same stride  
I think  
because that will lead to a lot less stress  
and a lot less drama  
and stress and drama is what no one wants in their life  
I think that's a great place to end  
Dean, thanks for your time  
Pleasure, thank you gentlemen  
a huge thanks to those supporting us on Patreon

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