

Response Re: Leadership, Values and Michelle's Connection to W-BAD

Prepared by: Wayne Douglas, W-BAD Founder
Date: 8 July 2022

Concerns have been raised by Ally Nugent (Ally Sun) and Melissa Smith through comments on the [W-BAD Facebook page](#).

While both comments appear to have since been retracted, a response is necessary to avoid the potential for any mislaid rumours or misguided conclusions.

Ally's comments questioned values and the changing back of W-BAD leadership. Melissa Smith's comments questioned Michelle's involvement in W-BAD as an honorary member – honoured alongside the late Prof. Heather Ashton for her integral part in the revival of W-BAD and express wish to be part of it.

RESPONSE FROM W-BAD FOUNDER:

Regarding Ally's post, it's okay that it was done within context of a public forum, as it's best any such issues are addressed openly.

At the end of the day, it's not really that difficult, as it simply comes down to choosing between two cultures to be associated with W-BAD.

(A) a culture associated with largescale dismantling, dehumanisation and exclusiveness based on power and control at all costs (even as far as total destruction of the platform) along with prolonged psychological abuse / manipulations, aligning with the values listed on the righthand side of the W-BAD values page.

or

(B) a culture associated with development, humanisation and inclusiveness, aligning with the values listed on the lefthand side of the W-BAD values page.

<https://worldbenzoday.org/values/>

As founder, I established the W-BAD ethos to be based on the latter culture in (B) above, which I am now in the process of restoring.

Regarding the numbers in relation to the running of the platform that you have expressed concern for, it was essentially only being run by one or two people anyway, but in a way whereby W-BAD was being run into the ground and having the life extinguished from it. It wasn't actually being run, it had been gutted and left an empty shell, all the values and ethos overturned, resembling nothing of W-BAD.

As mentioned in the relaunch notice, two years ago, respected members of the community approached me with concerns, asking me to do something (see details in relaunch notice), as well as there were concerns from within the wider community about what was happening to W-BAD with the stripping away of content and dehumanising of the platform (something Michelle often commented on while we worked on the resurrection together).

<https://worldbenzoday.org/relaunch/>

While living in dire circumstances, I was reluctant at first but felt compelled to act and have since fronted up with a solid two year effort under exceptionally difficult circumstances to revive the platform.

A full account of related facts (within full context) was publicly available for a time in the form of The W-BAD Chronicle (1,227 pages) and The W-BAD Report along with a series of other accompanying documents.

Perhaps if there are any lingering concerns, you might like to try and source a copy of these from somewhere, as well as take another look through the relaunch notice while considering the extent of the damages that were inflicted.

<https://worldbenzoday.org/wp-content/uploads/2022/01/Removed-Content.pdf>

If you read The W-BAD Report, you'll see that the initial call was for basic requirements to be met, which resulted in my ousting as Founder before those who were entrusted proceeded to destroy the entire platform.

For information on my approach and any other concerns raised, you might be able to find clarification in this document titled, Responding to Concerns Raised, and cross-reference it with The W-BAD Chronicle.

<https://worldbenzoday.org/wp-content/uploads/2022/01/Responding-to-Concerns-Raised.pdf>

The 1,227 page W-BAD Chronicle consists of around 90 different search keys that you can use to track any specific area of interest you may have. You will see (based on the evidence and facts 'within full context') that my approach has been based on compassion, encouragement, protection with positive leadership on the vision, goals, planning, organizing, purpose/aim, focus, direction, development, as well as my sense of loyalty and upholding of values such as staying unified – even to the point of my own demise and being ousted from the very platform that I had established.

My leadership was enough to have built the W-BAD platform in the first place, bringing it to life, and then to rescue and rebuild it in the midst of contending with major life difficulties and always showing leadership on the frontline with regards to participation.

<https://worldbenzoday.org/japan/>

Regarding my leadership in general, with a diploma in supervisory management, outside of W-BAD, I had a successful early career in event planning where my leadership resulted in record attendances and television appearances.

Further, logic tells us that there are limits when it comes to showing compassion and making accommodations towards hostile aggressors that are causing untold damage without any regard for wider implications and ill-effects on others.

Regarding W-BAD properties, please refer to the document titled, Closing the W-BAD Issue and Moving Forward, while at the same time considering the ruthless destruction of all the work that so many had contributed to the platform over the years, action that was taken without any apparent regard for the efforts of others or for the negative impact on the overall cause.

Once again, it would probably be a good idea to try and source a copy of The W-BAD Chronicle and The W-BAD Report to avoid any misguided conclusions.

I agree it's a pity things turned out the way they did, but as mentioned in the document titled, Closing the W-BAD Issue and Moving Forward, all possible means had been exhausted over many years.

<https://worldbenzoday.org/wp-content/uploads/2022/05/Closing-the-W-BAD-Issue-and-Moving-Forward.pdf>

With regards to how much I've contributed, as W-BAD founder, suffice as to say that I have contributed around the equivalent of three and a half years full time employment to the W-BAD platform during the six years that it has existed, not to mention that I have contributed somewhere around twenty to thirty hours a week to the overall cause for around twenty years (which has become the working norm), while living in dire circumstances often putting my own wellbeing on the line without any funding.

While there is a donation button on both the W-BAD website and my BCJ website, contributions seldom ever come in – the general consensus seeming to be that all is okay because Wayne is going to shoulder everything while in an ongoing state of hardship and borderline homelessness when the reality is that I have broken down somewhere around fifteen times during my efforts to contribute to the cause over the last twenty years – most related costs coming at my own expense (see [PDF on donations page](#) for examples of sustainability difficulties). Previous crowdfunding attempts have proved unsuccessful.

More on my commitment to W-BAD and further responses to untrue claims can be seen on my profile page, where you will also find a statement from Sir John Ashton.

<https://worldbenzoday.org/wayne/>

If for any reason there is no satisfaction to be found in this, then I am afraid there's not much more that can be done.

Please also understand that I am not obligated in any way, as everything I have contributed to the cause over the last twenty years has been completely on a volunteer basis at my own free will.

ADDITIONAL RESPONSE

In response to Ally's latest comment, apart from having already answered the question regarding leadership above, if I was to add anything to the above statement, it would be that Ally was not actually really involved in W-BAD, and any small involvement she did have was through others, not working directly with me – she had very little, if any, direct contact with me (shown in email records), and even then, as far as I can see, any small involvement was limited to that first year in 2016.

It's just a case of repeating the same advice above, and the same goes for anyone else who may have any lingering doubts, please by all means try to source copies of The W-BAD Report and The W-BAD Chronicle and confirm the first-hand facts based on solid evidence within full content for yourselves rather than being misguided by hearsay from unrelated third parties.

Just for the record, I see the first contact she made was on 11 November 2015 through the BCJ mail, just as I was getting started on the building of W-BAD, when as a representative of a certain organisation she basically demanded to know how I was going to set things up. There was one message and one polite reply.

Any other messages were from June 2016 onward, when a certain individual, who was responsible for the later largescale dismantling and dehumanising of W-BAD, began cc-ing Ally into correspondence, and with the exception of her having been cc-ed into a few messages in 2017, they were limited to the inaugural year and were all generic in nature.

Incidentally, following the public call to revive W-BAD, Ally made a false accusation of "misogynist". As mentioned on the Paying Tribute to Michelle page, it was Michelle who helped to identify how these undermining manipulations work. I had never heard of the word before, and when I mentioned it to Michelle, she said, "Oh...Wayne, you are so NOT." Please see page for details.

<https://worldbenzoday.org/paying-tribute-to-michelle/>

Please note that any further groundless undermining comments will have to be moderated, as they only serve to cause riffs, undermine the wider cause and reduce overall morale.

Please bear in mind that W-BAD is about unity and the values shown on the values page.

<https://worldbenzoday.org/values/>

There is nothing more to be said other than please source copies of The W-BAD Report and The W-BAD Chronicle to confirm the facts.

QUESTIONS RAISED BY MELISSA SMITH

Regarding questions raised by Melissa Smith, she suggested in her comments made under the “Paying Tribute to Michelle” post that I was obsessed with Michelle and proceeded to share an inuendo further suggesting that I must have mental health issues.

Anyone can feel rest assured that the suggestion of obsessiveness has no relevancy, as the tribute to Michelle is all about demonstrating loyalty, gratitude and respect, while defending the good work that Michelle and I have done together on reviving the W-BAD platform against all the odds under exceptionally difficult circumstances and honouring her in a way that aligns with the values that she herself has clearly demonstrated over the years.

In my initial response, I reaffirmed with Melissa that miraculously, after all I have experienced, my mental health is fine, thanking her for the concern; although, the gesture was more likely cynical in nature than it was genuine.

As explained on the [Paying Tribute to Michelle](https://worldbenzoday.org/paying-tribute-to-michelle/) page of the W-BAD website, which people should read through carefully in its entirety, Michelle had accepted an offer to become part of W-BAD, thanking me for the opportunity, saying that it was a huge honour.

She worked with me almost on a daily basis for over a year, sharing valuable insights into the dynamics that had been undermining the platform and the manipulations others use to reframe situations and rewrite any given narrative for the purpose of serving ulterior interests (see link below for details).

<https://worldbenzoday.org/paying-tribute-to-michelle/>

Unquestionably, Michelle’s contributions to W-BAD are invaluable and she was instrumental in the revival of the platform that she identifies with and has become an integral part of.

The fact that Michelle would want to be remembered for her part in W-BAD was shown an initial message of support from Melissa herself (see link below for details).

<https://worldbenzoday.org/paying-tribute-to-michelle/>

I have been informed that Melissa is currently circulating information that serves to undermine the good work that Michelle and I have done on reviving the W-BAD platform together, which in turn undermines the very cause that Michelle had dedicated so much of herself to, effectively trampling her legacy and the dignity that she achieved in her efforts and struggles.

Please understand that I haven’t looked at any subsequent posts, nor do I wish to engage in any misguided wider backlash, as I must stay focussed on completing the task that Michelle and I dedicated our efforts to before turning my attention to another massive project that Michelle wholeheartedly wants me to complete with her expressed blessings – her spirit with me as I embark upon that next stage.

ADDITIONAL COMMENT

As mentioned on the Facebook post for Michelle, another thing that may be worth mentioning is there seems to have been a recent undercurrent with a general undermining of various initiatives within the BZ community. This is becoming an almost consistent pattern and serves to help nobody. We should all be pulling together in a unified effort to support one another's initiatives for the sake of the overall cause. With this in mind, now may be a good time for us to revisit the W-BAD slogan, "Change through Unity".