

Northern Rivers goes orange for NSW SES volunteers

Our local NSW SES volunteers have spent the last 12 months responding to 1200 tasks helping the community in times of storms, floods and other emergencies and now Northern Rivers residents are being encouraged to wear orange, the official colour of the SES uniform, to recognise this contribution.

With the help of NRMA Insurance, the NSW SES will be celebrating Wear Orange Wednesday (WOW Day) on 11 May to recognise the 40,000 SES volunteers across Australia, in particular the 600 volunteers in the Richmond Tweed Region, who are always helping their communities.

NSW SES Region Controller Andrew McPhee said WOW Day is a fun and creative way for people to show their support for local volunteers.

"This is a day when the constant and dedicated work of NSW SES volunteers is recognised in an appreciative way," Mr McPhee said.

"This year we are asking schools, businesses and all community members to dress in orange, take a 'selfie' and upload it to www.wearorangewednesday.com.au. You can also share your selfie on social media with #thankyouSES to show your support," he said.

NRMA Insurance Partnership and Programs Manager, Carrey Cultra said that it's important to recognise the hard work SES volunteers do for their communities.

"Too often we see the devastating impact wild weather can have on our communities and the invaluable role NSW SES volunteers play helping them prepare for and recover from severe weather," Ms Cultra said.

"We're proud to work alongside the NSW SES in order to make our communities safer, stronger and more resilient and wish to say a big thank you to the volunteers for all their hard work."

The NSW SES has around 9,000 volunteers across the state who come from all walks of life. Volunteers range in age from 16 up to 80 and are involved in activities as diverse as flood rescue, tarping roofs, clearing fallen trees, community education, logistics and planning, communications, and much more.

Get involved in this year's WOW Day—go to www.wearorangewednesday.com.

On behalf of the Chamber, the Chamber committee extends its sincere thanks to our all our local SES members.



WHAT'S ON

For more important dates and events, see our new "What's On" page on the Chamber website.

The Woodburn WOW Factor Stand at the Woodburn Markets

8 am to 2 pm on Saturday, 14 May 2016

See inside for details.

Woodburn Hall 'Op Shop' Ball

7.30-midnight, Saturday, 14 May 2016

Tickets \$10. Live band, light supper, BYOG. For information and bookings contact Glenn Crawford on 6682 2032.

The Woodburn WOW Factor Forum in the CWA rooms

5.30 to 6.30 pm on Wednesday, 25 May 2016

See inside for details.

Biggest Morning Tea

10am-1pm on Monday, 30th May, Evans Head Bowling Club

Tickets \$5 includes entry into the lucky door prize, sandwiches, tea and coffee!

SAVE THE DATE

Woodburn Memorial Hall Trash & Treasure

Sunday, 28 August 2016

The Hall's recent Trash & Treasure sale was a great success, with 30 tables and lots of happy stallholders and buyers. There will be another sale on 28th August, the fourth Sunday in the month.

Planned power outage from 8.30-4.30 on Wednesday, 8 June

An important notice from Essential Energy

Essential Energy has a responsibility to ensure a safe, reliable and sustainable power supply for all customers. As part of this commitment we will undertake substantial maintenance along the high voltage powerline that feeds supply to 3,864 customers in Coraki, Woodburn, Evans Head and surrounding areas. For information on the project please see www.essentialenergy.com.au/content/woodburn. The Chamber will also watch out for updates and post them on our Facebook page.

Woodburn NOW is compiled by volunteers of the Woodburn Chamber and printing is sponsored by local business



A voice for our community

This newsletter is printed on 100% recycled paper.

Woodburn NOW

May 2016 Edition

In this edition:

President's message

Woodburn WOW Factor—are you onboard?

Northern Rivers goes orange for NSW SES volunteers

Chamber news

What's on

Important notice—planned power outage 8 June 2016



President's message



Life is speeding up in Woodburn, with lots of events, soft soil works having started on the outskirts of town, Essential Energy advising of a planned power outage for maintenance in June and the approval of the temporary workers accommodation facility and more. So much is happening, the Chamber has launched a website this month to help keep our community informed, so please check it out at www.woodburnchamber.weebly.com and also our Facebook page at www.facebook.com/woodburnchamber.

Most important this month, we urge each and every person in Woodburn to attend the Woodburn WOW Factor Forum on Wednesday, 25 May—see inside for details.

The Chamber committee would like to extend a warm welcome this month to new individual member, Bec Darmanin, who has already contributed lots of energy to the Chamber's activities.

Daniel Simpson

President

Don't miss a newsletter! For an electronic copy of future newsletters, email [SUBSCRIBE to info@woodburnchamber.com.au](mailto:SUBSCRIBE@woodburnchamber.com.au)

Woodburn WOW Factor events



Woodburn Park is one of four signature projects under Richmond Valley Council's Community Strategic Plan, and Council has committed **\$500,000 to spend** on the Park in the next financial year. The upgrade is considered vital to the ongoing vitality of Woodburn post-bypass. This is because research prepared for RMS indicates that "small towns (less than 2,500 population) are generally more at risk of adverse economic impacts (highway generated trade and employment)" (Parolin 2011).

This is a once in a generation opportunity for Woodburn and it's happening now. Get involved to create a shared vision!

The Woodburn WOW Factor Stand at the Woodburn Markets

8 am to 2 pm on Saturday, 14 May 2016

Please come along and talk to us about your ideas for the Riverside Park. This will be about getting as many ideas as possible - big or small, no idea is a bad idea!

Council will then compile these ideas to brainstorm at the following forum:



The Woodburn WOW Factor Forum in the CWA rooms

5.30 to 6.30 pm on Wednesday, 25 May 2016

Experienced Council staff will facilitate a community forum to round out a few alternative concepts, which Council will cost in June to ensure they are feasible.

Please RSVP for the Forum to:

Email: wowfactor@woodburnchamber.com.au

Phone: 0425 841 202

Why everyone should be involved

Only the Woodburn community can develop a shared vision and come up with the WOW factor that Woodburn needs. We should dream big, while remaining realistic about funding. We also need to be understanding of different views in the community and we will all need to be prepared to give and take. Change can be exciting, but it can also bring a sense of loss, especially when people have fought to establish the existing facilities in the Park. If we work together, we can find creative ways to ensure a net benefit for all. That's why is important for everyone to be involved.



Chamber news

by Pam McGeary

Five months ago, I wrote an article to introduce myself when I first took up the casual role of secretary for the Chamber. When I put my hand up it was because I felt I ought, but I recently nominated to be Secretary/Public Officer for the next 18 months because I wanted to keep contributing. I'm still on that steep learning curve, but the enjoyment and satisfaction by far outweighs the difficulties that volunteer organisations often face.

The Chamber had its AGM on 11 April 2016 and the approval for the change of name to the Woodburn Business & Community Chamber arrived from NSW Fair Trading just in time to update the logo and announce the approval at the meeting. A big thanks to Ailesh O'Brien from Northern Rivers NSW Business Chamber for updating the logo for us on short notice!

We sped through the formalities at the AGM, as the existing committee was re-elected, with the slight change that I also picked up the vacant role of Treasurer. We still have two vacancies for ordinary members, if anyone has the time and interest to consider this. It's busy, but I'm determined to make the next 18 months fun as well!

After the formalities, Mr Vaughan Macdonald, General Manager, and Mr Andrew Leach, Manager Asset Planning, from Richmond Valley Council presented some concept maps to Chamber members and the broader public. Mr Macdonald provided background and context by explaining that Woodburn Park is one of four signature projects under Richmond Valley Council's Community Strategic Plan. Members and guests discussed many facets of the project, from the need to dream big but manage expectations, potential features such as exciting playgrounds for children, a multi-purpose shared function centre, maintenance, branding and the immediate needs of the town.

In conclusion, Council advised that they had found funds to progress the concepts this year, but that the Woodburn community needed to come up with the WOW factor that would entice people off the highway. See the opposite page for how we hope to achieve this.

This spurred on our efforts to develop a website site as an additional tool to disseminate information to the community, including information about the Chamber, membership and the committee. We hope you will check it out at woodburnchamber.weebly.com.

On 28 April 2016 I attended the North Coast Tourism Industry Seminar to make sure Woodburn had a presence at meeting. It was most enjoyable and very informative. Some comments that presented food for thought include:

- The [North Coast Tourism Awards 2016](#) are now open.
- Carolyn Childs of [MyTravelResearch.com](#) showed a chart that illustrated by far the biggest group travelling are COUPLES. Families also travel—not the "traditional" family, but mixed and multi-generational families.
- The best opportunity to sell something is when people book their travel.

- Collaborate—share and promote the region.
- Get information to Visitor Information Centres.
- Free Wifi is more important than food!
- Post-trip sharing—provide tools to remember the experience.
- Women are adventuresome too!
- The [Australian Tourism Accreditation Program](#) is suitable for all businesses from start-ups to large established providers and provides "social proof" for tourism providers.
- [Tourism Tribe](#) is an online service for tourism providers with online tutorials, webinars, etc.
- Make sure you [Google My Business](#)—apparently it's quite straightforward. I might try and do it for the Chamber and write something in the next edition of Woodburn NOW.
- Five online priorities—Google My Business, business website, TripAdvisor, Facebook and Instagram.
- WikiCamps is great for grey nomads, but organisations must engage with the app consistency to counter any misinformation occasionally posted by the public.
- **Always** deliver the promised experience.
- The idea of the Green Coast brand is still being pursued—it was suggested to start using it anyway #GreenCoast

Saving the best 'til last, we're also excited to be involved with the two **Woodburn WOW Factor** events. The aim of the events is 2-fold. As described opposite, the first is to develop a shared vision for Woodburn so that everyone has input to, and benefits from, the investment in the Park. However, we've also invited our state and federal polities to the Forum. If we can get a big turnout, we can present the best case possible for additional funding.

How to spread the word in such a short time? I must admit that this has made me wonder if I'm up to the task. But every time I doubt myself I stop, listen to people, rethink, and wake up re-energised. I haven't lived here long, but long enough to know that we have dedicated and motivated community members and this is a collaborative project. Please, don't throw this newsletter in the bin. Write the Forum in your diary for Wednesday, 25 May and pass the newsletter on to someone else. Invite them to join you at the Forum. Let's show our polities what Woodburn is made of.

Who's onboard? Are you onboard?

If your organisation is onboard, we can add your logo to the WOW Factor promotional material.

