

## Understanding the Mobile Revolution

By Peter Byrne—Strategy Monsters

We are living through a communications revolution. The extent of this revolution hit home when, having worked producing and marketing events for near 20 years, I undertook post-graduate study in Convergent Media at the University of Western Sydney.

Anyone aged 25+ lived through a time when the media environment was very different to what we experience today. Only 15 years ago, we only used the internet when we were at home or in the office. We had no social media and few people purchased goods or services online.

Australians have the highest rate of mobile device use in the world with over 60% owning two or more. 79% of people under the age of 55 own a smartphone. A staggering 92% of Australians aged 5-44 go online everyday and even for people aged 44+ the percentage is 81%.

This thirst by Australians for mobile media arose due to cultural and geographic reasons. It presents huge opportunities for any organisations wanting to reach new local customers or enter new markets that they were once unable to reach or service.

At the Woodburn Chamber Breakfast Meeting on 6 June, I will expand more on the insights into the changing consumer behaviour and how it is relevant for small and medium-sized organisations. I'm interested to hear your personal experiences so there will be lots of discussion that hopefully inspires you to give new focus to what you do online.

In the meantime consider the two statistics in the graphic to the right, sourced from the Consumer Barometer Report produced by Google in 2015.

Can *your* organisation afford not to be one of the three considered?

### Adapting to a New Marketing Landscape

7.15 for 7.30-8.45am finish, 6 June in the CWA building  
\$20 Chamber members, \$25 non-members (includes breakfast)  
RSVP by 2 June 2016

info@woodburnchamber.com.au or 0425 841 202



#### Buying Local

**68%**

of consumers  
research locally online  
<1 day before  
visiting a business

**AND**

**85%**

only consider  
1-3 businesses  
before making a purchase

## Why weebly?

People have asked why the Chamber web address includes "weebly". The quick answer is that Weebly is a platform that offers a free, simple-to-use website builder. Using Weebly, we could quickly establish another line of communication with members and the community at no cost. The "catch" is that weebly is included in the address if Weebly's free hosting option is used.

[www.woodburnchamber.weebly.com](http://www.woodburnchamber.weebly.com)

### WHAT'S ON / SAVE THE DATE

See the What's On page of the Chamber website for more dates.

#### Adapting to a New Marketing Landscape

Monday, 6 June 2016

See article by Peter Byrne on the left for more details.

#### Woodburn Riverside Markets

8am-3pm, Saturday, 11 June 2016

#### Psy (doof) music night

Saturday, 23 July 2016

For more information, contact Glenn Crawford on 6682 2032.

#### Woodburn Chamber General Meeting

Monday, 8 August 2016 – details to come

#### Woodburn Memorial Hall Trash & Treasure

Sunday, 28 August 2016 – details to come

#### Woodburn Riverside Festival

Saturday, 8 October 2016 – details to come

#### 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](http://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

June 2016 Edition

### In this edition:

President's message

Understanding the Mobile Revolution

Woodburn Preschool Cousins Program

Weddings! Parties! Anything! – Woodburn Memorial Hall

Chamber news

What's on



### President's message



Firstly, a big thank you to everyone who attended the WOW Factor Forum on 25 May 2016. It was great to see so many passionate people come along to contribute ideas. Andrew Leach and Kate Olivieri from Richmond Valley

Council did a fantastic job of facilitating the forum and capturing the ideas. We were also lucky enough to have Mr Chris Gulaptis MP, Mr Mark Highfield from the office of Mr Kevin Hogan MP, and Ms Janelle Saffin attend to contribute the NSW and federal funding perspectives.

Council will let us know the next step in the process, and we will keep the community informed via this newsletter and the Chamber's Facebook page. Don't forget you can subscribe to Woodburn NOW online (see below).

Last but not least, the Chamber committee would like to welcome new business member, Parkside Cafe, and new community group member, Woodburn-Evans Head & District Orchid & Foliage Society to the Chamber at this dynamic time for Woodburn.

**Daniel Simpson**

President

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

## Woodburn Pre-school Cousins Program\*

In 2014, pre-school educators brainstormed to see what we could do to raise the capacity of and to install a sense of pride and identity in the Indigenous youth of Evans Head and Woodburn and our Indigenous pre-school children.

We wanted to engage local Indigenous youth with our pre-school program to mentor Indigenous pre-school children and foster a positive sense of self before they begin school. We employed an Indigenous Cultural Advisor to support both the school students, pre-school children and educators to develop cultural awareness.

The program has been run for two years successfully at Evans Head Pre-school and Woodburn Pre-school has now started its second year.

The outcomes have seen the pre-school children develop relationships with Indigenous school children which supports their transition to school, and the Indigenous school students to step up and become mentors and develop empathy for others.

All children have opportunities to be involved in learning experiences which have an Indigenous theme. Traditional games



with a contemporary twist, art and craft using the colours red, black and yellow or using local Bandjalang language.



### About the Pre-school

Born through the vision of parents and with the support of the community, the Evans Head Pre-school Association was founded in 1983. For 43 years, we have provided high quality early education and care for young children and their families in the local area. Our two non-profit community-owned sister services are run by families, for families, and our links with the community remain strong and vital. We opened a centre in Woodburn in 2010, which is licensed for 25 children, 4 days/week during school terms.

*Photos and text courtesy of Evans Head-Woodburn Pre-school.  
\*The Cousins Program is funded by the Australian Government.*



## Chamber news

by Pam McGeary

The Woodburn WOW Factor market stall and forum dominated Chamber activities during May.

When Council advised they would like to hold a forum about the park, we set about doing all we could to get word out to the community. We put a notice in Woodburn NOW, added a page to the Chamber website and a Facebook event for people to share, put up posters and emailed Chamber members and as many community leaders as we could in the time we had available. We spent all day at the Woodburn market, which for me was an absolute highlight. It was great to talk one-on-one with people about Woodburn and I hope to do that more whenever I can. We also attended a table in front of the shops on a weekday morning, put inserts into newspapers (thanks to Brian at the newsagency) and flyers in the mailbox drop. Corelle and I even recorded a short video message for Facebook! Thanks also to the wonderful crew at 88.9FM who got people talking about the park on the local radio. As a result, we had a good turnout at the Forum and a range of thoughtful contributions. Council will compile the ideas and advise us of the next steps, so watch this space for updates.

Leah and I met with Mayor Ernie Bennett during the month to find out what else could be done to help elevate Woodburn's profile in the state and federal funding arena. Mayor Bennett did not offer any concrete advice, but assured us that Council would be doing its best for Woodburn. It's a question that the Chamber shall continue to revisit in the months and years to come.

Following the digital activation plan workshop earlier this year, the committee felt it was important for our businesses and community groups to have news from the cutting edge of the digital economy. We met with Peter Byrne from Strategy Monsters with a view to having a local presentation. His knowledge of emerging technologies and his ideas to apply them were thought-provoking and we felt his presentation would be enlightening. I'm very much looking forward to his talk on "Adapting to the New Marketing Landscape" at next Monday's breakfast meeting and would encourage people to attend.

This month I finally had time to attend a general meeting of the Evans Head Business & Community Chamber. It was great to meet Susanna Freymark at the meeting, who has been editor of the Richmond River Express Examiner since January. Susanna encouraged businesses to submit stories and photos. The Evans Head Chamber are also finalising their sales package for the 2017 tourism brochure, so we can expect more news about that soon.

Finally, I attended the Pacific Complete community information session at Woodburn Public School on Thursday, 26 May, and had the opportunity to talk to Bob Higgins, General Manager Pacific Highway, from RMS. I enquired about signage for Woodburn. He advised that they were about to start testing different types of signage further south, which we would be able to learn from. We will make sure the Chamber is kept informed of developments and opportunities to ensure optimal signage for our region.

## Weddings! Parties! Anything!

The Woodburn Memorial Hall provides a wonderful space for any sort of gathering. The heritage listed building contains a magnificent sprung floor - 'the best dance floor in the Northern Rivers', - a stage with new curtains and lighting, a well-equipped kitchen, a separate room for small meetings, and a wide covered verandah overlooking the river.

The Hall celebrated its 60th birthday in 2015, although the building itself is actually somewhat older. The Woodburn School of Arts, which was situated next to the present Post Office and was one of the principal community halls of the town, was totally devastated in the cyclone of 1945. After much deliberation it was eventually decided to construct a new Hall on vacant land on the river bank. The present building was actually part of the Recreation Hall at the Evans Head Air Force Base during World War II, and was moved in pieces from there. The present



site was in fact not large enough to accommodate the whole of that building! This work was carried out under the auspices of the Woodburn-Evans Head

RSL Club, as the building was to house the Woodburn Honour Roll from World War I, which was formerly in the School of Arts. Ownership of the Hall was eventually handed over to the local Council, and the day-to-day management of the Hall is now carried out by a committee of volunteers.

The Hall has experienced a wide variety of exciting events and other uses over the years - Deb Balls, bingo evenings, dance classes, concerts, Theatre Restaurant nights, antique sales, weddings, parties .... Hire rates for this beautiful venue are reasonable, and can be obtained by contacting the Booking Officer, Pam Bellingham (6682 2203 or 0414 953 879). And anyone who is interested in helping with the management of the Hall will be very welcome to join the Committee - contact the President, Glenn Crawford (6682 2032).

*Text and photos courtesy of the Woodburn Memorial Hall Committee.*