



MAY 2011

Official Newsletter of

Regional Development Australia—Central Coast NSW Inc.

MAY FORUM

**INNOVATION
IN THE
ONLINE
DIGITAL
ENVIRONMENT**

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Digital Dave - ABC Radio

Innovation is like a set of waves. it can go either of 2 ways—be big enough to go through large sets of waves or small enough to ride the waves up and down. The Central Coast can harness the energy to do either.

At the moment the Central Coast has poor regional profitability, despite our enduring optimism. The area needs to create it's own industry. The National Broadband Network will deliver almost one billion dollars into the Central Coast Community, it will deliver the greatest productivity and industrial potential since the railways and F3, and when finished it will be Australia's greatest invention and international competitive advantage.

How will we contribute? What will we use to produce and export throughout the region? The NBN Network will open up marketing across the world.

This will be Australian built, manufactured and the production will come out locally.

There will be an opportunity for young people to get into high tech trades, and we are hopeful as a region that we will get an advanced rollout and adopt it. Ride the wave and start innovating NOW.

David Abrahams
Digital Dave ABC Radio Commentator

Treehouse Creative

Jason grew up in Holland before moving over to Australia. At a young age Jason was alienated with a serious back condition which found himself in a back brace for the majority of his school life. At the age of 14 Jason decided he wanted to be a cartoonist which led him to have a card range with Hallmark. At 19 Jason landed himself with 2 weeks work experience as an advertising junior which then led to a job as Advertising Manager.

In 2003, Treehouse Creative was born which now has a studio at West Gosford. Jason realised he had to be a jack of all trades to get to where he is now, and be different.

Jason made a 60 second movie on a phone about Gosford and entered the Sydney Film Festival in 2008—Won best film.

Jason then set himself the challenge of making a serious film, something to get credibility. He decided to film street signs on the streets of Sydney and New York and Entered the film "Mankind is no Island" about homelessness into Tropfest. It made Top 8 in the world and Jason was sent to Tropfest in New York—won Best Film.

The festival developed a category for mobile phones—the film cost \$57 to make and has had nearly 1 million hits on YouTube. The film is now used as a teaching resource in Schools, universities, colleges, film schools all around the world.

We can have big ideas come alive with small resources.

Jason then created a 90 minute documentary on a flip camera about his long distance relationship with his now fiancé Megan. The film now has 6000 facebook fans and is currently in post production — the aim is to have this documentary viewed online for free.

Lo-tech, big ideas don't have to be costly, we should be looking to innovate not re create, carve your own pathway and make your own successes.

Video broadcasting is much more accessible online, YouTube is the 2nd biggest search engine in the world, there are now viral media, social media interactions. Our audience = our broadcast network (1st time in mass media history).

Jason Van Genderen
Treehouse Creative

Webstuff.biz

Business and News has changed because of online technologies. Everybody now goes to Twitter and Facebook to find out what is going on in the world—people only resort to television when they want full length coverage.

Twitter allows you to have access to authors etc with an instantaneous answer to a question you might have.

There is constant marketing online as everyone is always online.

Employers can now even view resumes online and employees are able to update their resumes frequently.

The Triforce (Facebook, Twitter Linked In) is a new realm for businesses to talk about what is happening for them.

The Internet is all about what we want to do.

Individuals are able to market products/businesses to the world by recommending it to others online.

Mobiles also change the way we view the web as we have instant access to view emails, read the news etc.

Businesses are able to grow online. Innovation is about exploring the internet.

Cale Beltran
Webstuff.biz

Department of Education

COW—Collaborative Online Workspace (<http://hccweb2.org>)

This space has been set up to provide a scaffold for teachers and schools in the Hunter Central Coast Region who are keen to try out some different online ways of doing things. The site promotes the notion that if we Connect: people and ideas, and then Collaborate: we can create new futures for our Schools and Students.

It supports a move from school planning to planning school and originated in 2007. The commonalities of the internet provides the capacity to put geographically disconnected people in touch with a huge variety of others.

The site can create a human interaction with other Schools and Communities as Schools are now able to tune in on a virtual excursion—the NBN Network will enable people to dream. It also has the tools to use cheaply and easily.

Teachers have their own networks online and are able to access resources and exchange ideas that are working for different communities through social networks such as Twitter.

There is a viral marketing online, and on this site we have ownership over the content in a secure environment.

Different Schools are coming on board with the site with different types of access—some Primary Schools are using it as a virtual classroom, and is enabling isolated Schools and students to find a connection with others online.

There is also the option of Moodle which is an online learning management system that provides learning opportunities beyond the classroom. Every School with a Connected Classroom has the capacity to connect worldwide.

Roger Pryor
Department of Education

Q U E S T I O N S & A N S W E R S

Q & A

Each Focus on the Coast forum gives the community the opportunity to ask questions of the presenters and other members of the forum. Some of the questions and answers are printed in our newsletter. For all questions and answers from the forum please visit our website www.rdacc.org.au

Facebook restricts organisations to having a Facebook page—is it likely or has there been changes to allow Business profiles?

Profiles are for individuals—businesses should not have a profile, the ‘page’ is set up for other businesses to join or ‘like’ the page. It takes 1 click for business to get resources off the page.

Cale Beltran
Webstuff.biz

How do you keep on top of social media and get your presence out there (build interest)?

Decide what your message is, research the tools, research free advice online, push out on one platform.

Cale Beltran
Webstuff.biz

Depends on the purpose, find the people you want to be interested in your message and find what they are interested in.

Roger Pryor
Department of Education

Contextual communication, stay true to your message and keep in context.

David Abrahams
Digital Dave ABC Radio Commentator

The social media space is growing so fast—the experts are still learning. Market to find businesses that work well in the space.

Jason Van Genderen
Treehouse Creative

Is there merit in a mentoring programme facilitator and project brokerage that enables Central Coast Gen Y’s to produce quality mixed media online? - to co ordinate with NBN roll-out and available bandwidth?

Goes back to the Chasm—we need to get creative, need ideas, the Innovations Festival has the opportunity for all ages.

David Abraham
Digital Dave ABC Radio Commentator

BEC has the potential to run a Gen Y Cluster.

We need to not make this about Gen Y, or Gen X its about the E Gen.

Roger Pryor
Department of Education





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FOCUS ON REGIONAL COMMUNITIES

Regional Development Australia Central Coast (RDACC) is facilitating Focus on the Coast forums to provide local residents with the opportunity to participate in a consultative process that identifies priorities, aligns resources and promotes solutions. These forums will enable the community to provide input to governments about issues and opportunities in our local area.

FUTURE FORUMS

16 June 2011

A Vision for Sport on the
Central Coast

To register your interest call Elizabeth Westrup on 4349 4949
or email elizabeth.westrup@rdacc.org.au