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# Nimbin community responds to continuing spate of robberies

by Jane Mari

Over the last 18 months or so, Nimbin and surrounds have been experiencing an unprecedented series of robberies. Some, seemingly on foot, take money (even kids' money boxes), jewellery, and musical instruments. Others – or possibly the same group later with transport – are targeting tools, machinery and building materials.

I have a list of over 30 people who have been robbed, some more than once – I know there are others I have not listed. Two builders/ tradespeople have been

done and two more residences in the last fortnight. Several people have told me they are just waiting to be next. The police statistics are not as high. Some people, for a variety of reasons, haven't reported their losses.

A Community Meeting will be held on Thursday 10th December, 6pm at Nimbin Town Hall, which will be an opportunity to come together as a community, combine information on what has happened and look at strategies for what can happen to prevent it from continuing. Mayor Jenny Dowell will facilitate, and local police

and some higher up in crime prevention will be attending.

With no action or strategies to support and help protect each other and our lifestyles, this problem could well become a 'honey pot' situation into the future. We can help end these abusive intrusions to our security and our way of life to help ensure that crimes like these will be dealt with more swiftly and effectively into the future.

Please come along, and tell your friends and neighbours, and share your voice and show your solidarity. Together we stand strong.

## Nimbin Hospital downsizes staff

by Bob Dooley

Many people in the Nimbin community have voiced their concern about what they see as an irresponsible decision to reduce staffing levels at their community hospital.

The Northern New South Wales Local Health District (NNSWLHD) assessed the Nimbin MPS (hospital) for two days in October and determined that the service could cope without an Enrolled Nurse (EN) employed on the morning/daytime shifts.

The 8-hour morning shift has since been reduced from four nurses to three – a reduction in staff of 56 hours per week.

Though morning shifts are busiest, staffing now consists of one senior Registered Nurse (RN), one assistant in nursing (Cert 3 TAFE), and either an EN or a first year RN. This is to cover the Emergency Department, a 4-bed ward and an 11-bed aged care facility.

Doctor cover is available from the medical centre Monday to Thursday only. The NNSWLHD

had previously decided to routinely not employ locum Doctors or Nurse Practitioners at Nimbin from Friday to Monday, despite the number of presentations over weekends staying the same.

According to the NSW Local Health District website, the Nimbin MPS sees over 4,600 emergency attendances annually.

Re-classification from hospital status to MPS means the Nimbin service falls outside statewide staffing formulae, and hence the nurses union, the NSWNMA, has listed the case before the NSW Arbitration Commission.

The union's policy on staffing is clear: "Minimum Staffing Arrangements, Clause 53 (iii), (i): Existing minimum staffing levels to ensure safe systems of work and patient safety shall continue to apply."

The assistant commissioner, Rodney Harrison heard that the new rosters were given a 3-day trial run prior to permanent implementation, which he ruled was too short, ordering a month-long

trial with an independent observer.

Three weeks into the trial period, there has been no independent observer, but the union is arranging for one (at its own cost) to oversee the last week of it, ending 11th December.

The risk to patient care was demonstrated on one weekend of the trial, when a 5-year old presented with a life-threatening condition, requiring all three nurses' attention, with the result that, as a member of the nursing staff observed, "Patients wandered off, one had a fall, and others missed their scheduled medications". Fortunately, the child's life was saved.

Christine Riley, the daughter of an aged care patient, says the staff reduction has directly impacted on patients' level of care and the quality of life, but has largely gone unreported.

"My mother and other aged care patients ate late cold breakfasts, they weren't toileted frequently enough, patients weren't exercised or moved from seated positions

for hours, and they could not participate in their weekly social activities," Ms Riley said.

The families of the live-in aged care patients were not notified of the short-staffed days, and neither was there any other form of community consultation, despite the existence of a Community Consultative Committee.

Ms Riley said, "It is obvious that the standard of care and safety for patients is adversely impacted, and the NNSWLHD's duty of care has been significantly compromised.

"If it is truly a priority of NSW Health to "Create better experiences for people using the Health System", arguably they should start with providing adequate staff for the level of care truly required by the patients it services."

Community members have voiced their concerns to the local member Thomas George, who has referred the matter to the Health Minister, Jillian Skinner. An avalanche of emails before the end of the trial period may make a difference.

## Nimbin Advisory Group addresses burning issues

by Sue Edmonds

The Nimbin Advisory Group met in November and welcomed two new members, Gwen and Sabina. They described their involvement with the community over many years, both with long-held interests in Nimbin.

Casie Hughes from the Lismore City Council is the new co-ordinator following the resignation of Lizette Twistleton. Casie has a long history with the LCC, holding many different positions, and is now the Community Services Co-ordinator.

Business arising from the last meeting included a report on the status of the mural in Allsopp Park. The LCC is seeking quotes for the rebuilding of the frame. The Neighbourhood Centre is considering the proposition of inviting artists to feature their work on the mural. The idea is to have a mural which changes regularly.

Many questions were raised in the public consultation about the development known as The Cubes

for 80 Cullen Street, Nimbin. The developers have been asked to submit more details to LCC, and there will be an opportunity for community comment before it is ratified.

Max Pike, who represented NAG on the advisory panel, reported on the marketing campaign which has commenced and has already shown an increase in numbers visiting the website. It is too early in the campaign to measure its effectiveness in encouraging visitors to stay longer in the village.

A request was made for an LCC staff member to be represented at the Sustainability Workshop to be held on Sunday 22nd November at the Town Hall.

The role of Nimbin Advisory Group was clarified and compared with the Community Panels now being instituted throughout the municipality. Both are self-selected by residents who are interested in participating. NAG offers advice to the council, though nothing is binding. Jenny Dowell explained that NAG has improved the

relationship with council, and is highly regarded and respected as an advisory body.

The restoration of Pocket Park is being well utilised with its basketball hoop and improved surface. A picnic table will be installed under the roofed area.

Council is aware of some problems created by street traders when they obstruct pedestrians, but do not have the resources to police this matter.

The designated bus zone near the tourist information centre was raised, the problem being it is often parked out, so school buses using the stop sometimes have to double park. This will be referred to the council traffic section and the police for needed attention.

Council was asked for a timeframe for the revising of the Sport and Recreation Plan which currently has no plan for Nimbin in the near future.

The next meeting of NAG will be on 11th February, 6pm at the Nimbin Neighbourhood Centre.



# Carols by Candlelight



Nimbin Central School COLA, Wednesday 9th December BBQ from 6.30pm; Carols from dusk Community singing featuring:

- Williamina Bowers (pictured)
- Steve Smith
- School choirs
- Vocal Minority community choir
- Family groups

and many other beautiful voices  
All welcome.

# Summer Solstice Celebration

A small group of enthusiastic community minded people have been putting on quarterly events at the Hanging Rock Hall since last year. These events coincide with the solstices and equinoxes and have the purpose of re-connecting participants with the cosmic and planetary realities.

The next quarterly event is the Summer Solstice. Join with us as we once again connect with our roots and the hidden or forgotten past where we lived unencumbered with distractions and a simpler connected life.

This is a family event with games, music and performance.

These natural quarterly celebrations are dictated by the movement of the Earth and Sun and provide us with an opportunity to give energy back to the cosmos, an opportunity to speak back to the stars.

All are welcome to participate in a simple ceremony as we acknowledge the Summer Solstice with a Mystery Play.

This seasonal Mystery Play is about

a time of change.

The sun is at its peak, Earth energies streaming out, the Cosmos streaming in and in the night sky the Cross of the elliptic and magical Milky Way.

The Summer Solstice Celebration will be held at Hanging Rock Hall on Sunday 20th December at 3pm. Entry: \$5 per family donation.



# Nimbin Youth Film Festival extends entry deadline

Deadline for entries into Nimbin Youth Film Festival 2015 has been pushed back.

All entries now need to reach the judges' hands by 10am Thursday 10th December, posted to the Nimbin School of Arts, Nimbin Town Hall.

Organiser Darmin Cameron said a number of young filmmakers were caught up in the end-of-year HSC panic, exams etc. and need more time to complete their masterpiece. Other filmmakers were locked into other educational timetables, so it was decided to extend the deadline for everybody.

In 2015 the field for entries has been opened up to Tweed Shire, Byron Shire and the Lismore, Kyogle, Richmond River and the Clarence River LGAs.

Films have to be made within the last two years, by young people aged 20 or under.

With over \$1500 in prizes up for grabs, plus unique trophies, every entry has a chance of winning. So young people, get your films in for a chance of the prizemoney, a trophy and a screening in front of an appreciative and encouraging audience. Organisers ask adults to help young people get their entries in.

The NYFF recognises the challenges of making films and understands you need a crew. NYFF encourages, teachers, trainers, adults and industry professionals to support and assist young people to make their film as long as the young people are the directors or main drivers of the film.

Films are invited from TAFE students, High School and Primary School students, Youth Clubs, and Film Schools, in fact from anywhere.



Making films in Nimbin with cast and crew

NYFF 2015 is about encouraging young people to make films in any genre they choose, using any equipment available from iPods and mobile phones to DSLR video cameras.

2014's overall prize winner 'Wake Up' was filmed and edited on a tiny Apple iPod, and was up against films made with professional cameras and editing equipment. It's not about the equipment you use, but how you use that equipment.

Last year's entries can be viewed on YouTube: <http://tinyurl.com/pd8s8r4>

The Nimbin Youth Film Festival awards and acknowledges: creativity, entertainment and satisfying stories.

There is a special section for Best SK8 films with \$600 in prize money plus trophies. This prize is sponsored by FONSK8 (Friends of Nimbin Skate Park) and TreeFellas Blue Knob.

There is also a special \$200 prize for

the film with the strongest 'Sustainability' theme. This prize is sponsored by the Nimbin Neighbourhood and Information Centre.

The Screening and Awards will be held on Saturday 12th December at 2pm in the Nimbin Town Hall 'pop-up' cinema, right in the heart of Nimbin.

Entry form, conditions and details at: [www.nimbinyouthfilmfestival.com](http://www.nimbinyouthfilmfestival.com)

Like our facebook page: [www.facebook.com/nimbinyouthfilmfestival](http://www.facebook.com/nimbinyouthfilmfestival)

See last year's films at: [www.youtube.com/channel/UCF3i3qfsLOMn188q4bxJWGQ](http://www.youtube.com/channel/UCF3i3qfsLOMn188q4bxJWGQ)

The festival is sponsored by Lismore City Council, Nimbin School of Arts, Northern Rivers Social Development Council, Nimbin Neighbourhood and Information Centre, Tree Fellas Blue Knob, FONSK8, Nimbin Pizza and Trattoria, Nimbin Emporium, Nimbin Environment Centre, Pot A Gold Cafe.

# Nimbin's colourful Bowls Carnival



Photos by PAC



The Bowlo's annual carnival was a huge success with bowlers from near and far attending for two days. The yellow jack (left) has just been clipped and is in mid-air.



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- Killer views of Blue Knob & the Border Ranges.



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**315 Sargents Rd, KYOGLE \$649,000**

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**ENTERTAINER'S DREAM**

**46 Thorburn St, NIMBIN \$355,000**

- Charismatic three bedroom home on a large 1000sqm block.
- Huge modern kitchen and light-filled entertaining area.
- Master boasts walk-in, other bedrooms have built ins.
- Inground pool, paved entertaining/bbq area and bar.
- Double bay carport and double lockup garage.

*Merry Christmas and a Tippy New Year!*



# From Lismore to Antigua, Guatemala to Paris

Lismore local, Corrina Grace, is over the moon that the organisation she set up to help Guatemalans live more sustainably, has won the prestigious UNESCO-Japan Prize in Education for Sustainable Development.

Corrina founded Association SERES over six years ago, after an eye-opening experience volunteering in community development projects in Guatemala. Now based there, she loves her second home and is still inspired by the potential of SERES to give quality and hope to the lives of Guatemalans.

Schooled at Jiggi Public and Richmond River High School, Corrina trained as a mechanical engineer then worked with consulting engineering firm Norman Disney Young and Macquarie Bank.

After completing an insightful experience volunteering on community development projects in Guatemala, Corrina felt compelled to return to work with these communities, and so SERES was born.

The prestigious UNESCO-Japan Prize for Education on Sustainable Development recognises the SERES Youth Ambassadors program for its innovation and success in providing young Guatemalans with tools to take action on sustainability and climate change in their communities.

So far, SERES has trained more than 2000 young people in 356 communities across El Salvador and Guatemala.

In November, Corrina and SERES Guatemalan Senior Facilitator, Abigail Quic, travelled to Paris to accept the award on behalf of SERES. The organisation



received \$50,000, which will be used to continue their Ambassador programs. Corrina's proud mother Chris was also there.

"We are thrilled," Corrina said. "This award is a huge recognition of the hard work and devotion of SERES' incredible team of facilitators and local ambassadors, and it highlights the importance of youth sustainability leadership."

"Guatemala is primed for this kind of work," she said. "It's a biodiversity hotspot, but has one of the world's highest deforestation rates. Since the 1950's over

60% of Guatemala's native forests have been lost. Half of the population live below the poverty line, and surprisingly 70% of this population are under 30.

"These are the people SERES works with – at-risk youth living on the frontlines of climate change."

With the countless hours she and her team of local and international supporters has spent applying for grants and fund-raising, the organisation is growing from strength to strength.

In 2011 and 2012, several SERES youth leaders travelled to the North Coast for

training under the AusAID Australian Leadership Awards with Australian partner organization, OzGREEN.

The program included site visits to Lismore City Council recycling and composting facilities, Rainbow Power Company and the permaculture institute at Djanbung gardens in Nimbin, among others. Local people also generously supported her cause at a fundraising dinner and an open garden.

SERES has received financial support from a number of sources over the years, including NDY and the Rotary Club of Broadwater-Southport. Rotary Broadwater-Southport President Dennis O'Brien says his organisation is proud to be involved in the SERES project.

"The contribution our club has made to this project, and the work we have undertaken with Rotary de la Ermita – the local Rotary club who are working with to finance the project – has been immensely gratifying and rewarding," said Mr O'Brien.

"Being able to play a part in improving lives and helping those in need is what we strive to do and Rotary, so the acknowledgment of the work undertaken by SERES in receiving the UNESCO Japan Award is very humbling for all of those involved."

As to the future, Corrina says, "We have strong plans to expand our training potential. Our goal for the next three years is to construct a sustainability leadership and learning centre in Guatemala."

For more information, and to support this initiative, go to: [www.seres.org](http://www.seres.org)

## Cannabis: The politics of fear

by Dionne May

In a world that is seriously out of balance, how to argue for medical cannabis was Dr Andrew Katelaris's opening question at Nimbin's eighth medicinal cannabis forum.

One of Australia's leading medicinal cannabis doctors, treating children with debilitating epilepsy, he is now running cannabis trials and a regular speaker at the forums.

Dr Katelaris spoke about how to "stay healthy in an unhealthy world that seems driven by the politics of fear. Most cannabis information has always been a grotesque parody of the true situation," he stated.

We have been drowned in a sea of propaganda coupled with a general lack of resistance to irresponsible political and media behaviour. This has led the next generation to a less healthy, shorter future with one in two chances of facing more and more aggressive cancers.

A man in a wheelchair catches my eye, his face is familiar to me. I can't help overhearing him matter-of-factly mentioning seven hundred melanomas. His left jean leg is folded neatly over the knee where his leg now ends, and his faithful cattle dog waits patiently behind his wheelchair.

"Don't I know you?" I politely ask the gentleman. With a wry grin and slight self-conscious shrug of his shoulders he leans forward and says, "I've probably been in your lounge room." I smile. It's Tony Barry, legendary iconic Australian actor and activist.

His handshake is warm and heart-felt, and I take in his well worn t-shirt of the aboriginal flag under his flanno. "I was here for the 1973 Aquarius Festival," he shares with me.

"When I found out that the last lot of pharmaceutical medicines I was prescribed contained antibodies from hamsters and human DNA manufactured in China, that was

enough for me. I worried that if ever I passed big round metal objects I would spontaneously need to start running and start desiring Chinese food, which would be OK because at least I love that!"

In our conversation, Tony Barry spoke of his strong alternative connections, some memories of his phenomenal career in Australian film and TV, his activism (check out his Youtube videos on electricity privatisation, Northern Rivers CSG and his eight-year struggle with cancer) and his love of reading the *Nimbin GoodTimes!*

Enthusied by the forum presentation, I ask Tony what he believes is the greatest barrier to medicinal cannabis reform.

"The duplicity of pharmaceutical companies and the medical profession hijacking everything for profit," he replies quite bluntly. I can see the pain of a lost grand Australia in his eyes.

"You're not the average baby-boomer then are you?" I state, more than

question.

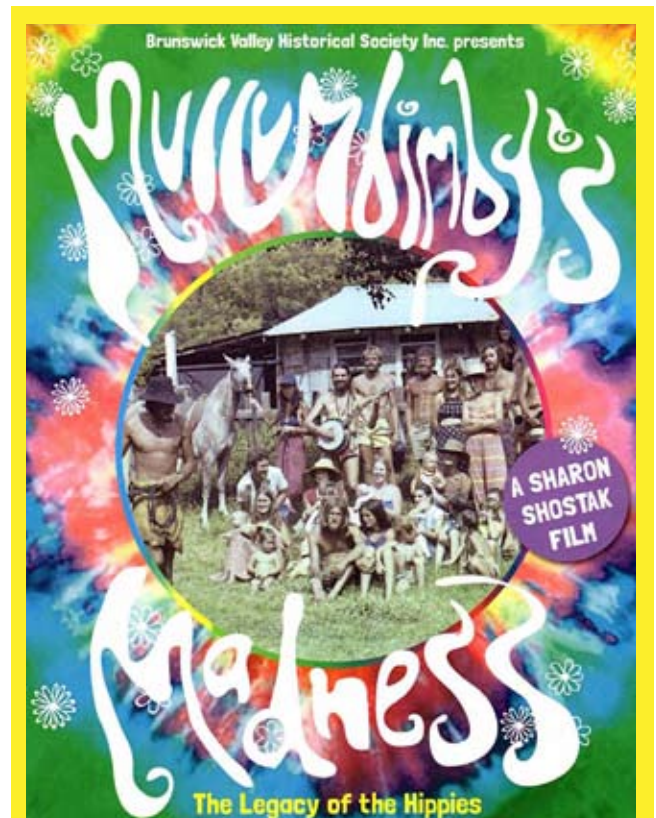
He grins. "I've always been different, a bit of a wilful buggar!" In a TV interview in September 2014, Tony was quoted as saying, "We have been made the mistake of being driven by the abacus, not the morals of the community." I could hug this man! I am hesitant to ask for his photo as he is unwell, but he smiles readily into the lens. Dignified, warm, courageous, laconic... on Saturday I had the honour and pleasure of meeting a beautiful Australian gentleman. He knows cannabis can't save him, but it can aid him and others enormously.

As Doctor Katelaris stated, "The only criteria for cannabis therapy should be Patient's Choice. Medicinal cannabis is a medical necessity!"

I thank Tony and every other visitor to Nimbin's cannabis forums held throughout the year, for their courage and strength, and wish them well in the future. The laws must change.



Tony Barry



*Mullumbimby Madness: Legacy of the Hippies* is a new documentary film about the rejuvenating wave of new settlers to the then dying town of Mullumbimby.

Award winning filmmaker, Sharon Shostak was commissioned by the Brunswick Valley Historical Society (BVHS) to produce the film, drawing on wealth of newly uncovered archival footage and photographic treasures to give you a taste of what the weird invasion was really like.

Sharon Shostak, child of the counterculture and creator of *The Echo Doco* and the award-winning *Tish Ho*, weaves together intimate snapshots with entertainingly articulate 'new settlers' now turned eccentric elders, and some of the farmers and townfolk who encountered them.

Also featured is renowned Australian journalist Kerry O'Brien, who was one of the first to report to the nation on the Aquarian revolution. Turn up, drop in and trip out.

The World premiere screenings on 3rd and 4th December sold out fast, so an additional screening is being put on at the Mullumbimby Drill Hall on Wednesday 9th December, at 7:30pm. A DVD of the film will be available for purchase.

Hippy historians and others interested in the period will be able to delve deeper into the archival material at *Back to the Garden*, a new exhibition at the Stuart Street Museum opening on Saturday 19th December at the Saturday morning museum markets.





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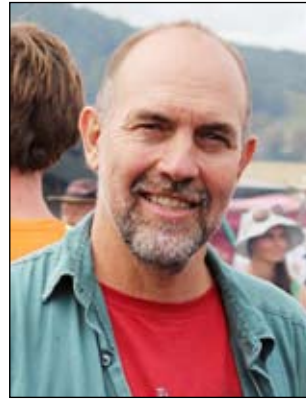
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# Climate change: Think globally, respond regionally

Climate change is not the only major environmental crisis of our times but it is the defining one. Our world is global, our impacts are global and so ultimately are the solutions but it is fascinating to observe how closely our recent struggles in the Northern Rivers region reflect the global picture.



by Aidan Ricketts

We entered the new millennium carrying the baggage of the old. The political economy of the 20th century was all about fuel, mostly fossil fuel. It was assumed that to produce energy there was a need for fuel, a physical commodity that could be located, extracted, owned and controlled. Those who could control the supply of fuel had a massive political and economic advantage, and so we have seen numerous wars fought over the control of fuel.

The strong message from the planet and its scientists for well over 30 years has been that we must stop burning fossil fuels or we face climate disaster. Sadly the main response from the fossil fuel industries was to ramp up the dishonest rhetoric of denial and doubt, ramp up the industry's investment in manipulating political parties and governments and worse still, to ramp up a last ditch greenfield gas and coal mining expansion.

Neo-liberalism is often mistakenly called economic rationalism, but the response we have seen to climate change has been anything but rational, it has been to sandbag the old and terminal business and political model and to delay effective responses for as long as possible.

The problem is not about where we can source energy from – energy is abundant, it hits this planet every day in quantities that massively exceed our needs, the problem for the fossil fuel industries has been that renewable energy eliminates their fuel-based business model, and the fuel-based model of world political domination of the US, its allies and a number of its non-allies. In short, renewable energy is a massive game changer, and the old power structure was scared of it.

Here in the Northern Rivers we have experienced our own micro version of all of this global politics. The fracking threat exemplified by Metgasco, was our regional version of the politics of extreme energy, the latter day foolishness of an industry that wanted to launch just one more fossil fuel boom before we went renewable. But we don't need a transition 'fuel', we just need a proper transition.

But we discovered, as communities across Australia and the world have, that to stand and fight the fossil fuel industry was also a fight for the heart of democracy. We were standing against an



Photo: Brian Alexander

established corruption that had inveigled all of the major political parties. To fight we needed to go back to basics, to re-invent our communities as networks of peaceful resistance, re-energize local democracy and to face up to threats of massive retaliation. We did that. Now that we have mostly succeeded we get to actually move on to the front foot and build from the grassroots, our low carbon future.

It is so satisfying to see the initiatives emerging to establish community-based solutions to energy production for the region. The region has been a national leader in rooftop solar. Several of our councils are now recognised national leaders in pursuing a carbon neutral energy future and now we are taking steps to set up community generation and distribution with schemes such as Enova, and other community owned renewable energy projects at Mullumbimby, Tyalgum, Lismore's Farming the Sun initiative and many more.

It is so good now that the gas battles are hopefully behind us as a region to have the opportunity to lead the way with innovative

community-based solutions. This too is a part of re-energizing democracy. We could just wait for government, but all we would get is a model that suited the old energy distribution companies, maybe even a tax on solar households.

The truth is we were never idle Nimby's or hypocrites, we just needed to respond to the crisis in the order of urgency, first fight the crazy fossil fuel gas expansion, in the process re-energize democracy, and then get on with the job of transforming the political economy of energy.

The Northern Rivers is playing its part in a much larger picture: the world is changing. King coal is dead, and coal divestment is now a runaway train. Oil will be around for a while yet, we still need it to make a lot of cool stuff, but we won't need to be wasting it in regular transport soon.

Hopefully much will come of governments meeting in Paris to discuss climate change, but as we know so well in this region, it is always better if communities devise their own solutions.

A happy festive season to all, much more work to be done in the years ahead.

## Start-up renewable energy retailer, Enova close to \$3 million capital-raising target

Enova Energy has advised of the intention of extending its Share Offer until 5pm (AEST) on 17th December.

Ahead of Paris and COP21, as the world prepares and hopes for major decisions to put us on course to secure and stable, climate safe growth, Enova Energy, a community-owned start up in renewable energy in the Northern Rivers, is leading the way in Australia for a new retail energy business model having raised capital close to \$3 million.

"The community is taking action and is putting their support behind Enova Energy", said Alison Crook AO, Chair of Enova Community Energy Ltd. "We are thrilled with the huge surge of support in share applications."

"Because of the last minute payment processing required to assess how much capital has been raised, we would be required by ASIC to extend our Offer. As we believe we have commitments of very close to our minimum target of \$3 million, and our existing Prospectus is valid until 17th December, we have decided to maximise the full amount of time permitted by ASIC to raise as much capital as possible, to give Enova the best foundation for success," said Ms Crook.



Founding partners Steve Harris, Alison Crook, Melissa Mac Court and Patrick Halliday

"The community is really coming in behind this, so I urge anyone who wants to be part of this historic initiative to apply for shares now, as we raise the final capital."

"There are many people to thank, who beyond applying for shares, have offered their valuable time and resources, including financial support,

to get us this far. We really feel like the community-owned company we are striving to be, and we look forward to continued support to ensure Enova is operational by early 2016," said Ms Crook.

To apply for shares, or more information, download a Prospectus from: [www.enovaenergy.com.au](http://www.enovaenergy.com.au)



# Google specialist moves to Nimbin

by Russell Lean

We had been coming to Nimbin for over a decade to visit friends and attend MardiGrass. We planned to sell our property in Burringbar and live in Nimbin but couldn't get a sale. With the help of Michael and the crew at the Hemp Embassy, I launched my first novel at MardiGrass 2014.

Just after Bentley started, I saw footage of Uncle Yila being arrested at Doubtful Creek, and I said to Kerelen, "We have to go to Bentley now!" And we did. I found Uncle Yila in the Elders tent and simply said, "I'm here because I saw that video of you at Doubtful Creek" – the conversation started that day and continues whenever we run into each other. We continued going to Bentley twice a week and met some great Nimbin residents there.

We sold our home fairly quickly after Bentley, and purchased land 3kms from the Nimbin Post Office. We love being in Nimbin and are settling in reconnecting with old friends and making new ones. We love all that Nimbin offers including the farmers markets, the open mic nights and embracing the true spirit of community. Our wonderful neighbours have extended so much generosity and warmth to us – it simply feels *right* to be here.

We have been involved with Internet Digital Technologies since 2000. We started out creating Virtual Tours for accommodation vendors, working with the best small boutique Hotel Chains in Australia. We have assisted small businesses here in Australia, in Indonesia and India. We have generally assisted our clients to perform better online since 2008.



Russell and his partner Kerelen

We specialise in Search Engine Optimisation, and Search Engine Marketing. Basically that means getting first page rankings for businesses in Google, using well developed strategies to keep businesses on Page 1.

In 2012, I was invited to Google HQ to be part of Google Sudo, a workshop in new digital technologies. After Sudo, I accepted Google's invitation to join the Google Partners programme and started the arduous task of becoming Google accredited.

It's not so easy. I have passed my foundations exams, but recently failed my advanced exams. Oh well. Like I said, it's not easy. I will sit that exam again in 2016. The Partners program gives me access to department managers from Google at Sydney and Brisbane events that can provide answers to assist clients with their online campaigns.

According to Nick Leeder, who until recently was Google Australia Managing Director, the internet marketing strategies that will endure the regular algorithm changes to Google and apply to the broadest range of businesses are: "Mobile – Local – Video – Social". These are the four areas a business should focus on if they wish to succeed and spread their reach online.

It applies also to Community Groups, Fundraising Enterprises and anyone wishing to build a brand online, commercial or otherwise. This four-pronged approach is the Middle Road that will endure all other changes to Google's rules for ranking. There are over 200 Ranking Signals that get you placed in search.

During 2011-2013 I hosted the 'Social Savvy Networking Show' on Bay-FM in Byron to smash the many myths that proliferate about marketing online. I also taught 'Turbocharge Your Online Marketing' – through Byron College, as well as working with clients.

I am working with a small number of local businesses and our metropolitan clients. We run an ethical small service business, and since 2007 have financially supported some projects in Cambodia.

I will be running some FREE workshops in 2016 for local businesses, organisations, anyone who wants to perform better online. You can register your interest by emailing me your contact details, at: [web2trafficstrategies@gmail.com](mailto:web2trafficstrategies@gmail.com) I am also available for consultations. You can book one by calling me on 0468-382-600.

## Happy High Herbs Nimbin launches new website

Have you ever wondered what Happy High Herbs Nimbin is really all about? Are you perhaps curious to know more?

Then you might be interested to know that the shop is launching its first website this month. Now, at: [www.happyhighherbsnimbin.com](http://www.happyhighherbsnimbin.com) you can find lots of information about what we do and why we do it.

How do health, healing, happiness and psychoactive sciences come together? We explore new advances in neurobiology and phytochemistry to help us answer this question.

On our website you can learn how ancient traditions and cutting edge science unite in the modern-day world of plant technology.

Discover new solutions to old habits and addictions. Delight in the sensuality of 'herbs for love'. Meet the team and explore the vision that lies at the heart of our little community shop in Cullen Street.

Please check out our website at: [www.happyhighherbsnimbin.com](http://www.happyhighherbsnimbin.com) and feel free to pop in for a nice cup of tea anytime.



## NIMBIN WE'VE GOT WHAT YOU'VE BEEN WAITING FOR

You can now bring your home to life with Telstra on the NBN. Your local Telstra Store Lismore is ready to show you how. Our NBN experts will talk you through all the things you can do with Telstra on the NBN and happily answer any other questions you have. We look forward to getting you up to speed.



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