

CORRECTED VERSION

RURAL AND REGIONAL COMMITTEE

Inquiry into the opportunities for people to use telecommuting and e-business to work remotely in rural and regional Victoria

Mansfield — 14 August

Members

Mr D. Drum
Mr G. Howard
Mr A. Katos

Mr I. Trezise
Mr P. Weller

Chair: Mr P. Weller
Deputy Chair: Mr G. Howard

Staff

Executive Officer: Ms L. Topic
Research Officer: Mr P. O'Brien

Witness

Dr W. Sykes, member for Benalla, Victorian Parliament.

The CHAIR — Just before we go to Uschi, I would like to welcome the local member and acknowledge the local member, Bill Sykes, the member for Benalla.

Dr SYKES — Thank you, Chair, for welcoming me, and I am pleased that the rest of the committee are welcoming also. Whilst I am not scheduled to speak, I thought there was a comment I could make that would hopefully value add. It is that along with some others I attended an alpine resort marketing forum a few weeks ago, and there was an outstanding speaker, who was an Austrian-American who ran a number of high altitude camps in the US, and they relied extremely heavily on social media as their marketing tool. The way they did it was they had young people coming up to their summer camps. They linked their summer camp activity with their winter camp activity, and they also ran a photographic and video training course that the young people paid for. Then those young people with their outstanding action photos put those out via their social media, whether Facebook or YouTube, and obviously spread the word. So these young people were paying the business to do the advertising for the business. Now that is pretty smart. The pay-off? About 60 to 70 per cent of that business's bookings are done via social media. Thank you.

The CHAIR — Thank you very much for attending and showing interest, Dr Sykes.

Witness withdrew.