



MISSION: Working in the best interest of our members; fostering strong alliances with nearby and similar groups; playing a leading role in the continuing positive development of our town and region.

Newsletter
September/October 2008

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1. NEXT MEETING – 13th October, 2008

- Monday, 13th October, 2008.
- 7 am start.
- \$15.50 hot breakfast or \$13.50 continental breakfast.
- Meeting room down the hall from Cunjevoi Restaurant.
- RSVP 10 October - only needed if having breakfast
info@yambansw.com.au

2. NEW EXECUTIVE MEMBER

Due to the recent resignation of Sallyanne Miranda-Madden, the Executive is about to appoint a new Executive Member. The correct procedure, according to the *Model Rules*, is for the Executive to ask any financial member whom they consider to be suitable, to stand in as an Executive Member. The position is held until the next and nearest Annual General Meeting. It is hoped that a new Executive Member will be introduced to the general membership shortly.

The Chamber sincerely thanks Sallyanne for all her hard work, as Minutes Secretary, for the Chamber during the past few years. We appreciate Sallyanne's decision to focus her energies on the demands of her growing business.

3. BUSINESS SHOWCASE PRIZE

Congratulations to Yamba Museum who win this month's Business Showcase Prize. As well as a write up in this newsletter, the Museum will be our special guest at our next meeting to tell us more about their business. Each meeting all present go in the draw to win the Business Showcase Prize.



4. SHOWCASE BUSINESS: YAMBA MUSEUM

*..a centre of community
activity*



Yamba museum is our business providing excellent service to our customers, attracting thousands of visitors to our town and a place to entertain your family and friends. It is a centre of community activity, presenting visitor and school programs, special events and exhibitions, making the museum the hub of cultural activity in Yamba.

Currently featuring:

- 100 YEARS BETWEEN THE FLAGS

100 Years Between the Flags shows the influential role surf lifesaving has had in shaping our iconic beach culture in Yamba. The exhibition includes early costumes, a surf reel, trophies and photographs that illustrate how surf lifesaving has evolved and the people who have made our beaches safer places to enjoy.



- CELEBRATING 50TH ANNIVERSARY OF TIM THE BREAM

All the excitement of this fishing frenzy can be seen on a 20 minute video when in 1958 Tim the Bream Fishing contest offered over £20,000 in prizes creating enormous interest and an influx of thousands of visitors such as Yamba had not seen before or since.

- AMONG OUR SOUVENIRS

Blessed with a moderate climate, beautiful beaches and the mighty Clarence River, Yamba has always been a perfect tourist destination and as such, has been well represented in the humble souvenir over the years. This small exhibition showcases a selection of useful merchandise, postcards and photo folders dating back to the 1920s.

Open: Tues, Wed, Thurs 10 – 4.30pm; Sat, Sun 2 – 4.30pm
Adults \$3 Children Free

5. WEBSITE yambansw.com.au & yamba.nsw.au

*..geographic domains
are to be established
by the Federal
Government for every
hamlet, village, town
and suburb.....*

The Chamber has registered our interest in a new, government sponsored website which could be run in parallel with its existing one, both sites feeding from and improving the other. Although questions remain as to if this will be the best way to proceed, for now the Chamber is covering all bases. Apparently, geographic domains are to be established by the Federal Government for every hamlet, village, town and suburb. There are grants and concessions available for community based, not-for-profit organisations who take one on. For now the Chamber has paid \$169 to reserve the new domain name for two years. Initially all hits on the new domain will automatically be referred to the current site.

6. WEBSITE UPDATE

The Chamber is progressing with bringing its current site up to speed and is close to completion. The next stage is a consultation with respect to the advantage, or otherwise, of turning the website into a paying proposition.

*...turning the website
into a paying
proposition.*

Taking advantage of our website administrator Melissa Lutton's presence in Yamba, a meeting of people interested in having a say in how all this could be best accomplished is to be held on October 15, 2008. This is not a meeting which will concern itself with the design of the website, just the commercial possibilities that it presents. If any members are interested in taking part in this consultation, would they please make themselves known to info@yambaNSW.com.au and further details as to time and place of the meeting will be forthcoming.

At the same time there will be a general discussion of a new fee structure for members. A free listing will remain a benefit of membership. However, it is noticed that some members are getting two or more listings. It has been suggested there will be a small fee payable for multiple listings and weblinks which will cover the costs of their webdesign and administration.

7. VILLAGE NOTICEBOARD

A number of commercial spots exist on the revamped village noticeboard. Please advise your interest to info@yambansw.com.au if you would like to take advantage of one of these spots. These spots are leased at the rate of \$250 per year. (Any advertisements where payment has not been received are assumed to no longer be required. If this is not the case please contact info@yambansw.com.au urgently.)

8. TV LIFESAVING PROJECT – THANKYOU TO PHOTOGRAPHER MIKE LARDER



The Chamber's TV commercial celebrating the 100th anniversary of the Yamba Surf Life Saving Club and promoting Yamba as a safe beach destination continues to be broadcast. The ad has been screened by Southern Cross 10 across Coffs Harbour, Lismore and Tamworth windows and is supported by corporate sponsor Westlawn.

Images for this project were kindly supplied by Adam Hourigan, Debrah Novak, Port of Yamba Historical Society and the Yamba Surf Life Saving Club. While the Chamber has acknowledged these contributions throughout the life of this project we must apologise to photographer Mike Larder whose contribution was unfortunately overlooked. Our sincere appreciation goes to Mike for allowing his images to be included.

9. TOURISM TOUCHSCREENS

Shane O'Donnell from Datatrx Tourism Touchscreens explained the opportunities presented by Tourism Touchscreens at the September Chamber meeting. Essentially an intranet touchscreen kiosk, this system has been available across Australia for a number of years. The Chamber has agreed to take possession of a kiosk. Discussion is still underway as to where it may be located, with consideration currently being given to Yamba Fair. There are three objectives met by acquiring this system.

1. Provides an easy to use method of obtaining information about Yamba and its services for visitors to town.
2. Places Yamba on the network which is accessed from other centres around the country.
3. Will be available for operators attending tourist/trade fairs to take as a mobile information kiosk to promote Yamba.

Costs for the kiosk and maintenance are met by Tourism Touchscreens from the advertising revenue generated. Advertising rates begin at approx \$165. To inquire about advertising contact Shane O'Donnell 0407188122. More information can be found about this facility at www.datatrx.com.au

New Look for Pharmacies

Congratulations are in order for Yamba's two pharmacies. Owners and members Nevil Hall and David Charles, together with pharmacy chain Price Line, have renovated and improved the old pharmacies almost beyond recognition. The revamped stores will provide an expanded range of products including cosmetics, skin care, health food items and vitamins whilst continuing their reliable attention to all prescriptions drugs, saving residents having to seek such products out of town – a good example of being able to Shop Yamba. The Yamba Fair branch will also host an enlarged branch of St. George Bank where, besides all the previous services offered, a consultant for loan advice and personal finance at all levels will be on hand for private consultations on one day a week. The new stores are increasing job opportunities for Yamba and district, and are opening just in time for members to call in, see all the new products and to start their Christmas shopping early – and doing it locally just like it says on the banner!

New Owners for Frogs Hollow

Long time friend and former member of the Chamber, Tracy Wilkinshaw has taken over as proprietor of the Frogs Hollow Garden Centre on Yamba Road. Tracy will be warmly remembered by many members as the proprietor of Yamba Sports and Souvenirs. We wish Tracy every success with her new enterprise and hope that members have noticed Spring has Sprung. This is the time to hustle down to Frogs Hollow, say "hi" to Tracy and get going on the planting-out program that has been buzzing in your heads all winter. The Chamber also wishes former proprietors of Frogs Hollow, Andrew and Lee Wakefield every success in their new - but not plant-free lives. Andrew will continue with his landscaping service and also growing plants for the wholesale trade.

Marketing Bootcamp for Sassafra

Lauren and Rod from Sassafra Restaurant are taking 4 days away this month from the restaurant – but no R&R for these two! The owner/managers are instead participating in an innovative marketing conference which involves full immersion in marketing theory and practice. Run by Australian Restaurant Marketing, the course promises to send Lauren & Rod back to Yamba loaded with great marketing ideas which they have promised to share with us. (Besides, Lauren confesses it's the only way she can get a few days away!)

*...new stores are
increasing job
opportunities for Yamba
and district...*



*...aired in December on
Channel 10 featuring
our wonderful region...*

11. NORTH COAST BUSINESS AWARDS

Congratulations to our members who made it as Finalists in this year's North Coast Region Local Business Awards:

- Causleys Fruit and Vegetables
- Rosehip Flowers and Gifts
- Fletchers Fotographics Yamba
- Yamba Liquor Supplies

Supported by Clarence Valley Council and a host of other sponsors, the Awards Program will announce the winners on Friday 17th October at a presentation evening at Coffs Harbour.

12. TV FISHING SHOW IN YAMBA

Blue Dolphin Holiday Resort, in conjunction with The Lower Clarence Tourism Board will be hosting a team from the Australian Fishing Championship Show in October. The Australian Fishing Championships will be filming segments for the TV Show showcasing the Lower Clarence Region whilst staying at Blue Dolphin Holiday Resort. The Australian Fishing Championship Show is scheduled to be aired in December on Channel 10 featuring our wonderful region and highlighting the magnificent Clarence River to over 600,000 viewers.

13. BIG 4 ARTWALK & SURFING THE COLDSTREAM FESTIVAL

Yamba's fringe art music festival "Surfing the Coldstream" wants artists and craftspeople of any medium to participate in this year's Big 4 Clarence Coast Resort artWalk event. The Big 4 Clarence Coast Resort won the naming rights for this years festival artWalk in the Yamba Chamber of Commerce draw at their last meeting. Previously the Yamba Chamber of Commerce had generously decided to pass on their Gold Sponsor naming rights to one of their members. So the Surfing The Coldstream artWalk becomes the Big4 artWalk in 2008. The **Big4 artWalk** on the Sunday **26th** between 9am and 2pm is one of the many featured events during the 'Surfing the Coldstream' festival. Anyone interested in participating in the Big4 artWalk should contact Melinda Gibbs at Arthouse Australia as soon as possible as sites are limited. P:66461999

14. FINAL MEMBERSHIP REMINDER

Members who have fees which remain outstanding by the end of October will be considered as not renewing. Reluctantly, these member listings will be removed from the website and the membership database. Please double check your 'in tray' and/or advise urgently if there is any difficulties in renewing membership. NB Some notices of payment received with Chamber stickers have been confused with invoices and payments made twice. In a bid to eliminate this confusion, from now on, invoices will be issued for membership, but receipts will only be issued upon request.

15. CHAMBER CONTACTS

The Chamber Secretary, Elizabeth Kime, can be contacted at info@yambaNSW.com.au or PO Box 278 Yamba NSW 2464 Australia.

Tania Williams can be contacted at Fletchers Fotographics Yamba, Shop 8, 8 Yamba Street. Ph: 66461983 yamba@fletchers.com.au

Bev Mansfield can be contacted at Mansfield's Marine, Yamba Road. Ph 66469433 bevmans@bigpond.net.au

16. MEETINGS FOR 2008

Chamber meetings for the remainder of 2008:

- Monday 3rd November
- *December no meeting



*We would love to hear
your ideas, feedback
and suggestions!*