

Down to Earth 10



Project Platypus Upper Wimmera Landcare

MISSION

Support and empower community.
Improve environmental health of Upper
Wimmera Catchment.
Maintain and improve productivity.

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Down to Earth

MARCH 15th UPDATE

Welcome to short & sweet *Down to Earth*,

FAST & FURIOUS FOUR NEXT WEEK...

1. Social Media Training

Monday March 19th

Project Platypus office, Stawell

9 AM

morning tea provided

Social media training will be run by two beaut farm girls, Karen Inkster and Kate Liersch from *Aubrey & Areegra* (born on the land, moved off into the big smoke and back with skills they use from their farm home bases) – so in that fact alone they may provide a little bit of inspiration. Otherwise they have loads of enthusiasm and knowledge on marketing, advertising (one was the Creative Director for the Myer One campaign) and social media for small business and other community groups. Some of the topics covered include how to utilize and understand Facebook, Twitter, apps such as Flipagram, Canva and much more.

‘With our genuine understanding of the lifestyle and media habits of rural and regional Australians, we get brands closer to customers.’ Aubrey & Areegra.

Their passion for great brand communications is equally matched by their love for the regional lifestyle and agricultural industry. After growing up with family farms in The Wimmera (Karen from Aubrey, and Kate from Areegra), each left for Melbourne to study and build careers in some of the biggest and most respected advertising agencies in the country. Today, life is a balance of both worlds. When they’re not busy in their beautiful studio space, you’ll often find them working on a new concept while moving field bins, checking proofs between delivering lunch to the shearers, or chatting to printers while feeding the chooks. For these two creative souls, Aubrey + Areegra ties everything together perfectly – a boutique agency with a focus on rural and regional consumers.

www.aubreyandareegra.com

RSVP llf@platypus.org.au or mob 0491 220 386



2. FIRST AID TRAINING

Session 1 Unconscious & CPR, Tue. 20th March 6.30 – 9.30 pm

Session 2 Medical emergencies, Wed. 28th March 6.30 – 9.30 pm

Project Platypus office, Stawell

\$25 per person (subsidised rate)

Roger Murray will be teaching FIRST AID over 2 nights and comes highly recommended.

First Aid saves lives and this is a great opportunity to lift the skills of landcare groups.

- A **USI number will be required** to complete enrolment details.
- Participants are required to enrol prior to training and return completed workbook to the training, to be able to obtain a pass assessment, and receive a certificate.
- Please note workbooks and other learning materials can be collected at the office

3 places

left

RSVP llf@platypus.org.au or mob 0491 220 386



3. Celebrating Landcare & National Harmony Day

Wednesday 21 March

Horsham Town Hall, Horsham Vic

5.30 pm - 8.30 pm

The event will feature Tim Low, author of the award-winning bestseller “Where Song Began”, and nature sound recording specialist Andrew Skeoch. “Where Song Began” describes how Australia provided the world with its songbirds and parrots, the most intelligent of all bird groups”.

Bookings: www.horshamtownhall.com.au or 03 5382 9555

Ps I'm going, 2 seats available (was 4) if you would like to hitch a ride! Andrea mob. 0491 220 386 .



4. Lake Albacutya Community Film Night

Friday 23 March

Western Beach, Lake Albacutya

6 pm

Staged on the lake bed with stories recorded from the past. Imagine relaxing in the warm night air, stars shining, watching a film in the middle of a dry lake bed. Wimmera CMA and Friends of Lake Albacutya are hosting evening movie on the West beach of the Lake. CMA filmed fantastic community stories. Lake Albacutya is the largest Victorian RAMSAR site, dry for over 30 years yet still has spectacular bird life and records 80,000 visitors per year. **Friday 23 March** BBQ dinner supplied

RSVP by 20/3/18 Heather 0427 868 705

I know it's short & sweet this week - bigger & better newsletter next time!

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