



Leveraging Technology

Hotham History Project
2018 AGM



ArtificialIntelligence
Robotics
DriverlessCars
HomeDelivery predictiveTools
SAASGigEconomyVirtualReality
CentralisationAutomation
AR AI VRChatbots
CrowdSourcingVoiceRecognitionMobilityVideoOnDemand
3DPrintingAPIs5GBlockchain
DevicesBitcoin
DronesNBNConnectedWearableTech
AugmentedReality
CryptoCurrenciesDigitalAssistants
CrowdFundingPersonalisation
CloudServices
ECommerce
SocialNetworksDataHarvesting

01

**ONLINE
RESOURCES**

03

INFOGRAPHICS

02

SOCIAL MEDIA

04

AR

01

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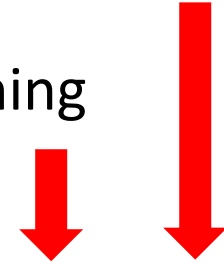
01

ONLINE RESOURCES

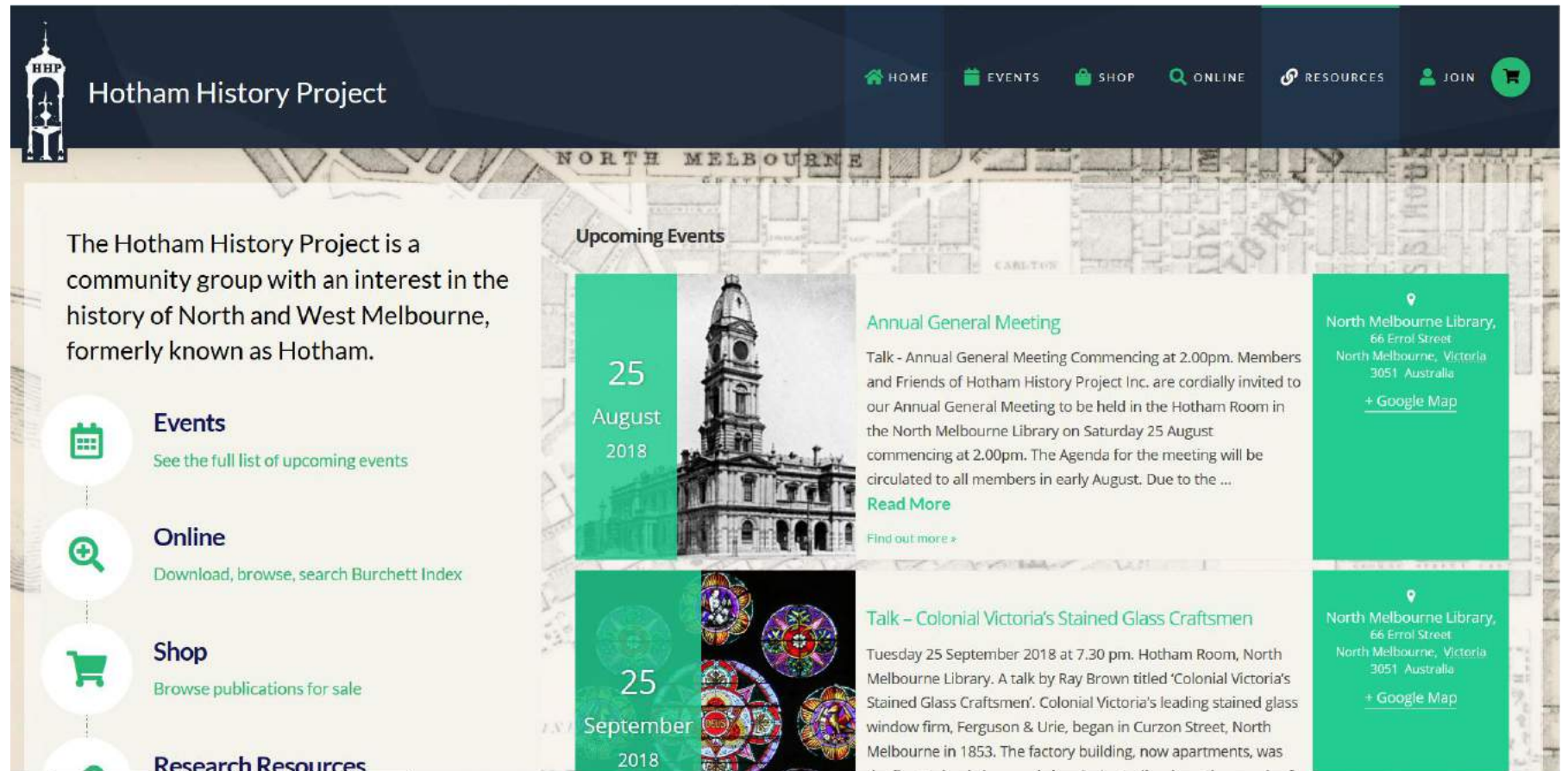
Revitalised HHP website

Help for Researchers

Online Publishing



Online Sales
and
Memberships



01

ONLINE RESOURCES

Online Publishing

Making available to the wider public some of the works the HHP has already done

- Burchett Index
- Stories in North and West Melbourne News
- Submissions to authorities – Heritage Panel, VCAT, MCC
- Transcripts of Event Presentations



The Burchett Index

Columns: All | Copy | CSV | Excel | PDF | More

Show 10 entries

sequence_no	date	registration_no	fee	locality	street	near	builder	arch
1629	1850-01-28	14	2.50.0	-	Napier	-	Bliss, John	-
1630	1850-01-29	15	3.00.0	-	Napier	-	Candy, William	-
3	1850-02-01	17	3.50.0	Collingwood	A	near the watch house	Newson, Arthur, Collins St	-
461	1850-02-02	18	2.50.0	-	St Brunswood	-	Barnes, John - Collingwood	-
40	1850-02-11	24	1.55.0	Collingwood	Argyle	-	Hughes, Humphry	-
134	1850-02-15	28	1.10.0	Collingwood	Little Argyle	-	Zahm, Carl - Collingwood	-
1631	1850-02-15	29	2.50.0	-	Napier	-	Nekruus, William	-
39	1850-02-20	34	6.6.0	(Florence?)	(Argyle)	adjoining the Prince Albert Inn	Smith, William	GIL
1529	1850-02-20	35	1.55.0	-	Marion	-	Hartford, Thomas - Thomson St	-
-	1850-02-22	36	1.10.0	Collingwood	Boze	-	Touff, Richard	-

Burchett Index

Search the Burchett Index

01

ONLINE RESOURCES

New Initiative : Melbourne Streets

Presenting historical information in an aggregated and consolidated format with target audiences in mind

- Students
- Home Owners
- Residents
- Planning Decision Makers
- Researchers

North and West Melbourne Street History



The stories and history of what you see when you walk around the streets of North and West Melbourne - the architecture, the families, the characters and the evolution of today's suburbs.

MelbourneStreets.com.au

01

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RESOURCES**

03

INFOGRAPHICS

02

SOCIAL MEDIA

04

AR



PART 1:
WEST

DIGITAL IN 2018 IN OCEANIA

ESSENTIAL INSIGHTS INTO INTERNET, SOCIAL MEDIA, MOBILE, AND ECOMMERCE USE ACROSS THE REGION

we
are
social



Hootsuite™

JAN
2018

DIGITAL IN AUSTRALIA

A SNAPSHOT OF THE COUNTRY'S KEY DIGITAL STATISTICAL INDICATORS



TOTAL
POPULATION



24.61
MILLION

URBANISATION:
90%

INTERNET
USERS



21.74
MILLION

PENETRATION:
88%

ACTIVE SOCIAL
MEDIA USERS



17.00
MILLION

PENETRATION:
69%

UNIQUE
MOBILE USERS



19.16
MILLION

PENETRATION:
78%

ACTIVE MOBILE
SOCIAL USERS



15.00
MILLION

PENETRATION:
61%

SOURCES: POPULATION: UNITED NATIONS; U.S. CENSUS BUREAU; **INTERNET:** INTERNET WORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; **SOCIAL MEDIA** AND **MOBILE SOCIAL MEDIA:** FACEBOOK; TENCENT; VKONTAKTE; KAKAO; NAVER; DING; TECHRASA; SIMILARWEB; KEPIOS ANALYSIS; **MOBILE:** GSMA INTELLIGENCE; GOOGLE; ERICSSON; KEPIOS ANALYSIS. **NOTE:** PENETRATION FIGURES ARE FOR TOTAL POPULATION [ALL AGES].



JAN
2018

ANNUAL DIGITAL GROWTH

YEAR-ON-YEAR CHANGE IN KEY STATISTICAL INDICATORS



INTERNET
USERS



+3%

SINCE JAN 2017

+567 THOUSAND

ACTIVE SOCIAL
MEDIA USERS



we
are
social

+6%

SINCE JAN 2017

+1 MILLION

UNIQUE
MOBILE USERS



+3%

SINCE JAN 2017

+503 THOUSAND

ACTIVE MOBILE
SOCIAL USERS



+7%

SINCE JAN 2017

+1 MILLION



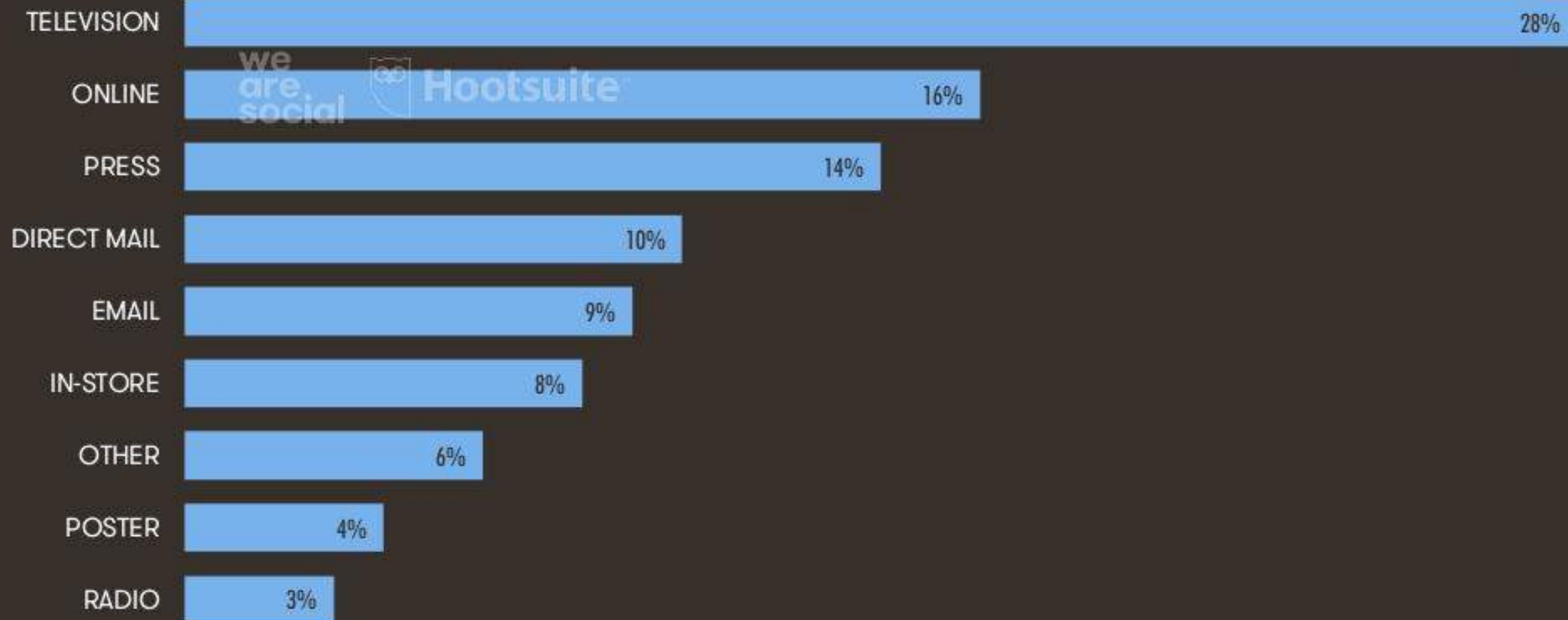
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JAN
2018

ADVERTISING MEDIA: FIRST AWARENESS

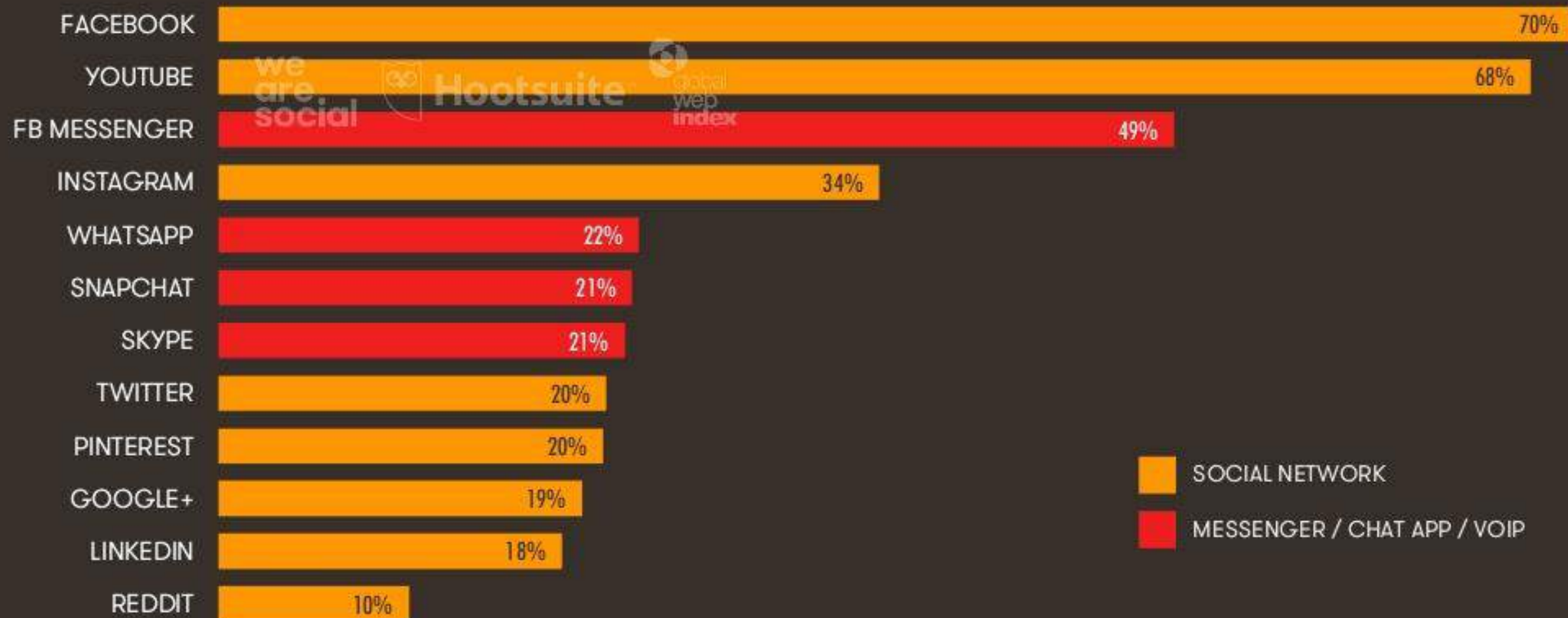
THE CHANNEL THAT FIRST INTRODUCED INTERNET USERS* TO A PRODUCT OR SERVICE THAT THEY SUBSEQUENTLY PURCHASED



JAN
2018

MOST ACTIVE SOCIAL MEDIA PLATFORMS

SURVEY-BASED DATA: FIGURES REPRESENT USERS' OWN CLAIMED / REPORTED ACTIVITY



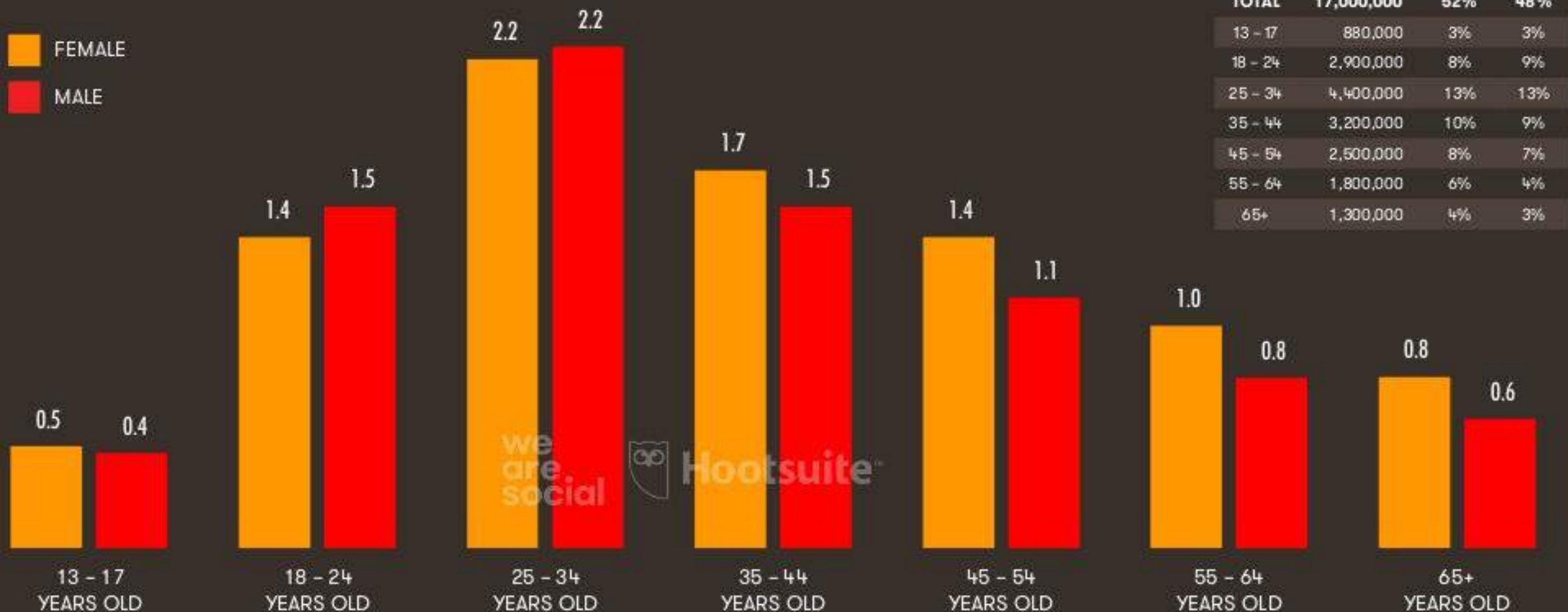
JAN
2018

PROFILE OF FACEBOOK USERS

A BREAKDOWN OF THE COUNTRY'S FACEBOOK'S USERS BY AGE AND GENDER, IN MILLIONS



FEMALE
MALE



SOURCE: EXTRAPOLATION OF FACEBOOK DATA, JANUARY 2018. **NOTES:** THE 'TOTAL' COLUMN OF THE INSET TABLE SHOWS ORIGINAL VALUES, WHILE GRAPH VALUES HAVE BEEN DIVIDED BY ONE MILLION. TABLE PERCENTAGES REPRESENT THE RESPECTIVE GENDER AND AGE GROUP'S SHARE OF TOTAL NATIONAL FACEBOOK USERS. TABLE VALUES MAY NOT SUM EXACTLY DUE TO ROUNDING IN THE SOURCE DATA.

JAN
2018

SHARE OF WEB TRAFFIC BY DEVICE

BASED ON EACH DEVICE'S SHARE OF ALL WEB PAGES SERVED TO WEB BROWSERS



LAPTOPS &
DESKTOPS



49%

YEAR-ON-YEAR CHANGE:

-4%

MOBILE
PHONES



40%

YEAR-ON-YEAR CHANGE:

+11%

TABLET
DEVICES



11%

YEAR-ON-YEAR CHANGE:

-14%

OTHER
DEVICES



0.16%

YEAR-ON-YEAR CHANGE:

-11%



JAN
2018

MOBILE ACTIVITIES

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



PERCENTAGE OF THE
POPULATION USING
MOBILE MESSENGERS



57%

PERCENTAGE OF THE
POPULATION WATCHING
VIDEOS ON MOBILE



48%

PERCENTAGE OF THE
POPULATION PLAYING
GAMES ON MOBILE



40%

PERCENTAGE
OF THE POPULATION
USING MOBILE BANKING



44%

PERCENTAGE OF THE
POPULATION USING
MOBILE MAP SERVICES



53%

JAN
2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]



USE A SEARCH
ENGINE



we
are
social

SMARTPHONE:

59%

COMPUTER:

64%

VISIT A SOCIAL
NETWORK



Google

SMARTPHONE:

54%

COMPUTER:

46%

PLAY
GAMES



SMARTPHONE:

13%

COMPUTER:

18%

WATCH
VIDEOS



Google

SMARTPHONE:

41%

COMPUTER:

42%

LOOK FOR PRODUCT
INFORMATION



SMARTPHONE:

34%

COMPUTER:

35%



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TOP GOOGLE SEARCH QUERIES IN 2017

RANKING OF THE TOP SEARCH TERMS ENTERED INTO GOOGLE'S SEARCH ENGINE THROUGHOUT 2017



#	QUERY	INDEX
01	FACEBOOK	100
02	WEATHER	95
03	YOU	86
04	GOOGLE	76
05	YOUTUBE	68
06	NEWS	61
07	HOTMAIL	32
08	EBAY	28
09	GUMTREE	27
10	BOM	26

#	QUERY	INDEX
11	MOVIES	25
12	GMAIL	24
13	BUNNINGS	24
14	MAP	23
15	KMART	22
16	REAL ESTATE	20
17	COLES	20
18	AFL	20
19	MAPS	19
20	TELSTRA	19

JAN
2018

E-COMMERCE SPEND BY CATEGORY

TOTAL ANNUAL AMOUNT SPENT ON CONSUMER E-COMMERCE CATEGORIES, IN UNITED STATES DOLLARS



FASHION
& BEAUTY



\$3.399
BILLION

ELECTRONICS &
PHYSICAL MEDIA



\$2.526
BILLION

FOOD &
PERSONAL CARE



\$0.925
BILLION

FURNITURE &
APPLIANCES



\$1.441
BILLION

TOYS, DIY
& HOBBIES



\$2.322
BILLION

TRAVEL (INCLUDING
ACCOMMODATION)



\$1.577
BILLION

DIGITAL
MUSIC



\$0.312
BILLION

VIDEO
GAMES



\$0.340
BILLION

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statista



statista



we
are
social



JAN
2018

E-COMMERCE ACTIVITIES IN PAST 30 DAYS

SURVEY-BASED DATA: FIGURES REPRESENT RESPONDENTS' SELF-REPORTED ACTIVITY



SEARCHED ONLINE
FOR A PRODUCT
OR SERVICE TO BUY



we
are
social

73%

VISITED
AN ONLINE
RETAIL STORE



global
web
index

65%

PURCHASED A
PRODUCT OR
SERVICE ONLINE



global
web
index

59%

MADE AN ONLINE
PURCHASE VIA A LAPTOP
OR DESKTOP COMPUTER



global
web
index

26%

MADE AN ONLINE
PURCHASE VIA A
MOBILE DEVICE

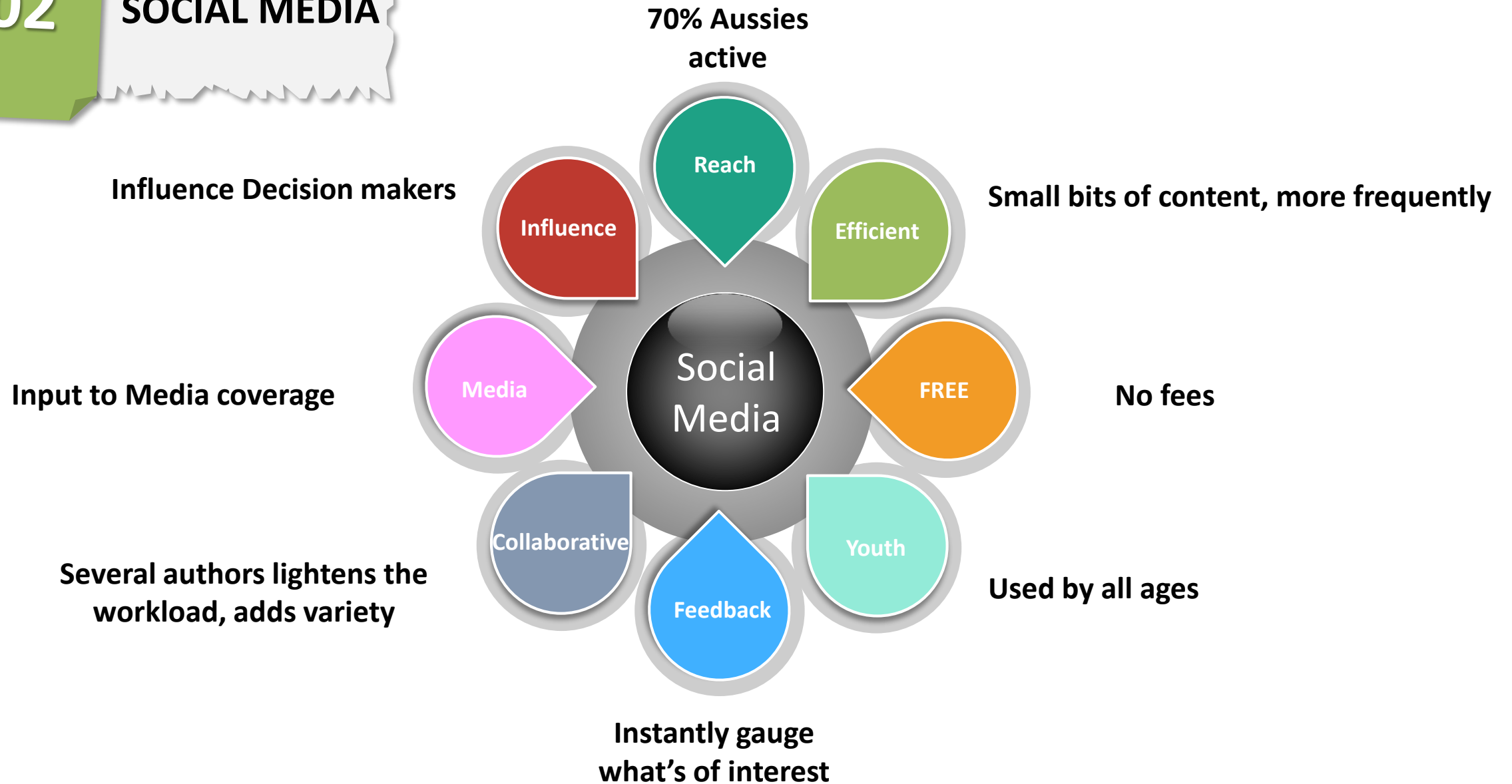


26%

02

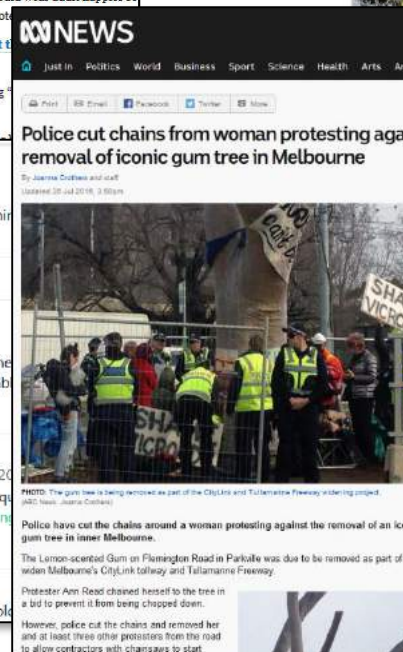
SOCIAL MEDIA

Why is Social Media important?



02

SOCIAL MEDIA

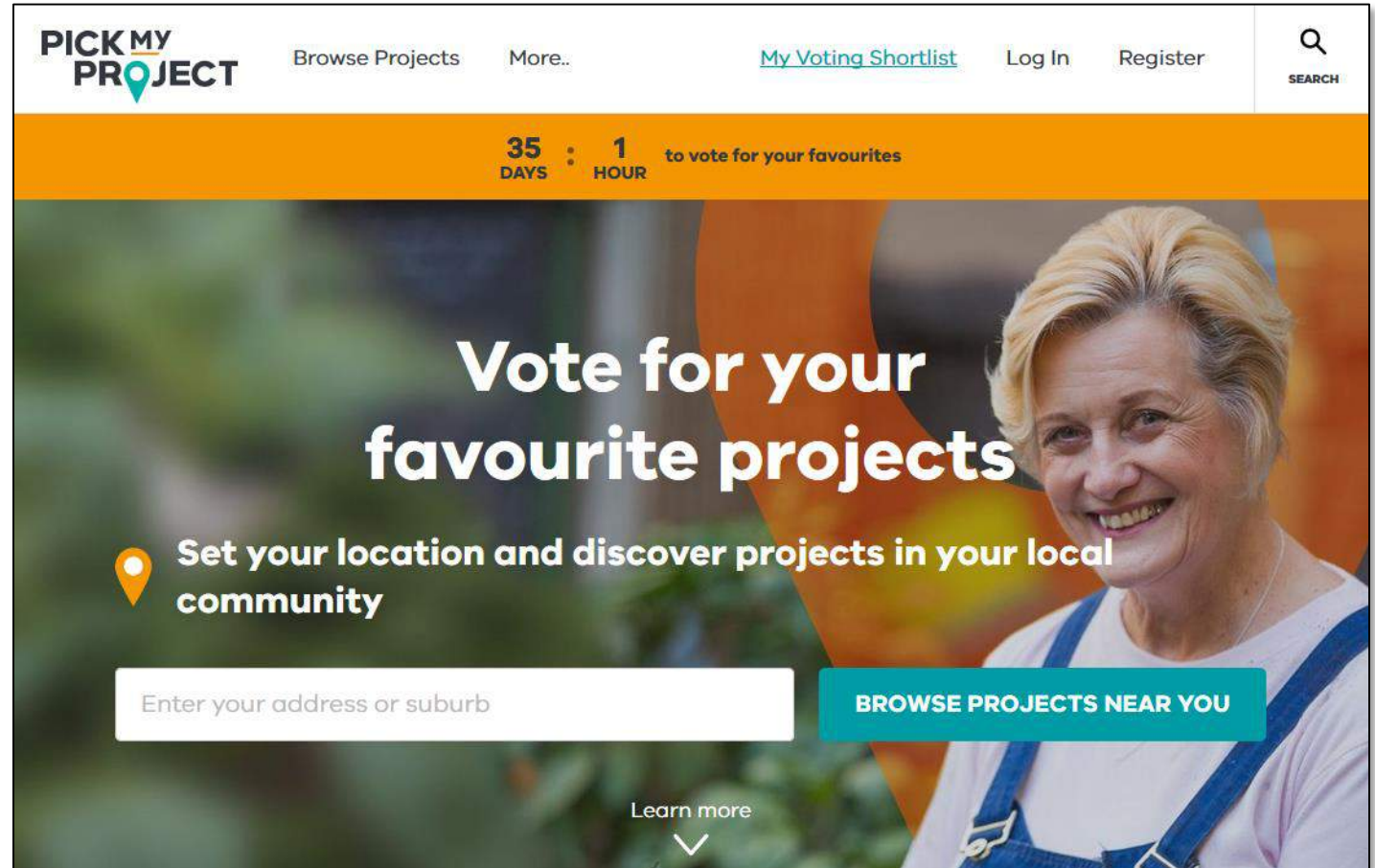


02

SOCIAL MEDIA

Current grant process
Leveraging social media to
get votes for which
applications will get funding

- Higher profile
- Popularity in the community determines the outcome of grant application



02

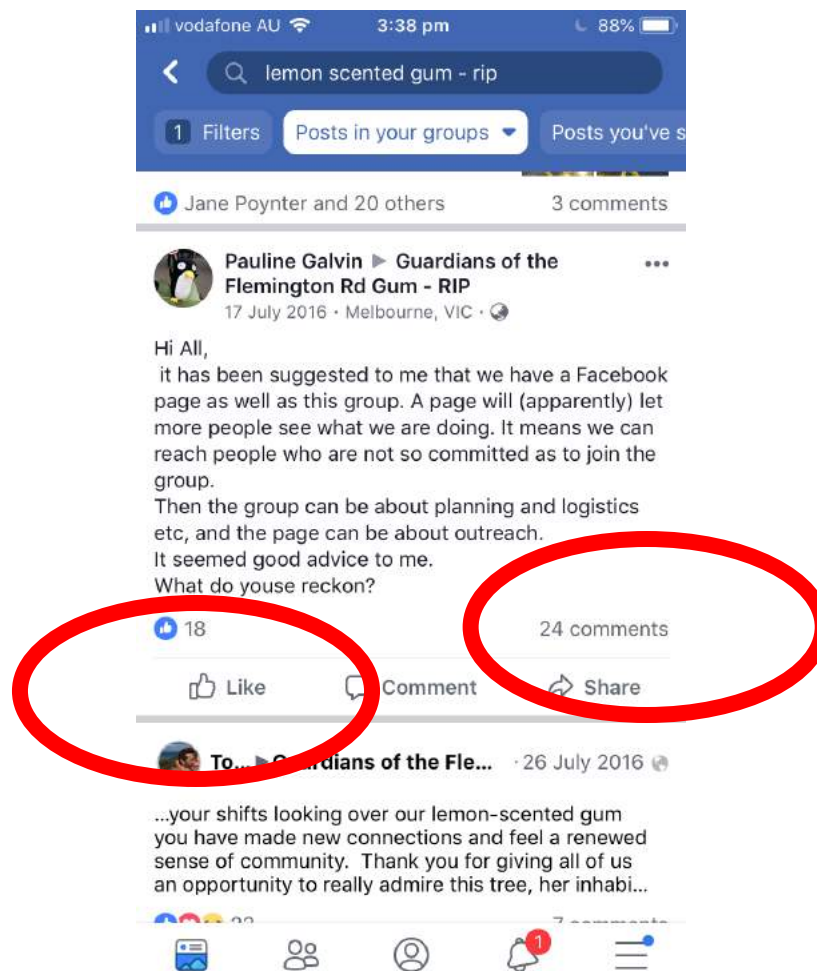
SOCIAL MEDIA



LIKE

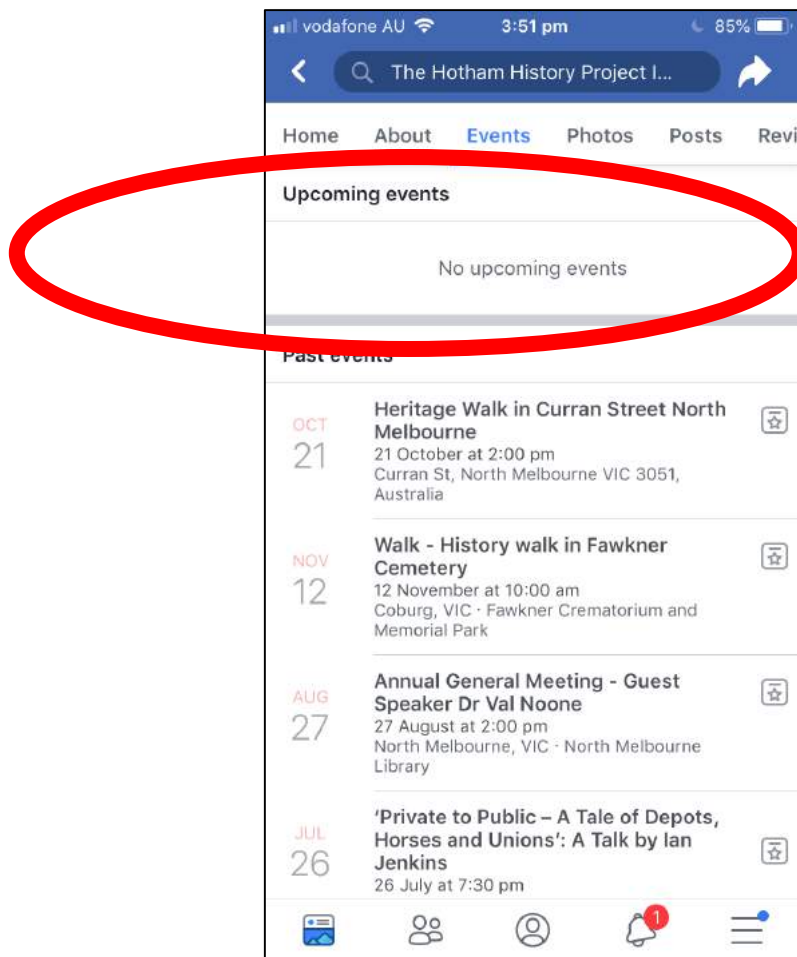
SHARE

COMMENT



02

SOCIAL MEDIA



3X

- Instagram
- Facebook
- Youtube

01

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RESOURCES**

03

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02

SOCIAL MEDIA

04

AR

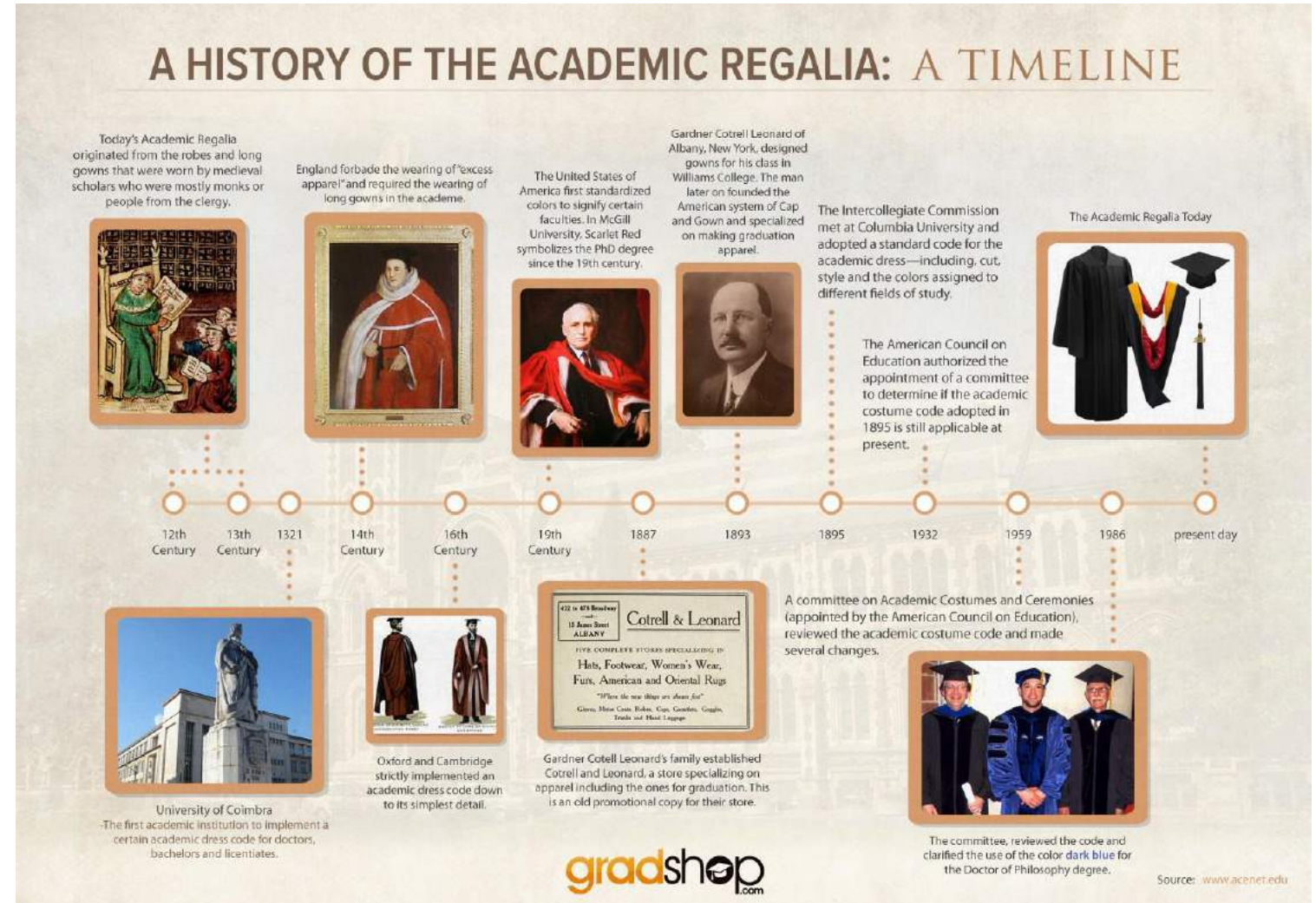
03

INFOGRAPHICS

- Concise facts
- Imagery and colour
- Shared, Collected
- Republished
- Spoken language

Information presentation is changing

Attracting a younger demographic means presenting info in a way that appeals to them



21 digital marketing trends for 2018

1. PERSONALIZED CONTENT



Personalized shopping cart recommendations influence **92% of shoppers** to complete a purchase.

2. PRIVACY PROTECTION



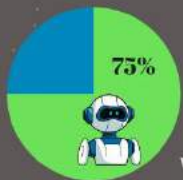
55% of consumers said they had decided against buying something due to privacy concerns.

3. THE RISE OF VIDEO



79% of consumers would rather watch a video to learn about a product, than read a text.

5. ARTIFICIAL INTELLIGENCE



75% of more than 200 business executives said AI will be actively used in their businesses within the next three years.

4. OPINION LEADERS



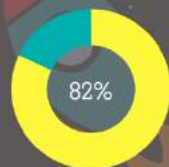
70% of millennials are influenced by the recommendations of their peers in buying decisions.

6. BIG DATA



\$46.34 billion is the expected worth of Big Data by 2018.

13. MICRO-MOMENTS



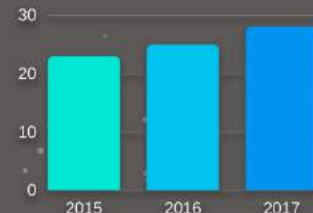
82% of consumers consult their phones in a store when deciding which product to buy.

15. SHORT-LIVED CONTENT



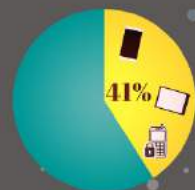
Number of daily Instagram users (in million) after launching Stories.

17. SOCIAL COMMERCE



% of internet users who use social media to find new products.

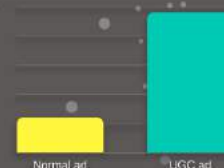
19. CROSS-DEVICE MARKETING



41% of post-click desktop transactions come from another device.

14. USER-GENERATED ADS

The UGC-based ads get **4x higher** click-through rates.



16. THE GROWTH OF AR & VR



By 2020 both VR and AR are expected to generate **\$150 billion** in revenue.

18. FOCUS ON GEN Z



Gen-Zers are expected to constitute **40% of all consumers** by 2020.

20. CRO & LANDING PAGES

Only **22% of businesses** are satisfied with their conversion rates.

22%

21. THE POPULARITY OF MOBILE PAYMENTS



3 YEARS

NEZ PERCE (NEE-ME-POO)

NATIONAL HISTORIC TRAIL

1986-2016





Historic Homes in Waikiki Showcased in Self-Guided Walking Tour



WAHI PANA STEWARDS

PLACES TELL STORIES

Become a Monthly Donor &
Join our Circle of Wahi Pana
Stewards!!

Upcoming Events

Lei of Parks Family Day Will
Connect Three Parks And
Provide Fun Activities for All
Ages

"FIRE & RICE" Event to
Celebrate 150 Years of
Japanese-influenced Cuisine



11 Dillingham Transportation Building (1929)

16 Hawaiian Electric Building (1927)

21 Hawaii State Library (1913)

1 **Hawaii State Capitol (1969) - KIMMY**
Hawaii's State Capitol building houses the offices of the Governor and Lieutenant Governor, offices of state legislators, and the chambers of the state House and Senate. The Capitol was constructed at the direction of Governor John A. Burns and designed by the firms of Belt, Loomis & Lo of Honolulu, John Carl Wannerke & Associates and Architects Hawai'i. The building opened in 1969. Like the Hawaiian Islands, the Capitol is surrounded by water, and the outer columns that rise from the reflecting pools represent Hawaii's palm trees.



2 **Board of Water Supply Building (1959)**
The BWS building was completed in 1958 and was designed by famous architect Hart Wood in a local Hawaiian Style that combined elements of Asian and American influences. The entire building is constructed of reinforced concrete and the exterior was designed by renowned landscape architect Catherine Jones Thompson.

3 **Advertiser Building (1929)**
The neo-Renaissance designed building by famed architects Walter Emory and Marshall Webb was home of the iconic Advertiser newspaper for over eighty years until the paper merged with the Star-Bulletin in 2010.



4 **Kaka'ako Fire Station (1929)**
Built in the Spanish Mission style, the historic fire station is considered to be haunted. It is located across from the graveyard of smallpox victims from the 1850's. Kamehameha III created Honolulu's fire department making it the only one in America sponsored by royalty.

5 **Territorial Building (Kekuanui'a) (1925)**
Large fluted Corinthian columns grace the front of this classical revival-style building. A stained-glass dome is positioned above the lobby. Built as a governmental office building it continues to function as such today.

6 **Hawaii State Archives (1906)**
Designed by Oliver Tappan in the Renaissance Revival style, the building also known as Kina'ina is currently used as the offices for the Friends of 'Iolani Palace. It was originally constructed to house Hawaiian governmental documents from before annexation based on a compromise with the US government.



7 **King Kamehameha Statue (1882)**
The 16-foot bronze statue was dedicated in 1883 to represent the famed unifier of the islands, King Kamehameha I. It was sculpted by Thomas Gould in Florence.

8 **Ali'iolani Hale (1874)**
The State Supreme Court and the Judiciary History Center are located here. It is the oldest government building in Hawaii. Originally commissioned as a new royal residence by Kamehameha IV, Kamehameha V decided that it should become an administrative building.



9 **'Iolani Palace (1882)**
Home to the Hawaiian monarchy before it was overthrown in 1893, 'Iolani Palace was built in the Italianate style with fluted cast-iron Corinthian columns, decorative iron railings, mansard-style tower roofs, and wide lanai on all sides. After the overthrow, from 1895 to 1968, 'Iolani Palace served as the capitol of the Republic, Territory and State of Hawaii. Restored to its original grandeur, the building opened to the public as a historic site in 1976.



10 **US Post Office, Custom House, and Court House (1922)**
Designed by New York architects York and Sawyer, this classic Mediterranean-style structure features large roof overhangs, shaded arcades, open interior courtyards, spacious portions, and two towers. It is still currently used as the Downtown Post Office.

www.historichawaii.org

Historic Downtown Honolulu



Self-Guided Tour

HISTORIC HAWAII FOUNDATION

A stroll through heritage

The Tiong Bahru Heritage Trail which spans 2.5km and comprises 10 stops, uncovers well-kept secrets, stories and historical nuggets about the quaint 77-year-old estate.



Design of Tiong Bahru's post-war flats

This stop looks at the post-war Singapore Improvement Trust flats built in Tiong Bahru, which were inspired by the International Style – characterised by the use of boxes to carve out the interior spaces of buildings. Architects incorporated local features such as five-foot-ways and spiral staircases into the design of these flats which were built between 1948 and 1954.



Seng Poh Garden and the Dancing Girl sculpture

Sarawak-born sculptor Lim Nang Seng, who sculpted the Merlion, was commissioned in 1972 to give the estate's new landscaped garden its own significant landmark – a sculpture of a girl performing a harvest dance.



The horse-shoe block

Block 78 which straddles Moh Guan Terrace and Guan Chuan Street, is designed in the shape of a horse-shoe. It also houses the first air raid shelter to be included as part of a public housing project here.



The origin and development of Tiong Bahru

This marker gives an overview of the history of the estate, taking into account its roots as a cemetery. It also features the history of the Tiong Bahru Market and Food Court, which houses the highest number of hawkers with histories dating back to the 1950s.



Bird corner and former Hu Lu temple

This stop marks the site of two key buildings that were once located in the area. They are the Hu Lu Miao, which was built around 1918, and Wah Heng coffeeshop, which was a common gathering point for bird owners for more than 20 years.

Graves of Tan Tock Seng, Chua Seah Neo & Wuong Neo

The graves of Singapore pioneer and philanthropist Tan Tock Seng, who died in 1850, his daughter-in-law Chua Seah Neo and granddaughter-in-law, Wuong Neo lie here in the family's burial plot that was acquired by Tan's son, Tan Kim Ching, in 1877.



Outram precinct

This marker commemorates three significant institutions, the Coroner's Court, the Institute of Health Building and the Outram Prison, which were all located in this area.

Monkey God temple

Founded in 1920, trustees of this temple claim that it is the very first temple here to be dedicated to the worship of the monkey god. The temple houses more than 10 statues of the god.



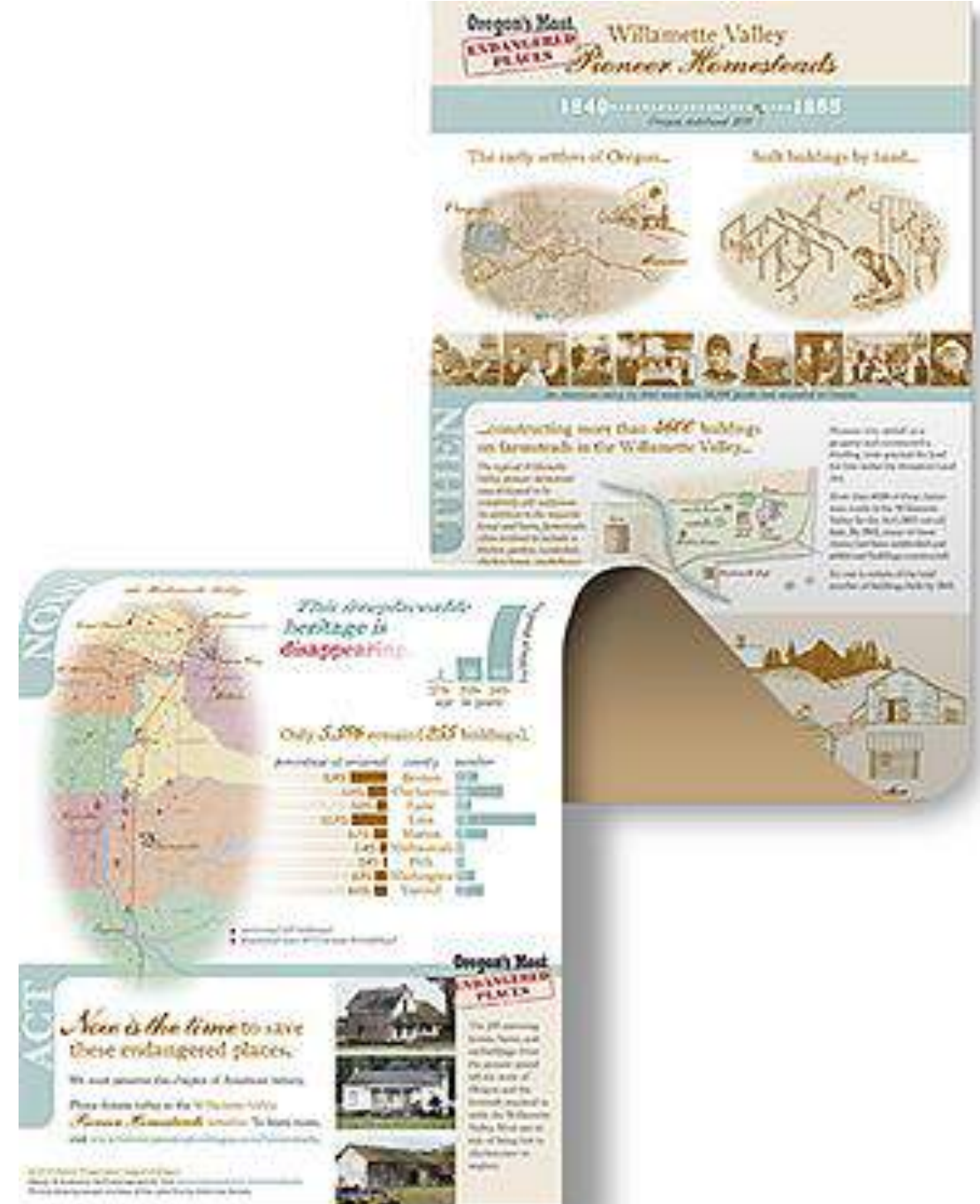
The architecture of Tiong Bahru

The first Singapore Improvement Trust flats in Tiong Bahru were built in 1936. Their streamlined and aerodynamic appearance stems from their architect's inspiration with Streamline Moderne, an Art Deco style which emerged in the 1930s. Early residents felt the design of Blocks 81 and 82 along Tiong Poh Road looked like the wings of an aeroplane and called them aeroplane flats.

Tiong Bahru Community Centre

In 1951, a pre-war standalone air-raid shelter at Eu Chin Street was converted into the Tiong Bahru Community Centre. The centre held regular film screenings, weekend dances and entertainment. It also started a vigilante corps to keep gangsters at bay. The centre expanded in 1960 after converting other air raid shelters located in the quadrangle bordered by Tiong Poh Road, Guan Chuan Road, Seng Poh Road and Eng Watt Street.

The Historic Preservation League of Oregon, Portland, published an infographic about their latest Endangered Places initiative.



Oregon's Most ENDANGERED PLACES

Willamette Valley Pioneer Homesteads

1840.....1865

Oregon statehood 1859

The early settlers of Oregon...

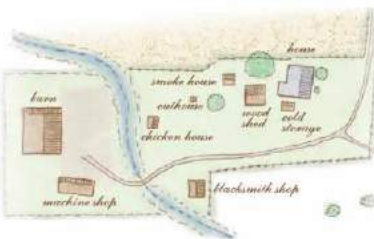
built buildings by hand...



An American story: by 1865 more than 60,000 people had migrated to Oregon.

...constructing more than 4600 buildings on farmsteads in the Willamette Valley...

The typical Willamette Valley pioneer farmstead was designed to be completely self-sufficient. In addition to the requisite house and barn, farmsteads often evolved to include a kitchen garden, woodshed, chicken house, smokehouse, granary, and other outbuildings.

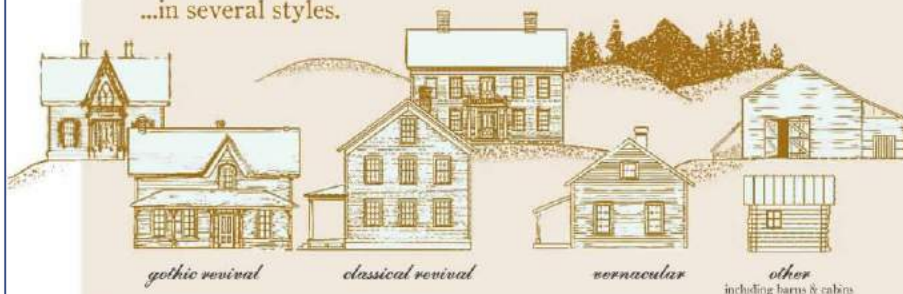


Pioneers who settled on a property and constructed a dwelling were granted the land for free under the Donation Land Act.

More than 4600 of these claims were made in the Willamette Valley by the Act's 1855 cut-off date. By 1865, many of these claims had been subdivided and additional buildings constructed.

No one is certain of the total number of buildings built by 1865.

...in several styles.



NOW

the Willamette Valley



This irreplaceable heritage is disappearing.

2 58 195
170+ 160+ 148+
age in years

buildings standing

Only 5.5% remain (255 buildings).

percentage of original	county	number
11.8%	Benton	22
6.6%	Clackamas	46
3.6%	Lane	15
12.3%	Linn	78
4.7%	Marion	31
2.4%	Multnomah	8
1.4%	Polk	9
4.1%	Washington	19
4.6%	Yamhill	27

- surviving (255 buildings)
- demolished since 1973 (at least 56 buildings)

ACT

Now is the time to save these endangered places.




We must preserve this chapter of American history.

Please donate today to the Willamette Valley Pioneer Homesteads initiative. To learn more, visit www.historicpreservationleague.com/homesteads.

Oregon's Most ENDANGERED PLACES

The 255 surviving homes, barns, and outbuildings from the pioneer period tell the story of Oregon and the fortitude required to settle the Willamette Valley. Most are at risk of being lost to obsolescence or neglect.

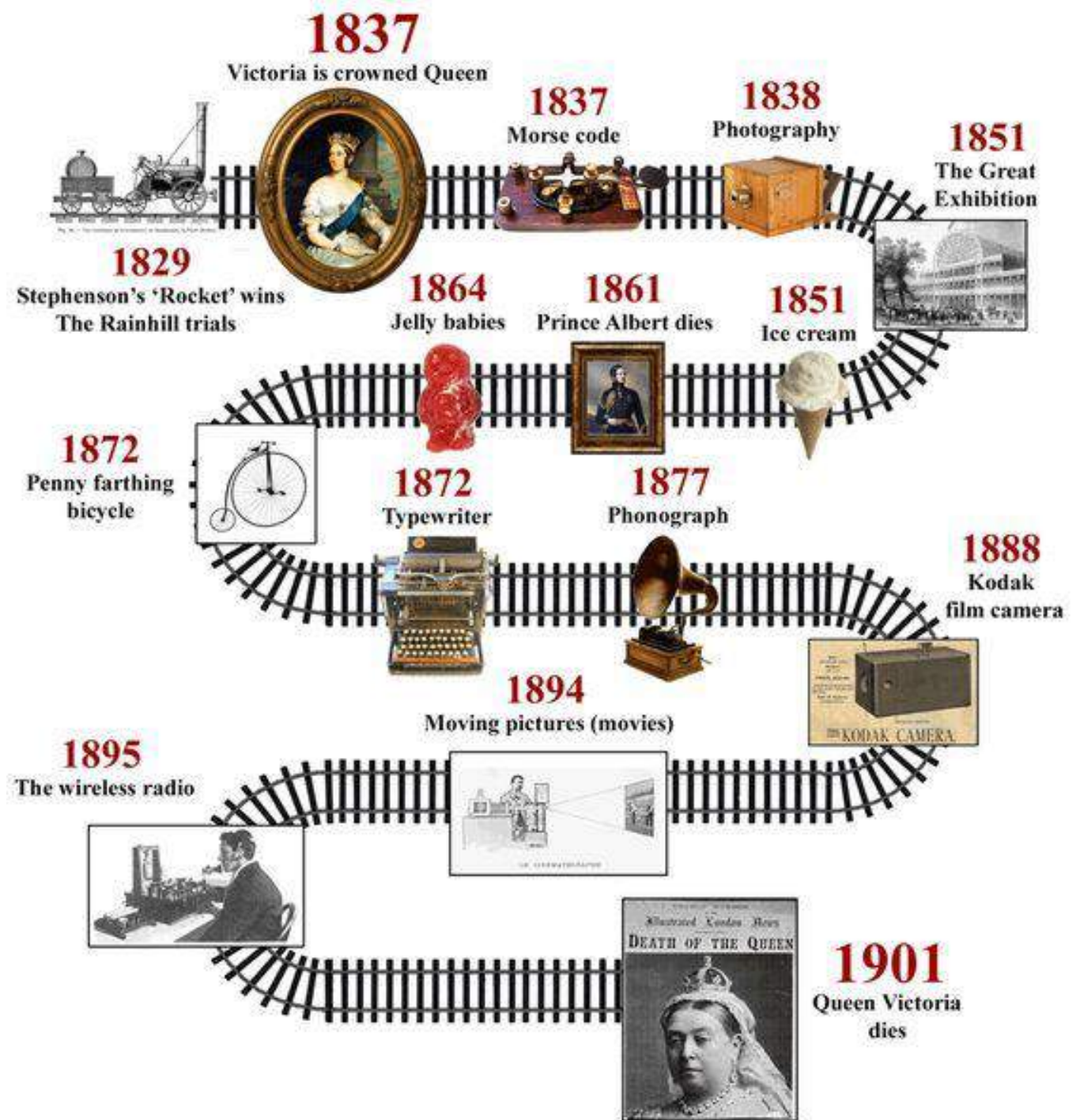


DOMINANT CHARACTERISTICS	FEDERATION BUNGALOW	FEDERATION TIMBER BUNGALOW	FEDERATION TIMBER WORKERS COTTAGE
			
Construction Circa	1901 – 1910	1901 – 1910	1901 – 1920
Plan Form	Rectangle or L Shape	Rectangle or L Shape	Rectangular
Foundation	Limestone	Timber stumps	Timber stumps
Wall Construction	Soft red brickwork with lime mortar joints, etucco strings	Stud framed walls, feather edge weatherboard clad	Stud framed walls, feather edge weatherboard clad
Roof Form	Hipped and gabled	Hipped	Hipped
Roof Pitch	30 degrees	30 degrees	22.5 – 25 degrees
Gables	Half timbered over roughcast render, applied swags	n/a	n/a
Roof Finish	Plain terracotta tiles or corrugated iron painted	Corrugated galvanized iron painted	Corrugated galvanized iron painted
Entrances	Door and sidelight assemblies, lead-lighting and stained glass	Doors and sidelight assemblies	Door and bottom bung hopper window over
Window Types	Vertical format side hung casement and double hung sashes	Vertical format, double hung sashes	Vertical format, double hung sashes
Verandah	Full or half width with timber posts and decorative brackets and frieze	Half to three quarter width with timber balustrade, decorative brackets and frieze	Full width and separately pitched from main roof, plain posts generally without decorative detail
Garages	Not an original element	Not an original element	Not an original element
Setbacks	Front E – 10m, average 6m, side 0.0 - 0.9m	Front E – 10m, average 6m, side 0.0 - 0.9m	Front E – 10m, average 6m, side 0.0 - 0.9m
Front Fencing	Open picket timber fencing, painted, 900mm high	Open picket timber fencing, painted, up to 900mm high	Open picket timber fencing, painted, up to 900mm high
Special Features	Tall corbel top chimneys and often elaborately decorated gables. Small proportion of window to wall and dominant roofs a feature.	Simple appearance with dominant roofs and verandahs shading the whole of the front of houses	Simple appearance with dominant roofs and verandahs shading the whole of the front of houses

<https://federation-house.wikispaces.com/Federation+Bungalow+style>

Timeline style infographic

Victorian Inventions



01

**ONLINE
RESOURCES**

03

INFOGRAPHICS

02

SOCIAL MEDIA

04

AR

04

AR

- Several types
- Mobile devices
- Additional content
- Animations
- Directions

Augmented Reality

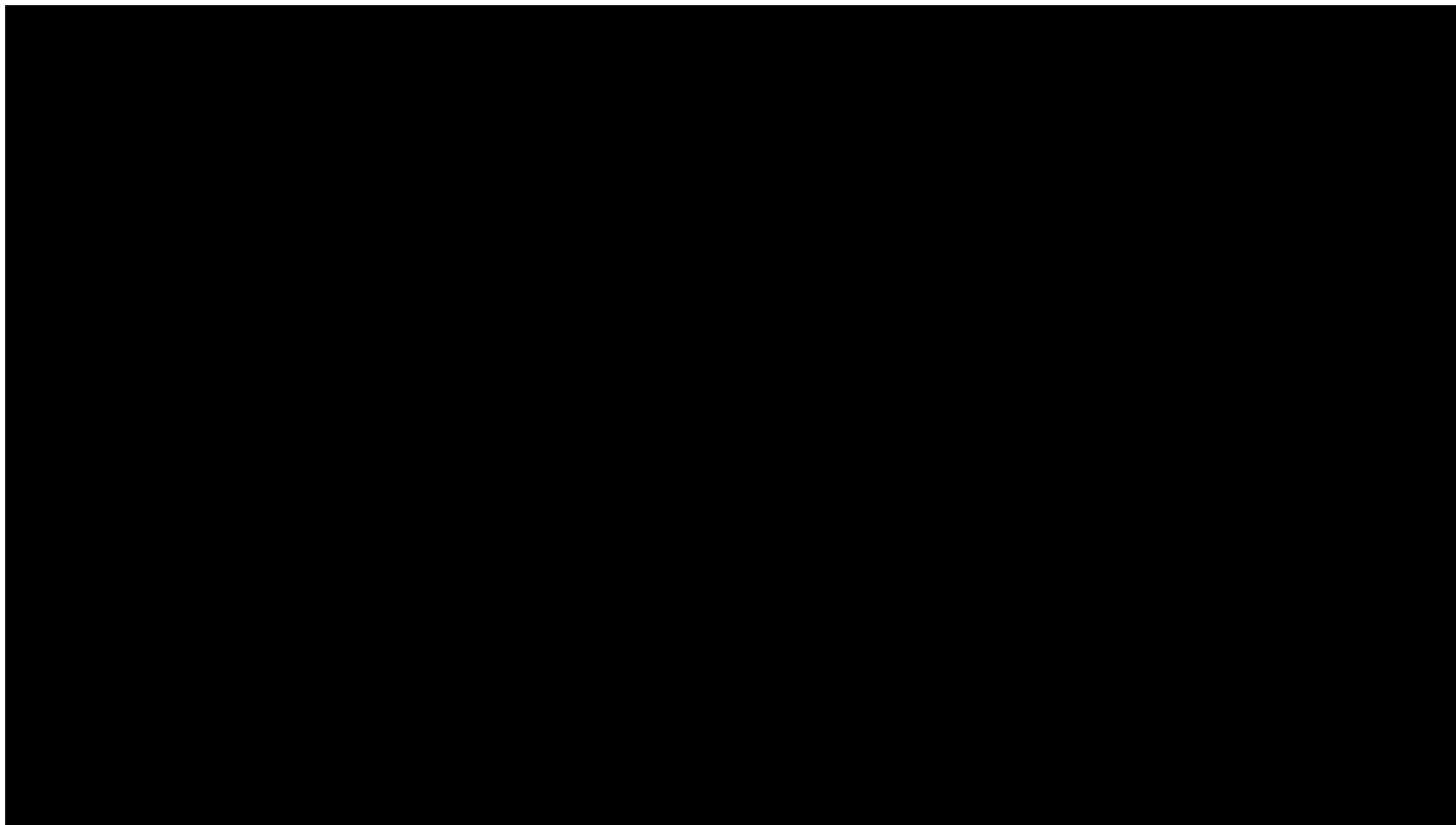
A specific type of App that combines reality (camera image) with additional content



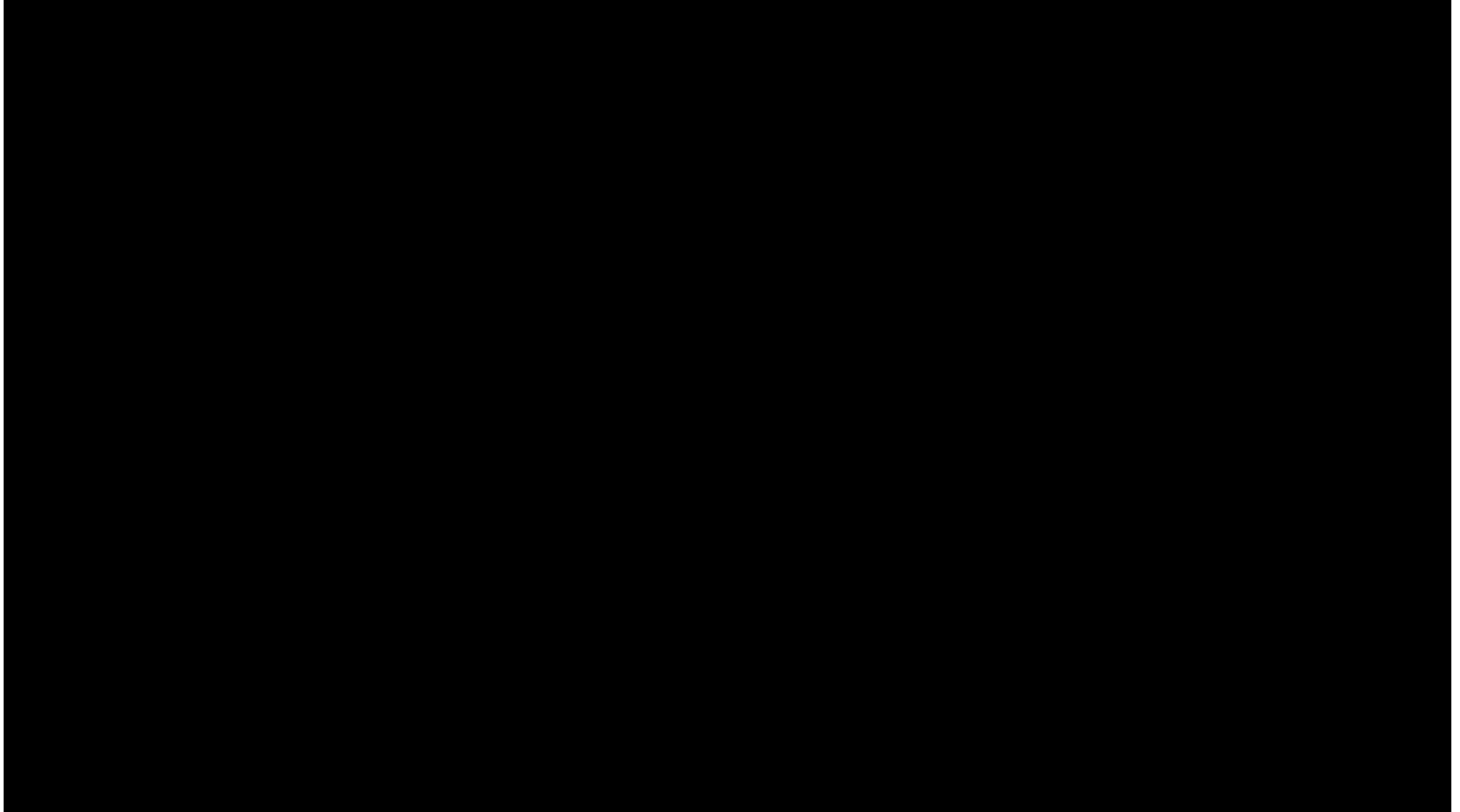
“Any sufficiently advanced technology is indistinguishable from magic”

Arthur C Clarke

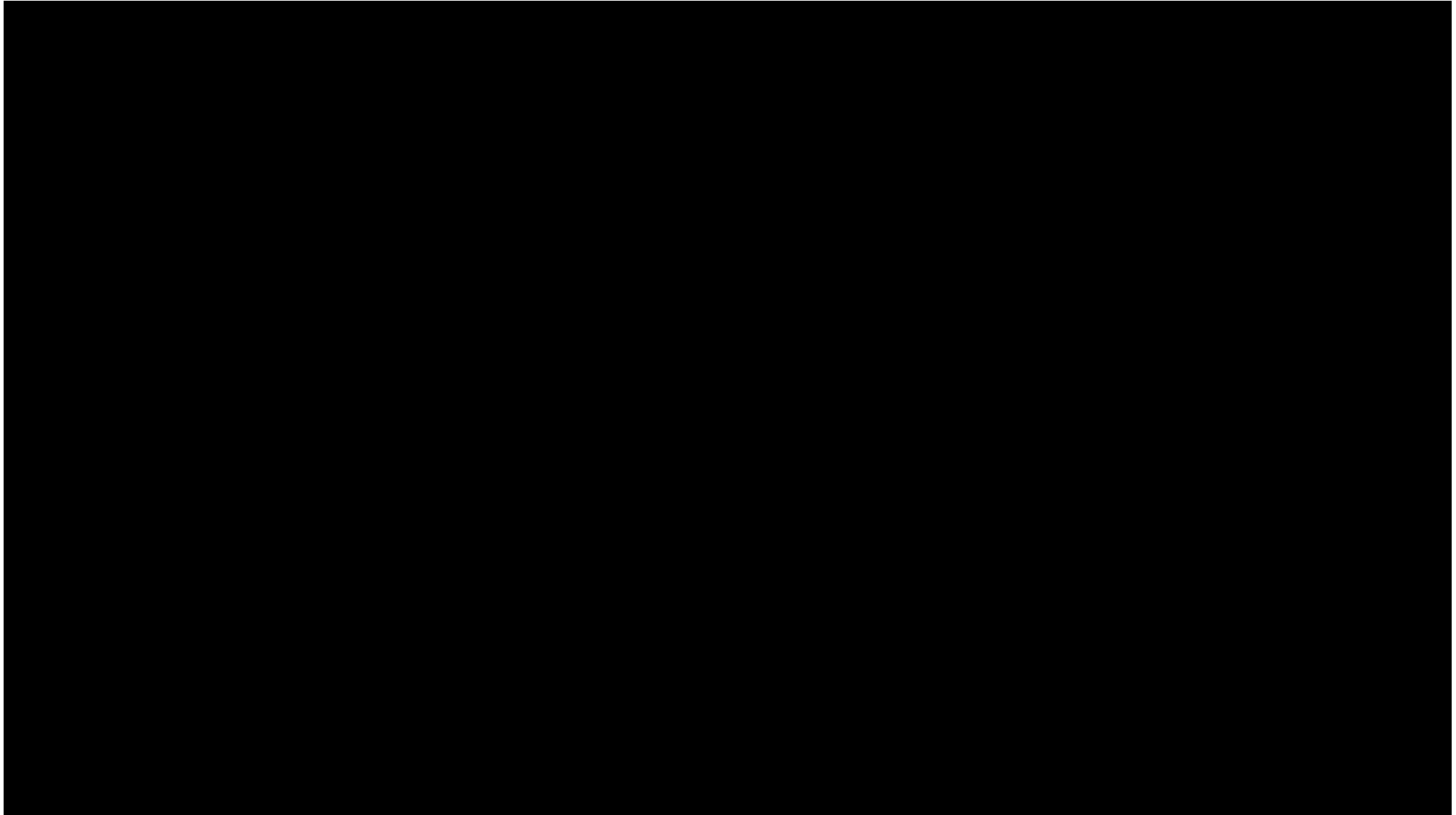
Authors and Story Tellers



Embedded video



Geolocation



Thank You

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2018

