



The Interview

An interview with Geoffrey Weymouth, #Homesites^(R)Network, by Fiona UPFRONT, on the rationale and development of #Homesites Concept.



founder of the Forsyth, Editor IT reasons behind the

Fiona Forsyth: Good evening Geoffrey, can you please tell me why you believe the #Homesites Concept is needed and will be welcomed by the Australian Community, especially business.

Geoffrey Weymouth: Three years of in depth market research and due diligence clearly showed that the digital marketplace is being manipulated to the point of being crippled by the mega-monsters of Silicon Valley. It's not that Google, Facebook and the other Palo Alto "Masters of the Internet" are not providing very important products and services and will continue to have a significant role to play into the foreseeable future with regards the introduction of Artificial Intelligence; but, rather it's what they are "not doing" that concerns me most, and how these "Masters of Marketing" have gained a choke hold on the digital advertising dollar of Australian businesses, small, medium and large, and have absolutely no intention of paying full tax (unless forced to do so) on earnings outside of the US. Worse still, they have no intention of ever returning to Australia ANY of the billions of dollars they are siphoning from our communities, believed to be at present about \$AUD8 billion dollars annually; albeit, our government has 'literally' given them *free of charge* the most valuable real estate we own - our cyber turf.

Fiona Forsyth: So how will the #Homesites Network stop the rot in rural communities and prevent Australians; small business operators, professionals and trades services being denied the market access that Google and Facebook presently offer Australian SMBE's if #Homesites is labelled Australian grown and remains Australian owned?

Geoffrey Weymouth: We all know that all Aussies are Australian, but are all Australians Aussies. #Homesites is about the people with whom we share a common heritage and values. Simply put, no one knows the locals like the locals know the locals. Australia is not a deputy sheriff or another State of the US, we have our own history, culture, traditions and ethos. #Homesites is about keeping the digital estate in Australian hands, whereby control is vested in those we know and trust, responsible Australians who have the welfare of future generations of Australians and, importantly, the viability of our small business operators who are the pillar and post of our business landscape; and, hence, a continuum of employment opportunities for our children's children as their core motivation. How many young Australians and recent immigrants think George Washington was our first President and Wild Bill Hickok was a prospector from Western Australia?

Fiona Forsyth: The rhetoric is compelling, but how will #Homesites make it better and increase the incomes the plumbers, doctors, cleaners, restaurants and hairdressers in local communities? What is so different about #Homesites that Australians will "jump ship" to join a local start up?

Geoffrey Weymouth: Because entry level to the #Homesites Network is FREE and offers the cheapest, easiest, friendliest opportunity for micro and small business owners who have NO digital skills to open an eCommerce on-line shop. What's more, #Homesites can be produced in any language, back to back with an English language web presence; it is not a one size fits all, each #Homesite is custom made to reflect the culture of the entity, be they Original Australians, Chinese or European immigrants, a local Hero, Dentist, Restaurant, Real Estate or local community service, and each #Homesites will be hosted on a domain especially built to cater for entities with similar core interests.

Fiona Forsyth: 1.3 billion people would argue with you that Facebook is the best thing since sliced bread and every computer techie thinks Google is God. What makes your ideas better when almost one in four people worldwide disagree.

Geoffrey Weymouth: What good is talent and innovation if the river stops flowing, very soon the water will be stagnant and unfit to drink. Ten years ago Facebook did not exist, twenty years ago Google wasn't even a name and even now neither is freely available in China, and yet China is the most rapidly developing digital market on earth with more internet users than the entire Western World combined. In short, all good things come to pass and we have to protect the future's of our children's children, not rely on US dollar driven foreigners. If we continue to pay for the services of these foreigners but never see the dollars we spend with them returned to the local community that's a sure ride to future bankruptcy. What for? To buy a few Americans luxury ocean going yachts and private jets, at the expense of our future security. #Homesites sets about the reversing the trend by returning control of the local internet to the people who care - community elders.

Fiona Forsyth: What you say makes a lot of sense, but I cannot see anything in what you have said that would convince me as to why we need another community based program when we have Facebook, which offers very local specific Facebook content pages that can be custom build by businesses and community groups ... and that too is all free.

Geoffrey Weymouth: Online social networking such as Facebook has already impacted on family values and interaction, there has been the blurring of traditional boundaries between private and public, between work and home, between contributing and being accommodated, between family and peers, between talk and text chatting, between perceptions and reality, between being in control and being controlled. Oft times real life's outcomes are vested in non-accountable, faceless individuals in faraway lands with more power than the democratically elected parliaments of sovereign nations. The time has past for reactive fixes, we have to be proactive, throw off the shackles of those who surreptitiously seek world dominance and take charge of our own destiny – before it is too late.

Albeit, I agree with a free and open internet, it can only be truly free when we control the on-off switch and it is we who decide what we want for our children. It is not too late to reclaim the digital real estate we have so freely given to overseas interests, those who return nothing to our communities and pay little or no tax, but ask big dollars from us for doubtful local benefit ...and perpetuate the double standards of one click pornography but ban bare bums.

Fiona Forsyth: OK, I can see why we should be looking for an alternative to Facebook and Google but why do you think #Homesites is the answer?

Geoffrey Weymouth: #Homesites has been bench tested by Telstra and Woolworths and both stated that the #Homesites Concept is brilliant; with Woolworths being interested in promotion buy-in and Telstra as an “off-shelf” product for their stable of apps. Today's "digital marketing" experts have become so imbued with the Silicon Valley philosophy of an App. for every and anything that they believe that mum and pop businesses, tradies and professional practices will disappear from the business landscape, to be replaced by centralized international (Silicon Valley based) franchises and peer to peer (P2P) "now you see me, now you don't" home based businesses. In short, another "Mission Accomplished" without any consideration being given to what happens locally after Day 2.

The result, 20 million App's, but only those in which the Silicon Valley megaliths have a vested interest being promoted – another clone of the American music and movie industries – if you are not California you are not!. Irrespective of whether #Homesites is the best alternative, it is the only option on offer that has a real chance of preserving the culture, traditions and languages for which our grandparents shed their blood, sweat and tears so as to give us the lifestyle we have today - a better life than they had, and to ensure our children's children enjoy a lifestyle better than ours and have secure employment. That can only come to pass with a homegrown product which is sensitive to our needs and culture.

Fiona Forsyth: So what is your formula for an alternative to Facebook and Google.

Geoffrey Weymouth: By design #Homesites is about traditional vs. contemporary thinking. It is about returning control of local outcomes to the leaders chosen by our communities as their accountable custodians. It's about the internet doing what it does best but is not presently doing. #Homesites is about locals addressing local issues locally, sensibly, with local knowledge, and with sensitivity.

Fiona Forsyth: What is so different about #Homesites.

Geoffrey Weymouth: We can invent any number of new strings for our bow ... but nothing will improve on mutual recognition and respect and the comfort of a familiar surrounds. It is all about trust, feeling safe and secure with people we know and share common language and values. It's about the return of "community standards" when honesty and a handshake were the measure of a person's integrity. #Homesites is about taking a step back to a time when we relied on the people we knew; before door locks, back to when the local community was like a greater family, to a time before social media when networking was word of mouth, personal recommendations and gossiping with the neighbours.

Fiona Forsyth: I believe what you are saying is that there is no need to re-invent the wheel for the digital era, we just need to look at what has been successful.

Geoffrey Weymouth: That's correct, #Homesites is about those things we do face to face: Eating, working, playing, loving, pampering, visiting, being human and doing nothing with a friend. Each #Homesite is individually crafted to best suit the needs of the local community, each #Homesite is locally owned and managed, a culturally sensitive microcosm that truly reflects the character of the community it represents. A #Homesites Community will consist of 100's of interactive micro-sites (digital flyers), 100's of apps, 1000's of information content pages, and at any given time, dozens of ongoing community conversations. It's the ultimate community on line, and it is current and relevant, and it never closes, open 24/7/365.

Fiona Forsyth: In finishing, how would you describe the #Homesites Network and the community it supports.

Geoffrey Weymouth: #Homesites is like yesteryear's china cabinet/ lounge room sideboard where we displayed the family's treasures. Likewise, #Homesites will showcase everything the community, it will be a shrine for ancestors and our war veterans, somewhere to show-off our local heroes and preserve the memories of those who have made significant contributions to the community; the visionaries, the pathfinders, the founders, the leaders. It's a place to archive and preserve history and a billboard for all the self-employed and local business entities (from the one-man home office, a family hole-in-the-wall shop, through to the local supermarket). It will be for professionals and commercial service providers to promote their skills, attributes and qualifications, it will be for government and government agencies, it will be for community groups, clubs, organisations and significant individuals ... #Homesites is about you and me and everyone and everything local and what others in the community have to say about each other.



#HOMESITES

FIVE

GOOD REASONS

- **INEXPENSIVE** There is no other media where you can produce full color responsive information so inexpensively.
- **CREDIBILITY** A web presence re-enforces the credibility of the individual and entity it represents, it gives the impression of substance, a quality impossible to achieve with newspapers.
- **INTEGRITY** The internet conveys an air of assurance and legitimacy. New visitors need to be reassured and have confidence in the promoter before opening dialogue – recommendations and testimonials from neighbour and locals goes a long way to achieving mutual trust.
- **RESPONSIVE** The internet: If you need to react to changing circumstances, it can be done in minutes, not next month or next year. No other media can be changed to reflect a current situation or circumstance so quickly.
- **EASIEST** Easy to find and more information than any Yellow Pages, Local Directory or newspaper advertisement and 100% cheaper ...

... **IT'S FREE**

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