

We The People
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We the People 384 The Wonderful World of Phygital



Good day to you. Well here is something with a real world difference born from the adversity of the CCP 19 virus. Just when you thought you had heard everything here now is the wonderful world of Phygital. Now Phygital is a new word made up of a combination of digital and physical which refers to the new emerging contemporary aspects of marketing. Let me give you an example in that Amazon now runs real physical stores which you enter and the app in your mobile phone tells the store who you are. There are no sales staff and you browse around looking at real stock supplemented with touch screens, samples and more product choices. There are even template stock items to try for size, colour, style and the like. When you leave the shop your account is automatically raised and payment made with the right to return in most instances. This is the amazing hybrid world of Phygital.

Now last year the Main Beach folk arranged a spectacular flower festival and planned to do it again this year. The Gold Coast Council and local business were most supportive and the final outcome was a howling success by any measure. The purpose was to attract people back to Main Beach in keeping with years past where it was the place to be seen and have fun and to mix with the 'beautiful people'. I have personally made some great friends there and I am delighted that Rita Noon, Margo De Groot and Dominique Corbett have formed a new group called the Main Beach Business and Tourism Association **Inc.** The lovely Rita Noon emphasises the '**inc**' as a kind of high level tongue in cheek social statement as she bursts with excitement about this year's Phygital flower festival event. Once again the somewhat elusive but outrageously talented Julia Rose is making the flower power creations at her farm in Uki. This year it's all about butterflies, renewal and resurgence and as Rita says you can't feel sad or depressed with butterflies around. This enthusiastic and uplifting atmosphere is exactly what Main Beach is all about and so this year's event is an important next step with a special challenge. You would know how the virus has interfered with everyone's lives and businesses, so to have a live event at Main Beach this year was always going to be difficult if not impossible, placing the momentum from last year in peril. So now comes the Phygital event which is that combination of **real and digital** and so the online presence will be the important aspect of this year's flower festival. Their web site is mainbeachflowerfestival.com.au and on the home page is the address you can send your own home made butterflies to. This is the quest of the Main Beach folk that you get involved by making colourful cut out butterflies and then send them to Julia Rose at Uki as stated on the web home page. You can do this with your family and grandchildren and so help the Main Beach community to have a great flower festival on June 27 and 28 on line. I'm going to make a butterfly so if I can do it so can you.

You may ask why I am so supportive of this Main Beach event and the answer is simple. These good folk in the Main Beach Village are giving the CCP 19 virus the bird and getting creative to support the community and local business. It's this will to survive and win that I respect so much and based on last year's success I know it will be wonderful. Isn't this what the Australian spirit is founded on.....never give up and a 'can do' attitude mixed with humility and bravado with a dash of colour and class. The Main Beach Phygital Flower Festival is going to be an online extravaganza you won't forget and they need your support. Now I'm getting on with my butterfly origami to play my part and help and I ask you to do the same.

Until next time this is Kent Bayley