



Tim Holding MP New website is live. <http://bit.ly/azwROM> #mediarelease

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HOLDING: EMAIL, FACEBOOK AND TWITTER FAST REPLACING PUBLIC MEETINGS AND SNAIL MAIL

Politicians relying solely on public meetings and written letters to make contact with voters is increasingly becoming a thing of the past with the uptake of social networking sites, Victorian Minister Tim Holding said today.

Mr Holding, Victorian Minister for Water, Finance and Tourism and Major Events, said online tools were providing a quick and effective way to interact with constituents.

“Millions of Australians are using social media as part of their daily lives so it only makes sense that we provide an opportunity for people to engage with the political process in those forums,” Mr Holding said.

“Many people, particularly those in younger demographics, aren’t going to sit down and write a letter to me or any other politician but they will jump on Facebook and post a comment on my wall or ask me a question on Twitter.”

Mr Holding recently launched a new website, [TimHolding.com.au](http://www.timholding.com.au), designed by the team at Gee Multimedia.

The site is supported by Mr Holding’s Facebook page (<http://www.facebook.com/pages/Tim-Holding/228272508706>) and his Twitter account (<http://twitter.com/TimHoldingMP>), which are both starting to grow.

The website was created to utilise the latest online technologies by mixing social media content with traditional online architecture. It was designed to cater for numerous social networking feeds and information rich data sources.

The site complies with modern web standards and incorporates a number of broadcast technologies to best deliver live online content to viewers as it happens.

Gee’s Jeremy Krause explained that the site design concept emphasised creating media, rather than advertising.

“It was important that Tim’s site be a meaningful, interesting and useful media communication,” said Mr Krause.

“Our starting point was to look at where many existing political websites fall short. The short answer is that they are too often about one-way communication. The focus is so much on controlling the message that there is no room for people to interact with the content.”

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www.geemultimedia.com.au

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The new website provides an innovative approach to political communication and enhances the visitor experience with excellent use of video media blocks and a high impact 'movie quality' video carousel.

Mr Holding said that with his new site and social media activities he was hoping to raise the bar for online communication from Australian politicians.

"There's no reason why visitors to a politician's website should simply be confronted with giant slabs of text. With Gee we've put together a very accessible mix of content which I hope people find engaging," he said.

"Lots of politicians have 'static' websites – it's though they realised they needed to have an online presence and once the site had been launched, they ticked it off their 'to do' list and forgot about it.

"I want something dynamic – where the content is constantly changing and the format is interactive. People should have a reason to come back.

"Are there additional risks involved with opening yourself up to the public like this? Of course, but there are also enormous benefits. No other medium allows public figures to engage directly with people on such a frequent or informal level."

Recent figures released by the Nielsen Company show that Australians spend an average of 6 hours and 52 minutes on social media sites every month, making us the most prolific users of social media in the world.

Tim Holding's website can be found at www.timholding.com.au.

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