



June 20, 2016

## Meet Whitsunday ROC's digital champions

THREE “champions” from our region can inspire and help guide others wanting to thrive in the global digital economy.

Whitsunday ROC (Regional Organisation of Councils) has successfully nominated three representatives for the Advance Queensland Community Digital Champions program.

They include one from each of the Whitsunday ROC member councils – Whitsunday, Mackay and Isaac.

The state-wide program showcases the stories of positive role models who want to give back to their communities by encouraging others to be digital savvy.

The three Whitsunday ROC Digital Champions are Melissa Westcott, of Isaac, who was selected in round one.

Megan Taylor, of Whitsunday, and Dennis Murphy, of Mackay, were nominated and chosen in round two.

Megan and Dennis attended the inaugural Advance Queensland Community Digital Champions Roundtable at the State Library of Queensland, accompanied by Digital Economy Reference Group chair Geoff Fleming.

Mr Murphy, who is president and co-founder of Startup Mackay, said he was honoured to be inducted into the Digital Champions program.

“The calibres of the individuals who have already been nominated are outstanding,” he said.

Mr Murphy said they ranged from individuals working with seniors and remote Aboriginal communities to those producing TV programs for sick children in hospital and creators of digital platforms for men’s mental health and suicide prevention.

“The Roundtable event has enabled me to make connections with startup community leaders and other movers and shakers around Queensland who are working to improve the community around them using technology,” he said.

The three Whitsunday ROC Digital Champions will help conduct awareness and education sessions on digital literacy across the region.

For more information visit [www.growgetgo.com.au](http://www.growgetgo.com.au)



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## Whitsunday ROC digital champions

### [Melissa Wescott – Entrepreneur and digital warrior](#)

In 2009, Moranbah self-starter Melissa Westcott established Big On Shoes, an e-commerce retail solution specialising in larger ladies' shoes. Her business has since expanded to include two regional outlets, as well as her own boutique training company, TM3 Training Solutions.

She is actively engaged with local groups, training and development initiatives in her region and is a keen supporter and advocate for small business and online solutions.

### [Dennis Murphy - Fostering digital tech entrepreneurs](#)

Dennis Murphy is the co-founder and president of Startup Mackay. Founded in 2015 and powered by volunteers, it is the region's leading technology-based entrepreneurship peer group. Its members are individuals with a passion for digital technology, business, social causes and empowering people. He supports Whitsunday ROC (Regional Organisation of Councils) in forging connections with the startup community in the region, helping to "bridge the gap" between established businesses and the entrepreneurial community to tap into hidden talent.

Dennis also gives his time as an ambassador for the region at digital entrepreneurial events throughout Australia.

He helped organise Mackay's first Startup Weekend, as well as Mentor Blaze, Queensland's premier startup mentoring event, held at six venues around the state.

### [Megan Taylor – Advising the community on digital strategies](#)

Megan's company Kapow Interactive is based in Airlie Beach and she assists local small and medium-sized organisations by providing free consultation and business improvement advice to both current and prospective clients.

To date this year, she has provided free consultation to more than 30 local businesses and non-profit groups. In the second half of the year, she will offer a series of six interactive workshops to the community on different subjects.

Megan is also a founding member of the Airlie Beach Chamber of Commerce and serves on its executive committee. She developed the online members' database and provides digital awareness sessions as a volunteer for the chamber.

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