



Proud to be your Editor

By Sara Gilligan

It is rare for a newspaper Editor to be given a clean slate, to create something basically from scratch and make it their own – supported by a team of skilled individuals.

Over the past year, *The Southern Argus* has succeeded from a 20-page paper to 40 plus, filled with colour, photographs, local faces, athletes, politicians, breaking news, council stories and more.

For my entire career, I have worked for regional mastheads, but *The Argus* truly feels like home.

Building on from the Jones' legacy and respected brand, I was thrilled to take the reins and create a publication the community would be proud of – and I believe our team has exceeded all expectations.

Reflecting on our year of growth, there's no denying challenges, including the ongoing pandemic, proved unpredictable at times.

But no matter what was thrown our way, like the community's response, we pushed past limiting beliefs, adapted, created meaningful relationships, advocated for needed change and gave the district a voice.

Our staff will continue to provide a listening ear, a platform to raise concerns and a space to hold those in power accountable.

We will contribute to democracy by keeping readers informed and by providing an accurate journal of historic record.

Since the virus has forced many regional newspapers into closure, the Fleurieu and Adelaide Hills' communities are fortunate to still access essential, local news.

The year 2020 particularly saw companies, including Australian Community Media (ACM) and News Corp, suspend publishing of numerous regional and community mastheads due to COVID-19's hit on advertising revenue.

However, the Barossa's Robinson family's experience, dedication, respected reputation and smart business model provides an assurance of trust and commitment. Country towns need a local paper and residents should all feel a sense of ownership. We only ask for continued business support, as we continue supporting you.

Take advantage of our circulation and new online presence to reach clients, advertise employment opportunities, offer heart-felt classified messages or to promote coming events and special offers.

From an editorial perspective, what stories would you like to see more of? I invite readers to share ideas and pitch potential articles for our growing publication to: news@southernargus.com.au or 0435 031 908.

Meanwhile, as your Editor, I will endeavour to continue guiding the paper forward and feel excited for what is to come. Newspapers have always been my passion, and the thrill of reviewing countless hours of work when turning the corners of printed paper is like no other.

There is no democracy without journalism.



Southern Argus Editor Sara Gilligan has reflected on the paper's achievements over the past year and is excited for the new opportunities in store.



The Great Southern Football League congratulates The Southern Argus on their first anniversary

Keep on kicking goals in 2022!



Congratulations to The Robinson family on 1 year of ownership of The Southern Argus.

Eastern Fleurieu R-12 School is proud to be associated with The Southern Argus and appreciate the community spirit and local coverage each edition covers.

Our 2021 Year 12 were the best overall SACE results in 10 years at EFS and we are extremely proud of the students, their parents and all the teachers who have contributed to their success!

At Eastern Fleurieu R-12 School, our values of: Integrity, Respect, Responsibility, Care and Compassion, Participation and Cooperation underpin the behaviours that are positively promoted and explicitly taught. These represent the values of our wider community.



'Excellence through Unity'



Government of South Australia
Department for Education and
Child Development

www.easternfleurieu.sa.edu.au



An exciting future of innovation and change

By Darren Robinson

This month, the team at *The Southern Argus* will celebrate our first year of publishing.

The new custodianship signifies a special chapter in the newspaper's proud history spanning 156-years.

This is a proud achievement, but we could not have done it without you, our loyal readers and advertisers.

In our first twelve months, we've worked hard to establish your trust – a quality that we understand is earned.

Building upon this foundation, we understand our obligations to serve you and our team is committed to a shared vision of integrity, honesty, fairness and innovation.

We value the close relationships we've formed with our readers who rightly expect us to uphold the highest standards.

With a view that everyone has the right to receive quality local news, our commitment to delivering quality journalism will not change.

As we proudly reflect on the past year, we look to the future with the same spirit of innovation and excellence that has enabled us to form deep connections with our community.

In a market full of distraction, *The Southern Argus* will continue to innovate while always keeping our valued readers front-of-mind.

It is essential that we create a truly sustainable news media business and appeal to an even greater audience through the investment of technologies that best serve our readers and viewers.

Today, I have immense pleasure to reveal our brand-new website: www.southernargus.com.au

Our team of local experts have been working hard to create a site that complements the hard copy newspaper.

The local news-serving website



Darren Robinson, Co-Director and General Manager.

will complement the strength of the paper and provide even greater choice for consumers.

For local news organisations to survive and support the number of journalists required to adequately cater for a growing community, I am confident that our competitive subscription model will prove very popular.

News paywalls are an essential component in operating a healthy news website and your continued investment will help to maintain the high-quality

local journalism that is essential in our democracy.

For a modest \$2 per week subscription, you will receive full access to the website, including delivery of our in-demand E-edition (a digital replica of the weekly newspaper.)

For the many readers who love the feel of the printed newspaper and take pleasure in turning the pages of expertly curated news written by skilled journalists locally, there is some reassurance.

I firmly believe we will be printing the newspaper for many more years.

At the same time, however, it is inevitable that many changes will occur during the coming decade, driven by what consumers want from their local newspaper.

It's our responsibility to provide them with choice.

Our future will not be so different from our past when it comes to the role we play in your community – sharing the stories of local people for local people.

Happy 1st Birthday from one family business to another



Strathalbyn Newsagent team members Graham Codd, Mandy Filsell, Karla Stone, Sharon Neumann and Julie Murgatroyd wish customers a Merry Christmas.

Wishing our friends at The Southern Argus a memorable 1st Birthday. We're proud of the friendship we have with your entire team and look forward to working closely with you for many more years to come.

See our friendly staff in store for personalised service with a smile

☎ 8536 2777

✉ strathalbynnews@bigpond.com

📍 21 Dawson Street, Strathalbyn

📱 Find us on Facebook



DR21685-V2



Rebekha Sharkie MP

Federal Member for Mayo

Congratulations to the team at The Southern Argus for your first year in business. Thank you for helping to deliver the news that matters in our local community.

www.rebekhasharkie.com.au

Unit 3, Barker Plaza

22-28 Hutchinson Street, Mount Barker SA

Rebekha.Sharkie.MP@aph.gov.au

8398 5566

Authorised by R. Sharkie, Unit 3, Barker Plaza
22-28 Hutchinson Street, Mount Barker, SA 5251



DR21926

Historic newspaper in safe hands

During a time when newspapers around the nation were closing down, one Barossa family with four generations of industry knowledge decided it was time to take on another.

Angaston's Robinson family, owners of *The Leader*, have always had a strong affiliation with *The Southern Argus*.

Both weekly publications, they are rich in history and held in high-esteem within their local communities.

So, when the Jones family decided it was time to sell the paper that's been part of their family since 1940, it presented an opportunity that would fulfil Tony Robinson's long-held dream of owning, printing and publishing a second masthead.

"We like newspapers, that's what we've done all our lives," said the third generation managing editor of *The Leader*.

"Other business opportunities have been presented before, so we have been very selective. We saw synergies with *The Southern Argus* and we knew and loved the area.

"I do consider it a great honour that the Jones family granted us the opportunity to become the custodians of their community's newspaper."

The latest equipment, technology and a team of experienced staff in Angaston meant Tony, wife Angela, together with

sons, Darren and Peter felt confident they could make a success of the acquisition, the first in the family's 102-year history.

"I thought if we replicate what we do at *The Leader* and use our expertise and all we know, there's no reason in my mind that *The Southern Argus* couldn't work for us. We would be able to take it to a new level," said Tony.

"With our facilities, we could turn what was previously a black and white newspaper into a newspaper that is full colour on every page. That alone was big.

"People from the area are very grateful for what we are doing.

"That's what I want to hear."

For co-directors, Peter (print manager) and Darren (general manager), *The Southern Argus* is both a "passion project" and a challenge they are excited to take on.

"*The Argus* has always been run in a very similar fashion to *The Leader*, it's hyper local: local people, local journalists, it's all produced within the town. There are many similarities between the two mastheads," Peter said.

"We jumped at it to make sure it remained independent and family owned and not be purchased by another larger organisation where it wouldn't have the investment it deserved put into it."

The brothers admit people could argue the timing of their purchase wasn't ideal.



The Robinson family: Tegan, Darren, Adam, Peter and Kelly with

Strathfield Motors



**Congratulations on
your first anniversary.
Keep up the great work.
We look forward to many
years of working together.**



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Trucks. Caravan
and Trailer Repairs.**



5 High Street, Strathalbyn | P: 8536 2788
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Happy Birthday Southern Argus

Freemasons SA and the NT

Lodge of St John No 15
3 Dawson St, Strathalbyn, SA

**Congratulate The Southern Argus
on their first successful year
of new ownership.**

The team cover the news and events
so well in our community with such
interesting and accurate reporting.

Freemasons teach support, truth,
fellowship and self-development
for men in a non-discriminatory
atmosphere without reference to race,
religion or any social position.

We have an open lodge meeting on
Wednesday, April 27th at 7pm for our
annual Anzac remembrance ceremony.

All are welcome to attend.

RSVP: LodgeofStJohn15@hotmail.com



**From our team
to your team...**

**Congratulations on
celebrating your
first year looking
after our treasured
local newspaper.**

**May there be many
more to come.**



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Pancakes in the Park

Shrove Tuesday
March 1



Come & enjoy FREE
Pancakes in the Park with
savory toppings, syrup or jam
& whipped cream

5.30pm - 7pm

**Strathalbyn Soldiers
Memorial Garden**

Strathalbyn Inter Church Council
congratulates The Southern Argus
on providing a great newspaper
to the community and thank you
for your ongoing support.



(front): Dylan, Tony, Nina, Angela and Sophie.

CELEBRATING ONE YEAR OF NEW OWNERSHIP

“It was during a time when newspapers country wide were closing, mastheads were ceasing to exist,” Peter said.

“*The Leader* workload had reduced temporarily due to COVID-19, so when *The Argus* came onto the market we had the capacity in the sales room and in the journalist’s room to get those first few issues out onto the stands.”

The next step was investing in award-winning journalist and editor, Sara Gilligan and creating an equally talented team around her with Georgina McKay and Tara Nash.

Darren believes they are already creating an impact, working from their Strathalbyn-based office central to the area from which the stories, filling the pages of *The Argus* each week, are found.

He says they are proving old-school values in a high-tech world are a solid combination.

“We want to dispel the myth newspapers are dead. If they are done right, they should be safe as houses,” Darren said.

“You can see, especially during the pandemic, that people want to know what’s happening in their street, in Strathalbyn, Goolwa, Meadows.

“Whilst big news media outlets are dishing out content and there are regular official SA health updates, people want to know what the bag limit is at the supermarket in Strathalbyn - the hyper local stuff.

“The desire of wanting to know what is happening in your own patch has never been stronger and that’s why regional newspapers should be thriving for many years to come.

“*The Southern Argus* is a solid business investment and it’s in safe hands.

“This is a big deal for us, it’s pretty special.

“We are so passionate about bringing the news to the community and, rightfully, these communities deserve a voice.”



Mr W.K. (Kirkby) Robinson, far right, with a group of ladies on a tour during the hot press and metal era, 1950s.

Congratulations to the team at The Southern Argus on a fantastic first year.

As the new custodians of our local newspaper, we value the fantastic coverage you provide to our community.

NEW PLAYERS, SUPPORTERS AND SPONSORS ALWAYS WELCOMED

strathalbynstallions@gmail.com

Rotary
Club of Strathalbyn

SERVICE ABOVE SELF

We take this opportunity to thank and congratulate all staff at The Argus and The Leader for their support of the Strathalbyn community over the past year.

If you aspire to serve your community, contact Rotary Club of Strathalbyn Secretary 0438 523 560, email secretary@strathrotary.org.au or visit our Facebook page.

The Team at Psychology For You congratulate The Southern Argus on their first birthday

We are celebrating our second birthday at 1/58 High Street and look forward to continuing our affiliation with the Argus.

Psychology For You & The Southern Argus both proudly supporting our local community

0457 634 444 • admin@psychologyforyou.com.au



Preserving the region's history

By Tara Nash

The Southern Argus looked much different back in the 1800s; typically printed on four pages, as a broadsheet.

A reader would pay just fourpence to buy a copy, and would typically read public and general notices, and stories surrounding farming, sport, court cases, and ships.

The history of the region has been catalogued in *The Argus* for 155 years, and most of those copies are stored by volunteers at the Strathalbyn National Trust Museum.

The team comprises about 20 volunteers, and 12 who attend Thursday

mornings for a working bee, which includes archiving copies of the newspaper.

Strathalbyn branch of the National Trust chairman, Warren Doman, said the museum adopted the collection around the late 1970s when *The Southern Argus* donated its historical newspapers to be preserved and available for researchers.

Since then, volunteers have collected a bundle of newspapers monthly from *The Southern Argus* to add to the collection.

Mr Doman said the group's role is to preserve town history, and *The Argus* is one aspect of that.

"It's one of the only original documents that we've got," Mr Doman said.

"We've got individual documents in our collection from other people.

"But, in its format, it's dated you can get a good idea of what life was like in that time by the paper."

In history, he said much of the town's population lived on farms who may not get day-to-day updates on what's going on, so would rely on the paper for news.

"Back in those days, the only way you passed information was by newspapers or public meetings, so *The Southern Argus* would have played an enormous part in allowing other people information on what's happening in the area," he said.

While researching for their current display on Bell's Store, the Strathalbyn

National Trust Museum found an interesting story in a historical edition of *The Argus*.

"(*The Southern Argus*) is a way of getting different glimpses of history," he said.

"For example, there was a train which pulled into the railway station, and there were some heifers on the train.

"One of them escaped and ran up High Street and right through the middle of Bell's Store."

When museum visitors press a button on the display, they can listen to that story.



Right: A 2013 copy of *The Southern Argus*.



Below: A 2022 cover of *The Southern Argus*.



Strathalbyn branch of the National Trust chairman, Warren Doman, said *The Southern Argus* has been a research tool when creating displays. Photo: Tara Nash

CONGRATULATIONS TO OUR FRIENDS AT THE ARGUS ON YOUR FIRST YEAR IN BUSINESS!

OPEN EVERYDAY FOR LUNCH, DINNER & TAKEAWAY
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Management and staff of

PESTKA'S BAKERY

Congratulate *The Southern Argus* on a magnificent first year.

Just like us they have all the ingredients of a great product.

17 Dawson Street, Strathalbyn
8536 2759

CONGRATULATIONS

on looking after our town's community newspaper!

Strathalbyn Conveyancing
Experience • Integrity • Local
10 Catherine St, Strathalbyn
8536 3860



The earliest copy available at the local museum is 1867.



A copy of the paper from 1950 at the museum.

The Southern ARGUS

CELEBRATING ONE YEAR OF NEW OWNERSHIP

Alexandrina Mayor's message



Alexandrina Council Mayor Keith Parkes has congratulated The Southern Argus on one-year in business. Photo: Sara Gilligan

On behalf of Alexandrina Council, I would like to congratulate the Robinson family and *The Southern Argus* team for their one-year anniversary of publishing local news in the Alexandrina region.

Local newspapers are essential to regional areas, especially with a majority of our population continuing to use these publications as their major source of news and information.

Over the past year, we have been privileged to witness the truly professional way items are reported and presented to our community.

The Southern Argus publication

enables collaboration in sharing council's information and keeps residents informed on local news and upcoming events.

It is really fantastic to see *The Argus* journalists throughout the region, following what is happening and taking a genuine interest in our communities.

We will continue to support our local paper to ensure this important channel of communication continues to grow and prosper.

We wish you all the best for your future years ahead.

Mayor Keith Parkes,
Alexandrina Council

Great Southern Netball Association

congratulates

The Southern Argus

on a fantastic year of covering local netball across all grades.

We look forward to your coverage of the 2022 season.

Taking care of the local community's financial advice needs since 1980

Congratulations to the team at The Southern Argus on their first Birthday.

We're a proud supporter of local business.

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Congratulations to The Argus team!

UPCOMING EVENTS IN ALEXANDRINA

A Night at the WOPERA
12 March, 8pm
Location: Centenary Hall, Goolwa
Bookings: events.alexandrina.com.au

The Goolwa Caravan*
13 March, 10.30am
Location: The Garden of Honour, next to Goolwa RSL, BF Laurie Lane

HELLO: Erin Jae's - Tribute to Adele
18 March, 2pm
Location: Centenary Hall, Goolwa
Bookings: events.alexandrina.com.au

*Free Event

To view more upcoming events, visit **alexandrina.sa.gov.au/events**



Meet the team behind *The Argus*

Sara Gilligan, Editor

What work experience/qualifications do you bring to *The Argus*?

After completing a double degree of a Bachelor of Journalism and Bachelor of Writing and Creative Communication at the University of South Australia, I worked at a number of Riverland newspapers for five years as a journalist before moving to Gawler to edit *The Bunyip* newspaper. I've been with *The Argus* now since late March, 2021.

What does a normal *Argus* day look like for you?

Story meetings with the team, checking never-ending emails, interviews, taking photos, subbing copy, liaising with management on upcoming advertising features, scheduling weekend photographers, designing pages and managing *Argus* social media.

What is your favourite part of working for a local newspaper?

Sharing remarkable stories of unsung heroes in the community, working with my amazing team, and documenting history for future generations.

Interests/hobbies

Exploring nature reserves with my dog, Buddy, and partner, Kiowa, wine tasting, live music and curling up with a good book.



Giorgina McKay, Journalist

What work experience/qualifications do you bring to *The Argus*?

Aside from dabbling in some online and broadcast journalism while studying at university, I previously worked at *The Murray Pioneer* in the Riverland throughout 2020, otherwise known the year of the pandemic. There, I was appointed the Loxton district reporter when the Taylor Group mastheads merged, and I also covered the region's emergency services.

What does a normal *Argus* day look like for you?

A day at *The Argus* is full of endless possibilities. One moment, I could be down at the Strathalbyn race track, the next I could be travelling to Goolwa to meet with one of the locals about a hard-hitting community piece. The benefits of being in a journalist is that every day is different, and there's never truly such a thing as a 'normal work day'.

What is your favourite part of working for a local newspaper?

Being a part of a local community, and hearing the stories that otherwise go untold in the big cities. The Alexandrina community welcomed *The Argus* with open arms from day dot, and treated the new staff as one of their own. This has enabled us to tell the stories that would otherwise go un-noticed or unappreciated. Hearing the positive feedback and impact these stories have made on people's lives is why I continue to love this career.

Interests/hobbies

Vinyl collecting, reading, creative writing, football, drinking coffee, and listening to music.



Rosanne Jenke, Reception/Accounts

What work experience/qualifications do you bring to *The Argus*?

14 years in Reception/Accounts/Administration.

What does a normal *Argus* day look like for you?

Based in the main office in Angaston, I work on reception and accounts assisting our customers with their enquiries booking classifieds, relaying messages to our Strathalbyn staff and assisting with accounts for *The Southern Argus*.

What is your favourite part of working for a local newspaper?

I enjoy the community involvement aspect of a local newspaper.

Interests/hobbies:

I enjoy socialising, spending time with family and friends, going on adventures exploring new places and walking my dog.



Tara Nash, Journalist

What work experience/qualifications do you bring to *The Argus*?

I completed a Bachelor of Journalism at the University of South Australia. As well as completing work experience with several country newspapers, I have also worked for *The Messenger* and *Advertiser*, specialising in human-interest and feature stories. I was also one of the presenters of Arts Breakfast on Radio Adelaide.

What does a normal *Argus* day look like for you?

Meeting and interviewing community members and taking photos, writing stories, meetings with the team, laying out pages, fielding phone calls and hunting for stories.

What is your favourite part of working for a local newspaper?

Every day brings something different – a different story, a different person – so the work is always stimulating. I love the creativity, connecting with people in the community, hearing about their passions and life experiences and telling their stories.

Interests/hobbies

The beach and beach activities, such as surfing, snorkelling and swimming. Music is a love of mine, and I dance swing and salsa and am teaching myself keyboard. I love travelling and exploring new places, the arts, food and wine.



Neil Casson, Advertising Sales Manager

What work experience/qualifications do you bring to *The Argus*?

Over 10 years working in regional newspapers within the advertising field.

What does a normal *Argus* day look like for you?

My day is a mixture of speaking to clients either personally or via phone, this can be to make them aware of one of our informative upcoming features, or discussing the content of advertisements that have been scheduled to appear in the paper.

I am also meeting with clients to discuss marketing strategies within *The Southern Argus* that offer the client the best value whilst maximising exposure to our loyal and highly engaged readers.

You will often find me out and about within the community proudly promoting *The Southern Argus* to local business.

Layout and design of advertisements is also a key part of my day, I take particular care with this is a crucial element that can determine the level of cut thorough an advertisement receives.

What is your favourite part of working for a local newspaper?

I am fortunate to work with a great team of people who all have similar goals to myself, which is to make *The Southern Argus* the best medium for local news, sport and events.

Getting to know the people that contribute to the many local businesses is also something I look forward to daily. There is never a dull moment.

Interests/hobbies

Spending time with my family including Paprika (our red/tan Doberman). Walking/hiking or bike riding around my local area, sometimes in the town but more often in one of the local forests.

I also follow Port Adelaide in the AFL and Aston Villa in the EPL.

I enjoy listening to a wide variety of music and like to watch the occasional movie.



Joe Schwab, Sports Journalist

What work experience/qualifications do you bring to *The Argus*?

Four years as sports editor of *The Murray Pioneer* newspaper in Renmark.

What does a normal *Argus* day look like for you?

I work part time as a freelance journalist, so my stories are spread out over the week amongst other work commitments.

What is your favourite part of working for a local newspaper?

Meeting all sorts of characters amongst the community and telling their stories.

Interests/hobbies

B grade premiership football coach for Meadows last season. I love anything to do with sport. I also am a big fan of binge watching tv shows.





Rowan Sims, Photographer

What work experience/qualifications do you bring to *The Argus*?

I have been a professional photographer for over 10 years. I have been a sports photographer for another regional newspaper and also provide wedding and portrait photography.

What does a normal *Argus* day look like for you?

My day is very active and on the go. Trying to get to as many places as possible to capture and showcase as many sports and clubs as possible in our region!

What is your favourite part of working for a local newspaper?

I love getting to meet so many different people and capture so much variety. It's really cool around finals and carnivals when you get to capture the excitement of it all! It's humble and surreal heading around and having so many people know who you are and when the kids come up asking "did you get that? Will I be in the paper this week?"

Interests/hobbies

Obviously, photography is a general interest of mine. I love my sports, especially basketball and AFL! But foremost time with my family and three precious daughters is the most important!!



Jordan Stollznaw, Special Publications Manager

What work experience/qualifications do you bring to *The Argus*?

Over the past 12 years, I have worked within media sales and marketing roles across multiple mediums (magazines, newspaper, digital, video, social media). I get super excited by the opportunity to share my knowledge and grow the opportunities available to businesses in the local area. The way we all connect these days is forever changing and to be able to assist in connecting a client with their customers is genuinely rewarding.

What does a normal *Argus* day look like for you?

A typical day begins with planning around the day's events. Client meetings towards local newspaper advertising or proposal writing for advertising and marketing campaigns across *The Barossa Mag* would usually follow. Management of content for future magazines is an everyday occurrence, along with content creation for the website as required.

What is your favourite part of working for a local newspaper?

Being able to work within my own community and create lasting relationships with my clients is by far my most favourite part!

Interests/hobbies

Being a Dad to two 'full-of-life' kids is where most of my time is spent... Otherwise, on my mountain bike riding a local SA trail with mates.



Ryan Dart, Graphic Design

What work experience/qualifications do you bring to *The Argus*?

I have been working in the newspaper industry (and specifically local newspapers) for the past nine years. My qualifications are in Pre-Press Graphics. I was hired when *The Argus* was acquired by the Robinson family to assist with the new larger workload of producing two newspapers every week. My previous experience has given me a unique understanding of how newspapers are produced, from when stories are drafted to when it comes off the printing press.

What does a normal *Argus* day look like for you?

The day starts at 8.15am. I turn on my computer, I look in the tray we have for advertisements that Darren or Neil have sold and need design work, then go from there. I do design work for all of our publications – *The Southern Argus*, *The Leader*, *The Barossa Mag*, etc.

What is your favourite part of working for a local newspaper?

Designing advertisements for local businesses is much more personal than that of commercial businesses. My favourite part is when a client is excited about one of my designs.

Interests/hobbies

Reading, gaming, music, cinema – big movie buff, tv shows.



Ashleigh Seedsman, Graphic Designer & Commercial Print Customer Service

What work experience / qualifications do you bring to *The Argus*?

Eight years of experience as a Graphic Designer and an Advanced Diploma of Graphic Design.

What does a normal *Argus* day look like for you?

Getting a layout to the team for the new edition, making sure we've got all the ads booked and enough space for all the copy. On a Tuesday it's about getting everything ready for production. I help edit the photos, make sure all the pages are there and print ready. Sometimes I'll be able to assist with putting pages together, working on features and special lift-outs of the paper.

Interests/hobbies

I've been playing Netball for almost 20 years: 19 years at Golden Grove Netball Club, as well as coming into my 9th year at Tanunda Netball Club.

I love photography! I love exploring and taking hundreds of photos to have memories of the adventures I've gone on.

I have a large collection of vintage cameras, which continues to grow.

If I'm not outside, you'll find me snuggled up on the couch watching movies and tv shows.

I always knew I would be doing something 'art'-related as a job.

I have always loved getting to paint, to create something from scratch, seeing something start as an idea and then holding that as a real finished product.



Matthew Webster, Graphic Design

What work experience/qualifications do you bring to *The Argus*?

Advanced Diploma in Graphic Design, several years of working as a freelance Graphic Designer, several years of working in Technology Sales.

What does a normal *Argus* day look like for you?

Early in the week consists of mostly setting the sport pages and gathering the sport results for *The Argus*. Later in the week is mostly creating advertisements, and visual content for our various features.

What is your favourite part of working for a local newspaper?

I love using the Adobe creative suite on a daily basis. I also really enjoy providing a service to the local community and keeping on top of what's happening locally.

Interests/hobbies

Musician/drummer, videography, photography.



Darren Robinson, Co-Director/Advertising

What work experience/qualifications do you bring to *The Argus*?

I am an experienced team manager with a proven ability of achieving set KPIs.

As a fourth generation publisher and small business-owner, I understand the specific requirements of my local clients, most of whom are business-owners themselves. I have a passion for creating effective advertising solutions that achieve the desired result.

What does a normal *Argus* day look like for you?

Normal day? There are no two days the same, that's what makes our industry so exciting. I predominantly work from the Barossa (technology is amazing) but I commit to at least one day where I travel to help to support the highly-capable team based in Strathalbyn.

What is your favourite part of working for a local newspaper?

I love serving our community and I enjoy sharing the success of new newspapers rapid growth with the team. In addition, I love to hear success stories from our local advertisers. Together, nothing gives me more satisfaction.

Include some interests/hobbies

As I am genuinely passionate about my occupation, I am fortunate to say that it is one of my hobbies. It is very important however, to fulfil a variety of other interests. I enjoy cooking, painting, travel and family time.





Your local paper's compelling history

One of South Australia's oldest newspapers, *The Southern Argus and River Murray Advertiser* first hit the streets in March, 1866.

Founded by Ebeneza Ward at Port Elliott, the first issue was printed on March 17 from The Globe Hotel in Freeling Street.

In ancient Greek stories, 'Argus' was a creature with many eyes who was used by the goddess Hera as a guard.

Hence *The Southern Argus* was given the name to share the idea the newspaper was always watching carefully for news.

In its first-edition preface, *The Argus* reportedly "enters the field of public journalism, aspiring to become the especial intelligencer and advocate of the Southern Districts of this colony. We shall have "a single eye" to the accomplishment of that purpose, and we shall look for our reward to the cordial co-operation and support of the people of the South".

The paper continued to be produced at Port Elliot for just over two years before its headquarters moved to Strathalbyn, with the first edition printed at the new

premises on April 18, 1868.

In 1941, Cecil Elliott and George Donald Jones formed the Elliott and Jones partnership.

When G.D. Jones passed away in 1955, his son Murray Leon Jones took over the newspaper from his father.

Cecil Elliott passed away in 1969, seeing George Donald Jones become Editor of *The Southern Argus* until his own death in October, 1991.

Murray's oldest son Donald took over the Editor reins upon his father's death, with brother Perry and wife Janet also

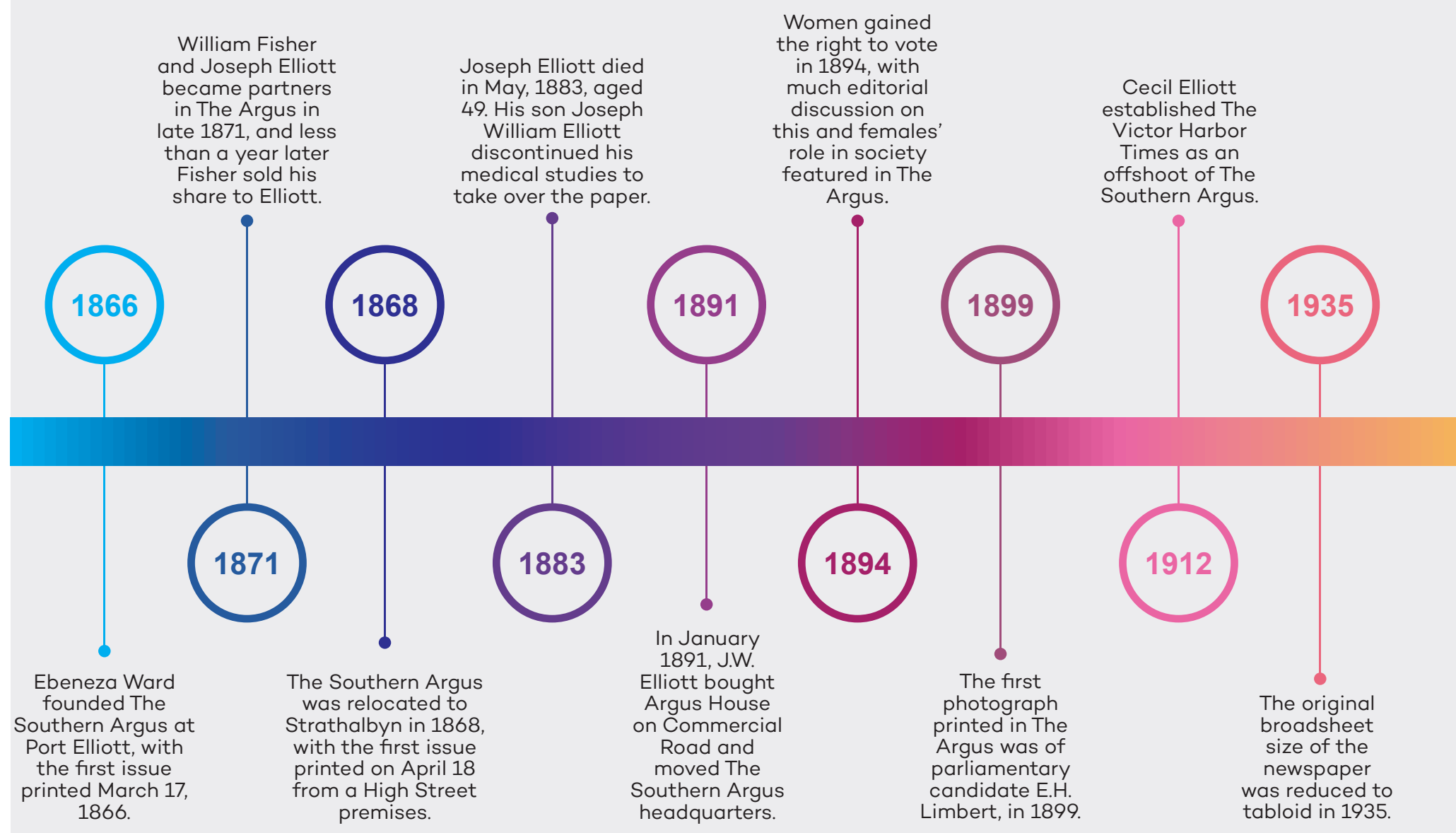
heavily involved in the business.

Perry also wore the Editor's hat over the years.

In February 2021, the masthead was sold by the Jones family to the Barossa's Robinson family – publishers of *The Leader* newspaper at Angaston.

The Robinsons and *Southern Argus* team are excited to celebrate one-year in business, with the first paper printed under the new ownership on February 11, 2021.

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The Southern Argus was founded by Ebenezer Ward – who also had a colourful political career.



The very first Southern Argus issue was printed on March 17 from Port Elliott's The Globe Hotel in Freeling Street.



Mr Mark Lauche, Managing Director of Lauche Flour Mills is selling the historic old Strathalbyn mill after nearly 100 years of ownership.

EXCLUSIVE
By Mel Janney

Now, the former mill on the corner of Mill Street and Commercial Road is being offered for sale for the first time in nearly a century with the hope it can find a new and worthy incarnation.

"This mill deserves its rest," said Mark, who purchased the old mill from the family company when he was still a young man, to save it from "ruin and ruin" after it was sold by the Collingwood Road mill in 1981.

Originally Mark and his wife, Brenda, had planned to convert the 1840s building into a home for themselves and their two young children, but an opportunity to purchase another Strathalbyn residence arose whilst they were waiting for their architect to move from an accident.

"In that year we were offered a lovely home in Strathalbyn that I'd always loved that had a long history to it, so we bought that and we never ever did what I was going to do," Mark said.

"Now, after 50 years, I say, somebody else deserves it, and that's why I'm selling it."

The mill is unique in the fact that the old mill machinery still remains, including the first electric motor that powered the mill after Mark's father, Hans, took over the mill in 1927.

Inside the house, original timber and leather bucket elevators that carried the product up to the mill from the industrial roller mills below are still intact.

It's not without a few nostalgic tears that Mark has decided to let the building, and he is adamant that the next owner must have the right intentions to give the property the respect it deserves.

"The related offers to buy it were 30 or 40 years, good ones, because everybody was going to do the wrong thing," Mark said.

"What I would like is someone to recognise the heritage of what's here and take advantage of it commercially."

Fortunately in the last decade or so, Mark believes society has taken a renewed interest in restoring and revitalising historic buildings, and so he is confident the right person for the task is not far away.

Such is his desire to see the mill turned into something relevant and exciting, Mark had it registered with the National Trust rather than a heritage listing, and hopes the new owner will call on him to help restore or repurpose the many important relics of milling history within.

"National Trust works a lot better and there's a far better long term view for restoring it and helping people preserve properties like this instead of restricting what they can do," he said.

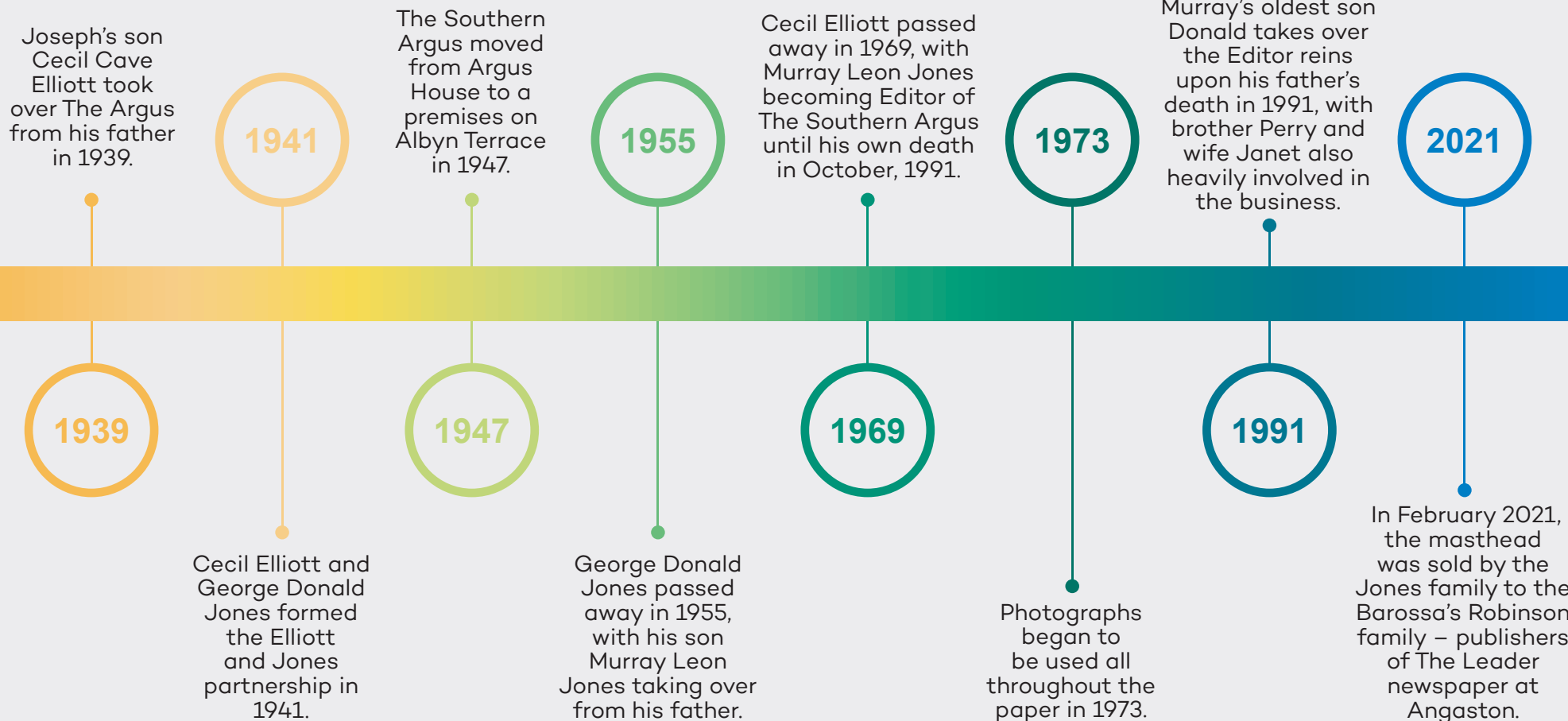
"I've collected a whole lot of stuff about this place for the next owner so it will help them understand what I know."

While Mark may look back with some regret that he did not convert the mill into the home he and Brenda once imagined, it is overshadowed by his excitement to see the building once again restored as a vibrant hub for the Strathalbyn community.

"Every building, if it doesn't get developed, it dies. It has to evolve," he said.

"I would like to see all the weaknesses of it mitigated, and I'd like to see all the strengths used to create value for the next owner."

The first paper printed under the new Robinson ownership on February 11, 2021.



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Behind-the-scenes of printing operations



Print Manager, Peter Robinson, with print machinists, Nick Rochow and Paul Graue.

By Mel Jaunay

In a warehouse in Angaston, tucked away against the hillside surrounded by historic homes and buildings, bells are ringing, heralding the beginning of a new week of news.

A whirring crescendo of machinery builds over the warning bells, which cease as the print towers reach full flight, paper webs flying through overhead rollers in a blur of colour.

Ask Print Manager, Peter Robinson what

he thinks it's like to be in a room with the Goss Community printing press hurtling at a rate of 20,000 copies per hour and he'll tell you: "It's exciting!"

"I love seeing them come off the press and go out the door," he said.

"We're printing a really important product that people rely on to pick up every single week to get their local news.

"I see it as upholding democracy for the future."

The Southern Argus is printed every Wednesday at the site of its sister paper, *The*

Leader, also owned by the Robinson family.

And while Angaston may be more than a few stones throw from Strathalbyn, for the purposes of printing, this is almost as local as it gets.

"The pages are finalised here in Angaston. Editor, Sara Gilligan, based in Strathalbyn, checks a page, approves it, and then our production team will do a final check over it and output it to the press," Peter said.

"Having the press here gives us that competitive advantage over other mastheads, who don't have that flexibility."

Since taking over the printing of *The Southern Argus* two years ago, Peter says the paper has slotted seamlessly into Angaston's print schedule, with *The Leader* being printed on a Tuesday.

Back then, it was still under previous ownership, and most pages printed in black and white.

Since the Robinsons took over a year ago, it's been printed in full colour on every page, and has grown to a size of 48 pages, or two 24-page 'runs' of the press, which are collated together by a team of people on large tables,

Strathalbyn CFS Group and Brigades would like to take this opportunity to congratulate The Southern Argus on a fantastic first year. We look forward to our weekly dose of community news.



**17 Forrest Road, Strathalbyn
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*Linda and Paul from
All In Good Time Antiques
congratulate The Argus team
for a brilliant first year.*

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Congratulations to our friends at **The Southern Argus** on chalking up 1 year of ownership!

Thank you for your fantastic coverage and valuable contribution to our community.

The only bias we now read is on the Strathalbyn Bowling Club green.



NEW MEMBERS ALWAYS WELCOME
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Above: Half-tonne reels of newsprint, shipped from the paper mill in Tasmania, are stored in the Angaston warehouse and moved with a specialised fork lift, here driven by Paul Graue.

Left: Peter Robinson loads a plate into a printing press.



Print press in action, printing the first edition under the Robinson family ownership.

usually with a couple of catalogues slotted in as well.

The pages are printed using the process of lithographic printing. The image is transferred from a printing plate, which is covered with both water and oil-based ink. The natural resistance of oil and water to mix makes the ink attract to the image on the printing plate and is then transferred to the paper.

Each image is optimised to attract the appropriate amount of ink, and separated into the four colours of cyan, magenta,

yellow and black.

Printing plates are mounted onto the press by specially trained press operators, with half-tonne reels of paper fed into three printing towers, each printing eight pages, which come together, cut and folded, to make a 24-page print run.

Finally, a driver will pick up the collated bundles on Wednesday afternoon, and drive through the hills to Strathalbyn and as far as Victor Harbor to make the weekly deliveries.

It's a well-oiled machine, as they say, and takes advantage of the latest

in print technology.

"Ours is one of the most up-to-date technically, certainly, in this state," Peter said.

"We've invested a considerable amount of money into it, and it's only used for our own papers.

"So, if there's a breaking story or Sara's making a late change, we can accommodate that because it's only being used for our publications."

With some recent closures of newspaper printing facilities across Australia and

locally, there is challenges for the industry, such as rising costs for supplies and loss of talented people, but Peter sees newsprint as a vital part of the currency of information, and certainly as a strength in the regions of Strathalbyn and the Barossa.

"The advantage with print is that every single reader has the opportunity to read the same story as the next person, and in theory is edited by someone intelligent enough to seek out that truth," he said.

"That's why print media is so important."

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Community sings Argus praises

By Giorgina McKay

If you had picked up *The Argus* over a year ago, the paper would be virtually unrecognisable from what you see today.

Coloured photographs now jump out at you from the page, and to read, takes nearly as long as perfectly browning and consuming a pancake.

While the previous owners did a fantastic job for numerous years, *The Argus* team have enjoyed putting their own stamp on the respected publication.

Milang District Association President John Whyte has always been the first to sing the new *Argus* praises.

He says there's more content than ever, with a strong focus on community news.

"I think (*The Argus*) has done a marvellous job since (it has) been taken over – it's certainly changed for the better," he said.

"I think it keeps a handle on all the

community organisations such as the fire service, community centres, and the schools.

"There's a lot more content about local issues, which I find is very important for our region.

"I think the crime reporting is pretty good – we're up-to-date with what's happening with crime in the region, which is good because we do live spread-out and don't always know what's going on."

Fellow long-time supporter, Beth Jellicoe, agrees.

She is excited to pick up the paper each week and read the "diverse" content.

"It's fun and fresh, vibrant, (and) diverse – (*The Argus*) covers so much more stuff," she said.

"The colour photographs are fantastic – I love seeing all the pictures of the children from so many different sports.

"You look forward to picking it up

because you're not going to discuss glossy stuff, you get into more serious issues that need to be brought to people's attention."

The new changes have had a sweeping impact across the Alexandrina community.

Since *The Argus* changed hands, Anne Wallace said the paper has lifted community awareness.

"It's not just filled up with sport, it's filled up with actual news and community content," she said.

"There's a lot of value in the paper because it makes people aware of what's going on."

The connection between communities and local newspapers like *The Argus* is important now more than ever.

"Alexandrina is predominantly home to an older demographic, which is why having 'old-school' forms of media is imperative," Ms Jellicoe says.

"For a lot of people who like to sit down

with their cup of tea or coffee, and read through the paper (this is) their preferred form of media.

"I, myself, find it very relaxing and I learn things every week that I didn't know before.

"Not to mention, for our Strath Walking Netball, it's brought so many people because they didn't know it existed, and they wouldn't have found out otherwise.

"We need print media because a lot of people are too scared of the internet and social media, so it's great (*The Argus* is) on different platforms.

"(*The Argus* is) reaching so many demographics of people, but (it's) making (news) more accessible still to people that either choose not to have social media, don't want it, or (people) like me (who) like to pick up a paper and have a read."



Left: Milang District Association President John Whyte has always been the first to sing the new *Argus* praises.



Fellow long-time supporter, Beth Jellicoe, agrees the paper's new model is benefitting the local community.

What other people are saying on Facebook:

ZONDA ELLIOTT

Love the big change to our Argus. May your subscriptions soar to your expectations. You all well deserve it. Keep up the good work – love all the coloured photos.

JENNY MCLEAN

Full to the brim of interesting articles.

ROGER S MAYWALD

It's great to see the new life being injected into this paper... grab a copy.

GERRI RIGBY

Good articles. Most impressed with our locals and their stories.

MAURICE BEHAN

A breath of fresh air in local news – great article content. Huge improvement! Well done team Argus.

CHRIS PAPPIN

Great to see our local paper doing so well.



ADRIAN PEDERICK MP

Member for Hammond

Congratulations to the team at The Southern Argus on your first year of publication. The community can be extremely proud of your early achievements



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Murray Bridge SA 5253

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Gaynor Hartvigsen's Stone Mill Studio



Management and staff would like to congratulate The Southern Argus on your first anniversary.

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We congratulate the new owners of The Southern Argus as they celebrate one year of service to our community



Value in Argus advertising

The Southern Argus team is extremely proud of the trusted relationships we have built with many businesses across the region.

Over the past year, The Argus has collaborated with agencies and clients to disseminate their advertising message to a local audience and build brand awareness, drive consumer response, and deliver results.

Part of our advertising journey from the start, Ruby Thomson of Strathalbyn's Robin Hood Hotel encourages others to use The Argus as a platform to market their business.

"The Argus is a great outlet for our local area and has been so amazing in the last year for giving that extra place for businesses to reach out to the local community," Ruby said.

"Marketing in the local paper is a great way to reach our target audiences and combines a great community resource with our own small business adventures.

"We have found people are really appreciating the little things that The Argus is incorporating to the paper every week, from Spot the Spectator, to childrens' birthday features – The Argus is becoming more and more popular and a great place to market our small business."

Ruby said word on the street has recognised the significant changes incorporated by The Argus team since taking over the masthead.

"The colour, effort, online presence, community spirit and bumper amount of pages have all been great enhancements and it's amazing to see and be a part of the Argus face-lift," she said.

"Local newspapers keep us all informed of local news and information and create a fun space to view the weekly sports, updates on community matters and is a great place to advertise all of our Hood adventures and activities.

"Congratulations on a great first year to the whole team at The Southern Argus, keep the good vibes coming, love Team Hood."



Ruby Thomson of Strathalbyn's Robin Hood Hotel is encouraging other business owners to market themselves in The Southern Argus and be a part of the newspaper's face-lift. Photo: Sara Gilligan.

STRATHMOTEL

Thank you and congratulations to the team at The Southern Argus on giving our community something to look forward to reading every Thursday.

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