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St George Business Chamber Key Initiatives for Local Business

The St George Business Chamber held three key business forums in Kogarah, Hurstville and Mortdale, numerous local business owners attended the forums where key issues were raised during the forums held on the 27th March and 2nd of May 2018, the St George Business Chamber took the opportunity at the forums to announce to the business community two key initiatives that the St George Business Chamber will focus on the next 12 months. “These forums are key to our agenda moving forward and we were very happy with the level of engagement from local businesses, we are very excited to roll out these initiatives said Mr Allan Zreik President, “our mission is to help businesses maximise their potential in the St George Area and to be the voice of small business” added Mr Zreik.

The St George Business Chamber announced the launch its BUY LOCAL campaign, helping to encourage business and consumers to think and buy local. “When you support locally owned businesses, you’re not only supporting the local economy and the employment of local people, you are also directly supporting your local sporting groups and your local community in general” said Mr Tony Baddour Vice President. “There are many studies that indicate that shopping locally has major economic benefits for your local community, when you spend \$100 at a local business, on average 58% more of your money stays in your community compared to what would have happened if you spent that \$100 at a multinational company based store” said Mr Baddour.

“This encourages the health and sustainability of your local community. You will also be encouraging community engagement whilst creating long term relationships and promoting loyalty within your community, buying local makes good economic sense” Said Mr Zreik.

The other key initiative announced will be the formation of the St George Business Development Committee in the coming weeks, “this committee is based on key business sector consultation including business leaders and key stakeholders, this will provide in depth input on the priorities and opportunities for business growth and development for our community in the years to come” said Mr Baddour.

MP for Banks Mr David Coleman said “this is a major step forward for the St George Business Chamber and these initiatives are a good step in the right direction for business and the wider community”, Mr Coleman agreed with the Chambers commitment to improve parking and infrastructure in the local area, “Parking is a

problem in the area and more parking needs to be made available for the community” said Mr Coleman.

“The Business Development Committee came about after consultation with industry and business stakeholders, a number of values emerged to underpin the Business Development Committee as a whole these include; having a welcoming investment environment by reducing red tape and make it easy to do business within the St George Business Community, Improved transport and digital infrastructure, Local jobs for local residents, Continuing to build a unique, successful and vibrant business strategic location, retail and improved visitor experiences” said Mr Baddour “we believe it's important for the business community to succeed, because prosperity creates new jobs, social wealth, and better communities in which to live” added Mr Baddour.

Mr Shaoquett Moselmane MLC who attended the Hurstville business forum held at Club Central Hurstville said “the Buy Local campaign is a wonderful initiative by the St George Business Chamber, this will resonate not only with business community but also the wider community” Mr Moselmane congratulated Mr Zreik and the committee on the initiative.

The St George Business Chamber runs programs that offer promotional materials, events and networking opportunities. “While today’s technology and the ability to network online may have you wondering if the local Chamber of Commerce way of doing business in person is obsolete, think again. There’s still nothing as strong as face-to-face communication where building trust, respect and name recognition is concerned” said Mr Zreik

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Boiler Plate

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