

a voice for North
of the Byron Shire





WHO ?

are North Byron Shire Business Chamber

North Byron Shire Business Chamber is a not-for-profit business support organisation made up of business owners in Ocean Shores, New Brighton, South Golden Beach, and Billinudgel. The Chamber provides value for members through networking, information, education, & representation at council, local & government bodies.

WHY?

Heres our top **10** reasons on why to get amongst it

- 1** The support & camaraderie that comes with being part of a progressive network pursuing the betterment of business in our shire.
- 2** Being part of a united voice that advocates on your behalf to council or government bodies.
- 3** Alliance with Brunswick Heads Chamber of Commerce including discounts on business directory listings & visitor center opportunities.
- 4** Opportunity to attend regular networking events and business after hour functions, also in conjunction with other chambers.
- 5** Business listing on our new North Byron Shire website, and opportunities to direct local traffic to your business through our 'Special Deals' shop local initiatives.
- 6** Regular eBlast updates & periodic newsletters – we bring relevant news to you.
- 7** Benefit from referrals and promotional opportunities.
- 8** Access to FREE IR, HR and WHS compliance support via NSW Business Chamber.
- 9** Save 19% on your energy bills (average savings across the region: \$300 per quarter).
- 10** Play your part in ensuring the ongoing promotion of business in our area.



Giving North of the Shire small business a big voice

I don't have time to read long reports or go to council meetings. So it's great that the North Byron Shire Business Chamber goes on my behalf & keeps an eye on council activities, and strengthens these relationships".



Representation

The Chamber provides representation on behalf of members, actively supporting the interests of the local business community. The Chamber is a powerful ally providing you with the opportunity to influence decisions & promote the interest of business north of the Byron Shire.

- Infrastructure upgrades
- Tourism & area promotion
- Economic development
- Local Government Policies
- Local event development

Government bodies, community groups, & private enterprise frequently approach the Chamber with changes to legislation, development projects & ideas, and various activities around the shire. **We bring this up to date information to you instead of you taking the time to find out.**

Connecting Local Businesses

Networking events, and partnership with the Brunswick Heads Chamber of Commerce.

As a business operator, networking is an important way to promote your business, gain useful contacts, generate referrals, keep up to date with industry training & local business information, and get some handy tips in the process. It can be a valuable support mechanism for you, be motivated, and get the creative juices flowing!

At the chambers networking events I've formed relationships with other businesses that has directly increased sales. The better I've gotten to know everyone, the more I refer business to them & vice versa'

Business After Hours

Quarterly Business After Hours events are held at one of the licenced venues in the North Byron Shire, or in conjunction with the Brunswick Heads Chamber of Commerce at a location in Bruns. A guest speaker will often be invited to these events offering professional development for your business.





Partnership with Brunswick Heads Chamber of Commerce & Visitor Centre

In addition to collaboration of networking events, you will receive e-newsletters every 2-3 weeks with useful business information, and news of what's happening in our end of the shire.

The Brunswick Chamber has also offered to assist the North Byron Shire Chamber executive with the preparation of tear off maps, brochures or other promotional material for the business & visitor economy.

Discounted Visitor Centre membership

All North Byron Shire Business Chamber members are invited to join the Brunswick Visitor Centre at the introductory rate of \$75pa +GST.

Benefits include communication via newsletters, brochure display, 25 word listing on the website www.brunswickheads.org.au and inclusion in the '101 things to do' brochure, or Accommodation Guide if relevant.

Discounted E-marketing package

By joining the Brunswick Visitor Centre you are also eligible to subscribe to the e-marketing package at the discounted rate of \$89pa+GST.



Wedding & Events Bureau

A one stop shop for weddings & special events in the North Byron Shire. All Chamber Members and Visitor Centre members who pay the additional \$89 (+ gst) E-MARKETING PACKAGE for 2015 will be included in the Bureau for free. There is also a special launch fee of just \$100 (plus GST) for non-member businesses and this includes a listing, image and hyperlinks.

For those businesses not wishing to join the Visitor Centre, this package will be available at \$100pa+GST.

Benefits include 25 word listing on the www.brunswickheads.org.au website plus a hyperlink to your website. No website? No worries. A page will be created for you on this website including photos & text provided by you. You will also have the opportunity to submit stories for publication in the quarterly Brunswick Village Voice e-newsletter which is distributed beyond Brunswick to visitors & friends of Brunswick to encourage return visitation.



The chambers partnership with Brunswick Heads provides an excellent gateway to attracting tourists and visitors to my business "



Chamber Alliance Program



A Stronger Business Voice

North Byron Shire Business Chamber is a proud partner with the NSW Business Chamber. This program has been vital in uniting the Chamber movement and ensuring the interests of small and large businesses are represented at local, regional, state and federal levels.



I like the benefit of free expert advice over the phone!"



More Benefits for Members

With businesses facing an increasingly challenging economic, political and legislative climate, it is more important than ever for operators to partner with organisations that can help them navigate with the confidence to make the most of current market conditions.

Membership to North Byron Shire Business Chamber comes with a comprehensive range of benefits for small business including a free membership with NSW Business Chamber.



This means that members, at no additional cost, receive extra benefits including access to a broad range of services such as technical advice, business support tools, information services and educational events.

Some of these extra entitlements include:

- Workplace Advice Line – connecting business owners to workplace specialists when they have a workplace relations issue or questions including wages and allowances, termination of employment, long service leave, superannuation and other workplace compliance and management matters.
- Trusted business information 24 hours a day, seven days a week with detailed 'Ask Us How' online business guides, member tips and resources.
- Save 19% on your energy bills.



Destination Tourism Network

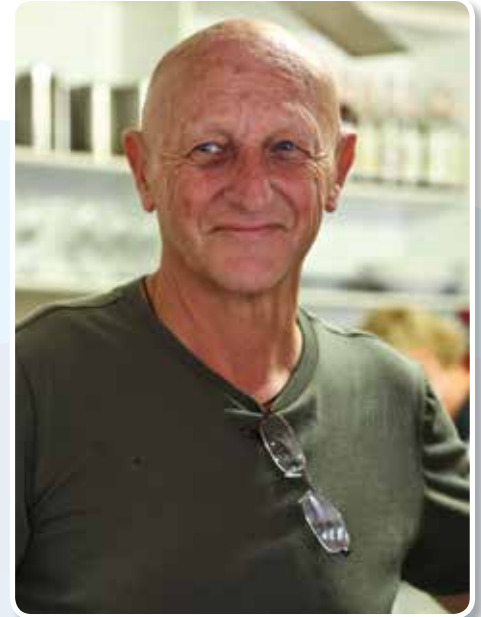
North Byron Shire Business Chamber is proud to partner with Destination Byron, Byron Shire Council and North Coast Destination Network (NCDN). These relationships offer us opportunity to actively influence tourism activities and visitor services. Destination Byron's intended outcomes include; recognising the unique visitor experiences available across the shire.

- Dispersal of the visitor to all the towns and villages.
- Strategic Marketing Plan for the shire.
- Marketing campaigns involving the Legendary Pacific Coast.

Byron Shire's local economy is underpinned by tourism activity. With many people who work within this industry residing in North Byron Shire, and with many visitors to this area becoming locals, we see tourism playing a vital role in an overall growth strategy for north of the shire.

Brunswick Valley Region promotion

The chamber is also pleased to work with the Brunswick Valley Region promotion team offering opportunities for members to participate in large scale marketing campaigns, and 'shop local' initiatives via the www.brunswickvalley.com.au website, facebook page, and other collateral.



"The chambers ongoing tourism initiatives help ensure that visitors are exposed to our business through marketing campaigns, rewards programs & 'Special Deals' incentives".

