

## **President's Message**

**March 2017**

### **New President and where to from here:**

As a people's person, being a finance broker and interested in people is a good thing.

The Chambers mantra "buy local, employ local" resonates with me.

Recently I heard Tony Crabb of Savills Australia / People Results say:

"Life's great Choices" are:

- What to do
- Who to marry
- Where to live

Tony's research has identified that the new class of people – he calls the "Creative Class" are more likely to live in areas that satisfy one or more of these factors:

- Thick labour markets
- Lifestyle
- Social Interaction
- A mate
- Scene
- Identity
- Diversity
- Authenticity

Technology has created a mobile society which makes it more important to work together to create a place where people want to live, work (do business) and play.

Everyone can support this outcome for our community whether as a customer, service provider, employer or employee, friend, alliance or competitor. Competitors can work together based on their individual strengths and weaknesses. The future is about collaborating where we work together and striving for a stronger and more vibrant Redlands.

Energy attracts energy – by supporting each other we create opportunity for ourselves, others and our community.

I encourage you to check out [www.redlandchamber.org.au/events](http://www.redlandchamber.org.au/events) and diarise the event dates now. If you haven't joined yet or renewed your membership then please take a minute to get online and join the RCCC to be a part of a positive likeminded group of people. Join us to work together to create a Redland business community that is relevant today and tomorrow.

President

*Lynne Sturgess*