



President's Report – May 2018

The Business and Retail (BaR) awards nominations are open so get involved and “fire up” your community - download your entry today from <http://www.redlandchamber.org.au>.

Let your business shine so people know who you are and enrol your local business community to do the same.

The result is a fantastic night where we celebrate all the hard work of the nominees and winners. With the awards night in November you can incorporate it with your Christmas celebration.

The Chamber's mission is simple: to make Redlands the best place in Queensland to do business.

The message of “Buy local, employee local” is not a new concept. I've read many articles that clearly demonstrate the positive impact of how supporting locals can boost the local economy. With much hype around “Innovation” and “new ways of thinking” we've seen the evolution of a Global economy and huge swing to engagement in the online community. Today people play games and share intimate stories with people they have never met and may never meet.

So why am I harping on this – it's because at the most basic level, when you buy local more money stays in the community. This is about sustainability, community engagement, mental health, quality of life and neighbourhood pride. It's simple – I feel good when I am connected and am grateful to talk with someone who is interested in what I am looking for. Someone who engages me in a friendly authentic conversation.

I see our future as business owners to encourage our community and do business with the people they know, like and trust. Where the experience is what people remember, and the price isn't the issue.

What I ask of you is your support:

* we want to have a significant presence at the RedFest 60th anniversary celebrations in September, to showcase our local businesses across the Redlands region. We will have a marquee with our “Redlands Villages” represented by a 2 hour roster of local businesses offering RedFest visitors an engaging and interactive experience of our “Hidden Gems”.

* for November we are proposing a Redlands – Asia “Business Mission”, which will target import/exporters, education, health services, aged care and environmental/waste innovation business sectors.

If you want to get involved, we need to hear from you NOW.

Yours in business,

Lynne Sturgess

President