

Be.Bendigo
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**BE.
BENDIGO**

MEDIA RELEASE

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Local traders supported by Business Directory

Small businesses are vital for economic activity, are an important part of Bendigo continuing to recover and grow, and are a significant employer of local people, according to Be.Bendigo (Bendigo's Chamber of Commerce).

"Shopping locally – keeping money within the Bendigo economy – makes a real difference to employment and business sustainability", says CEO of Be.Bendigo, Mr Rob Herbert.

"In addition, last week's Bendigo Business Excellence Awards highlighted fantastic regional businesses, and proved again that the 'local choice' is often also the best choice".

With the assistance of Victorian Government funding for Covid recovery projects, Be.Bendigo has launched a new on-line business directory that will help local people and businesses with sourcing the products and services they need from local suppliers.

"As well as encouraging people to keep money local, the directory will also help people to identify local businesses with the expertise and products that they need. Many of these businesses might be unknown except to their regular customers, and being on an easily searchable database provides them with additional opportunities to market their business to new clients", according to Mr Herbert.

With the region keen to attract skilled employees to our community, it also provides aspiring new residents with an overview of potential employers in the City, as well as the support services and businesses that will be important in helping them relocate, and for their new lives here.

"Through our engagement with the business community, we continue to discover great new Bendigo-based businesses, and this directory provides us with an opportunity to share that knowledge with the broader community, and to ensure that it remains up-to-date and relevant as a source of information", Mr Herbert said.

"I encourage everyone to have a look at the website - we are pleased with how easy it is to navigate, but are keen to receive feedback from users, as we want to make it as effective as possible, to ensure that it helps to bring more businesses and customers together and, of course, to keep adding more of our great local businesses to the network."

The business directory can be accessed at:

bebendigo.com.au/member-directory

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