



2026 Awards (2026)

Outstanding Local Chamber (Region: Far South Coast)

Business NSW - Local Chamber



ojaaBvEL

Entry details

Trading name:	Business NSW
Name to be used on all promotional materials (publicity materials, certificates, trophies, presentations):	Business NSW
Registered ABN:	63 000 014 504
How is your business structured?	Incorporated Association
Is your business classified as a not for profit?	Yes

Main office address: Level 7, 8 Chifley Square

Suburb: Sydney

Postcode: 2000

Business trading commencement date: 2023-01-03

Number of employees: 21 to 49

What is the main industry your business operates in? Other

Is your business primarily business to business or business to consumer? Business to Business

If Other industry, please specify Local Business Support

Describe your business, product/service you offer to the market or industry

Business NSW Chamber champions the success and collaboration of our local businesses. Our mission is to drive economic growth, foster community well-being, and uphold Byron Bay's unique, value-driven business culture. We proudly support and represent our members on local issues, offering problem-solving and confidential feedback to ensure their voices are heard. Celebrating member achievements through media and events, we inspire and support our community. By nurturing leaders and uniting businesses with a common purpose, we actively contribute to the prosperity and vibrancy of the Sydney community.

Please provide a 100 word biography for your business to be used for promotional purposes.

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Website: <https://www.businessnsw.com/>

PROMOTIONAL IMAGES

Please attach 2 hero images that best depict your entry. It could be a logo or team group photo.

Images will be used at the awards presentation and for Media for any promotions as required, (These must be no bigger than 10MB each in jpeg format – hi resolution, landscape format images).

PROMOTIONAL IMAGE 1

The logo for Business NSW, featuring the word "BUSINESS" in a large, bold, black, sans-serif font above the word "NSW" in a smaller, bold, black, sans-serif font.

[Download \(19 KiB download\)](#)

PROMOTIONAL IMAGE 2

[Download \(19 KiB download\)](#)

Full name: Business NSW

Position: Test Entry

Email: test@businessnsw.com

Phone: +61416457502

The Local Chamber is a current Local Chamber Alliance Partner. ✓

Should the Local Chamber leave the Alliance Program before the Regional or State Gala event, they will not be eligible to receive an award. ✓

A representative of this business has not been a judge in this category in 2025. ✓

A representative of this business is not a judge in the 2026 Business Awards program. ✓

Outstanding Local Chamber

Briefly describe a project, advocacy initiative, event, community activity or a range of activities your chamber delivered in the past 12 months. Explain how the idea/s came about, and the key objectives or improvements your chamber hoped to achieve.

The resilience of local business had been pushed to edge recently and as we entered 2024, the Sydney business community faced further hardships with declining visitor numbers, rising rents, inflation and staffing challenges. The influx of national brands and the disappearance of locally owned businesses further compounded challenges and threatened our local uniqueness. For our Board, this highlighted the urgent need for strong support and collaborative efforts to navigate these trying times.

The 2024 Business Barometer survey results reinforced these issues, prompting the Business NSW Chamber of Commerce to act.

Under the new leadership of President Matt Williamson, we decided we needed to understand the issues more deeply. Through collaborative outreach with Service NSW and other member connections, we connected directly with local businesses to gather more detailed feedback. The consensus: What businesses wanted was for the Business NSW Chamber of Commerce to champion advocacy and responsiveness on their behalf.

To address this, we held a Value Proposition Workshop with external facilitators, with the aim of understanding our purpose and how to best represent the local business community. We established three core pillars:

Advocacy, Connection, and Promotion, then executed accordingly.

Advocacy: We actively represent businesses on local existing challenges and emerging issues, solving problems, and

providing confidential and collaborative feedback to ensure their interests are best represented and protected.

Connection: We revitalised our networking events and industry forums to create opportunities for collaboration and growth, strengthening our business community.

Promotion: We share success stories and provide references, enhancing visibility and growth potential through local media, social media, and newsletters.

Overall, our strategy focuses on addressing both existing challenges and emerging issues, fostering a resilient and united business community. By embracing change and working collaboratively, we aim to preserve the unique character of Business NSW while promoting economic prosperity.

Explain the strategies your chamber used to collaborate with stakeholders and engage your business community. This may include partnerships, volunteer involvement, cross-sector collaboration, or communication approaches

Our "Values Proposition" guides our engagement with members and the broader business community. Key initiatives and events this year have included:

Open Board Meetings: Quarterly meetings invite businesses and interested parties to connect directly with the Chamber Board to share insights and concerns. This inclusive approach has led to valuable discussions with diverse groups, including local police, youth centres, Service NSW Business Bureau, and of course, local businesses. Issues raised include upgrade of streetscapes, car parking constraints, anti-social behaviour, lack of affordable housing, falling visitation numbers, lease increases, new property developments, the shutting of Johnson St for markets, and the perennial problem of slow DA council response.

Our commitment is to listen to every issue, to engage, and where appropriate advocate for the business community's interests across government and other forums.

Connecting Bangalow: We hosted a forum with NBN and Telstra representatives to address unreliable internet and mobile coverage issues in Bangalow.

Better Business, Thriving Communities: Partnering with B Local Northern Rivers, this event encouraged businesses to incorporate positive social impact. It featured socially responsible local enterprises like Beacon Laundry, Spell, Sydney Wildlife Sanctuary, and Ingrained Foundation.

Sydney's Bad-ass Women of Business: On International Women's Day, this networking event empowered women in business with a panel of influential leaders.

Business Before and After-Hours Events: These regular informal networking events at members' businesses foster connections and knowledge sharing.

Meet the Candidates: In collaboration with Sydney FM, we provide a forum for local government candidates to address questions from the business community.

Tradie Night: With significant local development underway, this event addresses the challenges facing trade businesses, ensuring their protection and success.

All events are open to the local business community, not just BBCC members as being involved and resolving issues together is the best possible outcome.

Describe how this project, advocacy initiative, event, or range of activities helped strengthen, support, or grow your chamber's membership. This may include new member acquisition, increased renewal, or improved engagement among existing members.

Our primary focus since the January 2024 Value Proposition Workshop has been to elevate engagement with local businesses; fostering broader conversations and encouraging participation and listening to their issues.

Previously, our lack of engagement and advocacy has led to business owners feeling isolated and unsupported. By implementing our strategy and achieving these goals, our brand stature grows and new membership and sponsorship flows.

We have initiated open dialogues across various forums to demonstrate our readiness to listen. These conversations, initially slow, gained momentum, allowing us to strengthen our advocacy efforts. For instance, we made a submission to the Federal Government Flood Inquiry and actively participated in their forum in Lismore, addressing water inundation and flood losses. Collaborating with the Union Drain board, we worked on mitigation efforts for the Belongil Creek system.

Direct engagement with the Mayor and Councillors on development application (DA) approval backlogs led to

planning an educational session for businesses to voice concerns and learn about the process. We hosted forums with local businesses and community groups to address rising antisocial behaviour in Sydney CBD, an issue raised during our Open Forum board meeting.

At Destination Sydney's annual tourism symposium, we advocated for a tourism levy to fund a Sydney brand initiative. We also challenged the limited Council options for redeveloping the Sydney foreshore area.

We have focussed on improving communication with our members and the wider business community and have seen a 25% increase in subscribers to our monthly 'What's on in Sydney Business' Newsletters with similar increases in followers across our social media platforms.

These efforts detailed above, combined with our proactive community presence, have resulted in an 11% increase in membership since December 2023, despite business closures and a general trade downturn.

Describe any long-term or sustainable benefits created by the project, advocacy initiative, event, or range of activities. Explain how these benefits will continue into the future. This may include ongoing partnerships, improved business capability, repeated events, or continued advocacy. Include how your chamber is supporting this ongoing impact.

The positive momentum has just begun!

Our project is continuous and aims for the Chamber of Commerce to make Sydney Business Better and ensure lasting positive impacts on the local business community. Key sustainable elements and long-term benefits include:

Enhanced Advocacy: By continuously representing local businesses on critical issues, we ensure their voices are heard and interests protected. This includes ongoing participation in government inquiries and collaboration with local authorities on development projects.

Strengthened Connections: Our revitalised networking events and industry-specific forums provide ongoing opportunities for collaboration and growth. These connections foster a resilient business community that can collectively address challenges and seize opportunities.

Promotion of Local Success: Continuing to share success stories and providing references through various media channels enhances the visibility and growth potential of our members, but more importantly the positive well-being of business owners and managers. This ongoing promotion supports a strong and resilient community.

Education and Support: We continue to offer educational sessions on topics such as development application processes and community impact through business. These initiatives empower businesses with knowledge and resources to navigate complex challenges.

Community Engagement: Hosting regular free open forum board meetings on community issues affecting businesses fosters dialogue and solutions that benefit the broader community. Our involvement in local tourism initiatives and infrastructure projects ensures that business interests are considered in regional planning.

Sustainable elements to our project include:

Green Business Practices: Encouraging and supporting local businesses to adopt sustainable and environmentally friendly practices, contributing to the long-term health of the region's natural resources.

Local Sourcing Initiatives: Promoting local sourcing of goods and services, which helps reduce carbon footprints and supports the local economy.

Sustainable Development Workshops: Offering workshops and resources on sustainable business practices, helping members to innovate and implement eco-friendly solutions.

Social Impact and Supporting Community: Encouraging and supporting local businesses to adopt socially impactful practices through events and knowledge-sharing, contributing to the long-term benefit of the region's community.

Provide measurable evidence showing how the project, advocacy initiative, event, or range of activities met the identified need and delivered outcomes for businesses and/or the community. This may include attendance numbers, survey results, feedback, advocacy wins, increased participation, business referrals, or economic benefits.

In relatively short period of time we have achieved many goals.

Our project has effectively addressed the pressing needs identified in the Business Barometer survey and through direct feedback from our members. The tangible outcomes are evident in several key areas:

Local Business Networking

Our revamped events have achieved significant engagement, with multiple sold-out sessions, such as

ConnectingBangalow, Better Business Thriving Communities, Sydney's Bad-Ass Women of Business and a fundraising Business Before-Hours Breakfast. This surge in attendance highlights the value and relevance of our events to the business community.

Advocacy Impact

We made a substantial submission to the Federal Government Flood Inquiry, representing the interests of local businesses affected by flooding. Our participation in the open forum in Lismore resulted in increased awareness and action on flood mitigation measures, directly benefiting businesses prone to flood-related issues.

We have brought together relevant stakeholders including Service NSW, Sydney Council, Sydney Police, Sydney Community Centre and Fletcher Street Cottage to help generate a community response to tackle the anti-social behaviour issues affecting businesses in the Sydney CBD.

Engagement with local government has led to actionable steps, such as an upcoming session on streamlining development application (DA) approvals, addressing a critical bottleneck for business growth.

Community Collaboration

Hosting forums on pressing issues, like the rising antisocial behaviour in Sydney CBD and connectivity challenges inBangalow, has facilitated direct dialogue and problem-solving. These forums have strengthened community bonds and provided practical solutions to local problems.

Sponsorship and Funding

Securing major sponsorships from SCU and Richardson Murray Lawyers enables us to expand our initiatives and offer more support to businesses. We are applying for the NSW Fostering Innovation Sponsorship Stream to support a Climate Tech event.

Diverse Membership Mix:

By reaching out to larger businesses and community groups, we have diversified our membership, ensuring a more balanced representation and fostering a richer network of resources and opportunities for all members.

Overall, these outcomes demonstrate that our project has not only met the identified needs but has also significantly contributed to the success and resilience of the Sydney business community.

By prioritising advocacy, connection, and promotion, we ensure that the positive effects of our initiatives continue. Our commitment to listening, engaging, and supporting our members creates a sustainable foundation for ongoing success and business prosperity in the Sydney Shire.

Log in to enter.businessnsw.com to see complete entry attachments.

BUSINESS NSW