



MEDIA RELEASE

7 August 2024

Rotary Club Collie Business Connections Event highlighted harnessing the power of major events for local growth

FOR IMMEDIATE RELEASE

CCCI Celebrates Success of Latest Business Connections Event: A Platform for Growth and Collaboration

The Collie Chamber of Commerce and Industry (CCCI) is delighted to introduce its latest Business Connections event, a workshop specifically designed to equip local businesses and the Collie community with practical strategies to leverage events such as the 2024 AusCycling Mountain Biking Enduro National and Oceania Championships, along with other local events.

With over 40 attendees, engaging with Rotary members and Guest Speaker Madeline Arnold from Lumenesse & Co, this event, made possible through funding from Workforce Australia Local Jobs South West, courtesy of the Australian Government Department of Employment and Workplace Relations, marked another milestone in our ongoing commitment to fostering growth and collaboration within the community.

Collie CCI CEO, Tara van Beuningen, extended her gratitude to Rotary Club Collie for hosting the event. She also expressed appreciation to our esteemed guest speakers for sharing their invaluable insights. Additionally, special thanks were extended to Ridge Resort for providing an exceptional venue and delicious food, enhancing the overall experience. Finally, Tara conveyed gratitude to all attendees for their participation and contribution to the event's success.

The event provided attendees with unique discussions and valuable actionable insights, including tailored marketing techniques to make the most of the opportunities presented by major events.

Rotary Club Collie representative John Bylund said "It was a wonderful opportunity to Host the Business Connections with the CCCI, and learn more about, how we as a community, can leverage and support events coming to Collie. There were lots of positive discussions and ideas shared throughout the evening. We look forward to future collaborations with the CCCI"

"This event worked to foster collaboration among Collie Businesses, this paves the way for potential economic growth and an increase in opportunities for local employment and training" said Employment Facilitator Kate Monaghan from Workforce Australia Local Jobs.



Collie Chamber of Commerce & Industry Inc

The CCCI encourages individuals and organisations to join us in future Business Connection events. These gatherings are more than opportunities to learn and network; they are vital contributions to Collie's economic expansion. By participating, you actively engage in the latest developments, establish meaningful connections, and contribute to the collective prosperity of Collie.

For further information or inquiries about this event and other upcoming activities, please contact the Collie Chamber of Commerce and Industry Inc. via email at admin@colliechamber.asn.au or by calling 08 9734 4817.

About Collie Chamber of Commerce and Industry (CCCI)

The Collie Chamber of Commerce and Industry (CCCI) is a proactive and vibrant organisation dedicated to promoting business excellence, community growth, and economic prosperity in Collie. With a mission to foster a supportive and thriving business ecosystem, CCCI consistently initiates events and programs that empower local businesses and individuals to achieve their full potential.