



# Collie Chamber of Commerce & Industry Inc

## MEDIA RELEASE

16 May 2025

### Business and Wellbeing Shine at CCCI's Chiropractic First & Phoenix Glass Business Connections

#### FOR IMMEDIATE RELEASE

The Collie Chamber of Commerce and Industry (CCCI) was proud to present another engaging Business Connections event on 15 May 2025, hosted by Chiropractic First and Phoenix Glass, two long-standing Collie businesses run by local couple Jeffrey and Eslytt Graham.

This dynamic event, made possible by funding from Workforce Australia Local Jobs South West, celebrated over 30 years of dedication to both health and trade services in Collie, offering attendees a unique mix of practical business insight, wellness education, and hands-on demonstrations.

**Chiropractic First** delivered an interactive session on spinal health and nervous system function. Attendees learned about postural correction, headache treatment, and the importance of fostering personal wellbeing to build a healthier workforce and community. The team also offered free spinal checks and shared how they can bring wellness workshops directly into local workplaces.

**Phoenix Glass** offered a behind-the-scenes look into the art and precision of glasswork, showcasing everything from custom shower screens and security doors to commercial shopfront panels. Guests enjoyed a historical overview of the business and its iconic building, followed by a live demonstration where glass was cut, shaped, and tested for strength. Attendees were fascinated to see how fire is used in the cutting process, revealing just how much skill and technique is involved. The session highlighted the craftsmanship and attention to detail that goes into every Phoenix Glass product for both homes and businesses.

Special guest Brad Farrant from APM introduced the Self-Employment Assistance (SEA) program, which has supported entrepreneurs and small business owners in the South West for over three years. Brad shared inspiring success stories, and explained how participants can access coaching, mentoring, and resources, including support with AI, IT, and business planning, to build sustainable enterprises. The SEA program offers 12 months of free coaching and a simple application process for eligible businesses and job seekers.

As part of CCCI's commitment to fostering economic growth, Business Connections continues to offer a unique opportunity for local businesses to network, exchange knowledge, and explore collaborations that drive Collie's prosperity.

Whether you're a small business owner, entrepreneur, or community advocate, we invite you to join us at future events and discover the potential right here in Collie.

For more information or to express your interest in attending, please contact the Collie Chamber of Commerce and Industry Inc.



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**Tara van Beuningen, CEO of Collie CCI, expressed her appreciation for the event's success:**

*"This event was a fantastic example of what Business Connections is all about, highlighting local businesses, sharing knowledge, and strengthening our community. Chiropractic First and Phoenix Glass brought something truly unique to the table as hosts, and we thank them for their generosity and openness."*

*We also extend our thanks to special guest Brad Farrant from APM for his insightful presentation on the Self-Employment Assistance program, and to Workforce Australia Local Jobs South West for making this event possible. A special thanks to Tailored Grazing for the beautiful catering, which added a wonderful touch to the evening. And finally, a huge thank you to everyone who attended to connect, learn, and celebrate the strength of Collie's business and community spirit."*

**Natalie Cook, Chairperson of Collie CCI, reflected on the evening's success:**

*"This Business Connections event was a wonderful celebration of the dedication, resilience, and innovation of two iconic Collie businesses. Jeff and Esyllt Graham have built more than just services, they've built legacy businesses that now involve the next generation. Their story is a powerful reminder of what's possible when you invest in community, family, and quality service. The atmosphere on the night was warm, inspiring, and deeply connected to the spirit of Collie."*

This Business Connections event embodies CCCI's commitment to supporting local businesses and driving economic development through community-led initiatives.

**About Collie Chamber of Commerce and Industry (CCCI)**

The Collie Chamber of Commerce and Industry (CCCI) is a proactive organisation dedicated to promoting business excellence, community growth, and economic prosperity in Collie. Through events like Business Connections, CCCI supports local businesses and individuals, empowering them to thrive and contribute meaningfully to the community.

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