BUSINESS SINGLETON

INITIATIVES & MEMBER BENEFITS

The Why, The Benefits, The Plan

How your Chamber membership works for you.

Today and for the future

OUR FOCUS AREA'S FOR YOU

1. Educational Series (Workshops + Advisor Support)

2. Spend Local Initiatives

3. Member Engagements (Business Breakfasts, Coffee Connections, Singleton Women in Business Series)

4. Infrastructure & Industry Updates

5. Business Development & Advocacy - Support for Local Businesses

1. EDUCATIONAL SERIES

Business Singleton Workshop Program: October 2025 – June 2026

FREE for Members

$25 Cost for Non-Members

- October 2025 – Using AI in Your Business
- December 2025 – Social Media & Digital Marketing
- February 2026 – Writing Business Award Entries
- April 2026 – Staying Safe Online
- June 2026 – Tenders & Capability Statements

Delivered in partnership with The Business Centre & Hunter Business Hub & each workshop includes a 4-hour advisory support POST session

2. SPEND LOCAL INITIATIVES

#SpendInSingleton | #BeyondTheBypass

Items to action

- Christmas Shopping Guide – Nov/Dec
- Easter Promotions – March
- Mother's Day / Father's Day Campaigns – May/August

Outcomes of these initiatives are:

- Member features in campaigns & directories
- Local business profiles & promotions
- Highlight Singleton's unique offering

3. MEMBER ENGAGEMENT

Monthly & Quarterly Events

Actions:

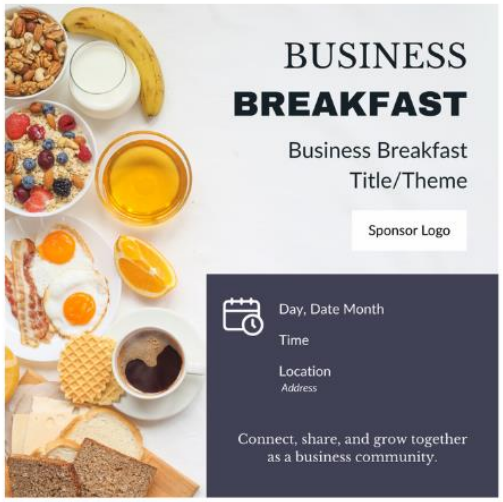
- Bi-Monthly Coffee Connections
- Bi-Monthly Business Breakfasts
- Singleton Women in Business – Quarterly
- Business Services, Retail & Hospitality Working Group #BeyondTheBypass
- Marketing Videos & Member Spotlights
- Monthly Newsletter + Text Updates

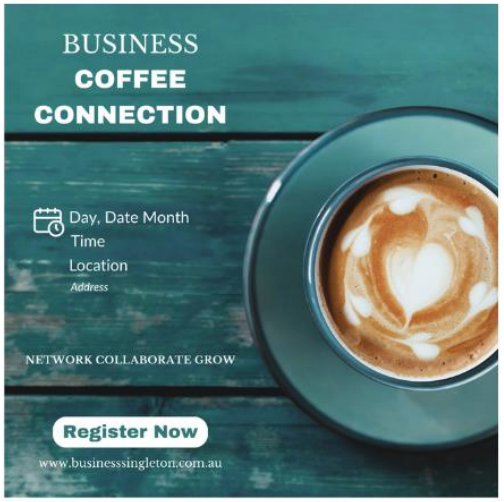
Goals:

- More touchpoints with members
- Networking, collaboration & visibility
- Showcase member success stories
- Platform for your programs & promotions
- Leave feeling EIEI-O'd

"Educated, Informed, Energized & Inspired"

BUSINESS SINGLETON BRANDING GUIDE





4. INFRASTRUCTURE & INDUSTRY SERIES

Your direct link to Singleton's Industry and Infrastructure Developments

Supporting Singleton's Future

- Regular updates on major projects & developments
- Local industry insights & opportunities
- Advocacy on infrastructure needs
- Connecting business with decision-makers

5. BUSINESS ADVOCACY & SUPPORT

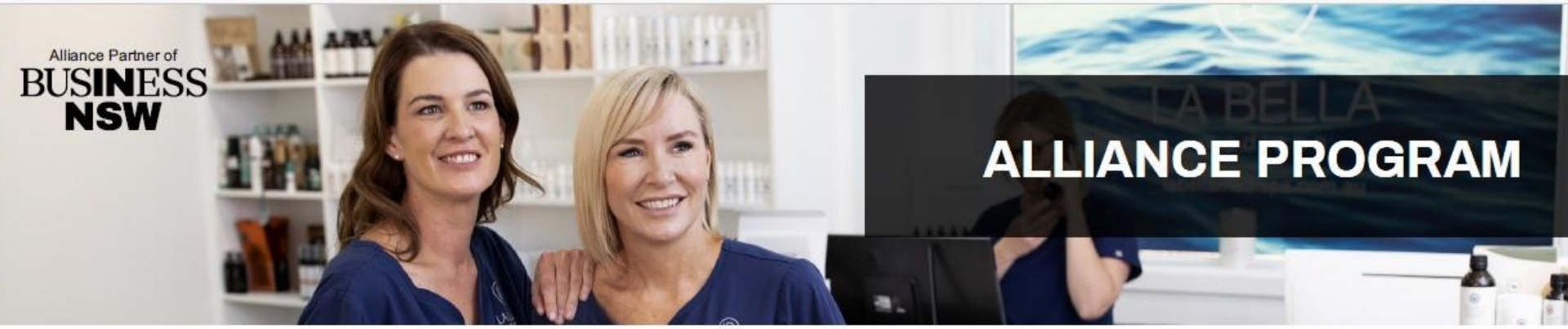
Advocacy Focus:

- Advocacy, support & mediation on problems arising
- Council engagement on local development priorities

Economic Expansion & Activation:

- Business Singleton wants to hear from you directly
- Work together to build a stronger economic future for Singleton Business

Alliance Partner of
BUSINESS NSW



ALLIANCE PROGRAM

Business NSW - Maximising your business potential

Tracing our heritage back to 1826, the mission of Business NSW is to create a better Australia by helping businesses maximise their potential. Business NSW is a passionate advocate for business in the public arena: whether standing up to government and decision makers when business interests are neglected or working together to create positive change.

Business NSW helps all businesses from small enterprises to large corporations maximise their business potential. Our commercial services division, Business Australia, provides tools, resources and advice, whether a business is just starting out, looking to become more efficient or wanting to grow.

We believe it's important for Australia's business community to succeed, because prosperity creates new jobs, social wealth, and better communities in which to live. Business NSW can help your business in the following ways:

- Create better business to business connections
- Public policy and advocacy
- Providing local, regional and state-wide business support
- Helping you to increase productivity through expert advice and business solutions

Uniting the Chamber movement in NSW: Alliance Program

The Alliance Program has been developed to strengthen the relationship between Business NSW and the Local Chambers of Commerce within NSW. This program represents a significant opportunity to unite the Chamber movement and provide members of the Local Chamber access to benefits of Business NSW at no additional cost.

The objectives and benefits of the program are:

- Foster and develop a co-operative, non-competitive relationship between Business NSW and the Local Chamber movement by offering Local Chambers a limited Business NSW membership for their members. This dual membership arrangement strengthens the value proposition of the Local Chamber membership and removes the concerns around competition for membership.
- Access to advice, tools, products and services from Business NSW and Business Australia to help your members' businesses and assist the Local Chamber to grow and retain its membership base.
- Create one voice for business in NSW and the united Chamber movement to represent business interests at a local, regional, state and federal level.

Alliance Partner of
BUSINESS NSW

Inclusion	About Your Entitlement
Workplace, Legal and Marketing Advice Line Calls	A phone service providing members with specialist advice in the areas of Industrial Relations, Legal and Marketing. 3 calls across these topics, per annum. Workplace and legal t. 13 29 59 Marketing t. 13 26 96
Networking and Educational Events	Business NSW events are run regularly across the state to help you increase your business network and stay up to date with topical business issues and matters.
e-Newsletter	Member only e-newsletter updating you on the latest news and trends in business.
Free membership of Business Australia	Whether your business is just starting out, looking to become more efficient, or wanting to grow - Business Australia exists to help you get there. It costs nothing to join, and members have access to business tools, resources and advice.
Discounted Business NSW membership	A 20% discount on Business NSW event and advice-based packages.

SO….WHY ARE YOU A MEMBER?

- Be Heard – Your voice matters; we advocate for your priorities.
- Be Seen – Promote your business through our channels and events.
- Support Singleton – Strengthen our local economy and community.
- Stay Informed – Get the latest news, events, and opportunities.
- Create Connections – Build relationships with clients, suppliers, and peers.
- Save Money – Access discounts on events and professional development.

BUSINESS WORKING GROUP

Business Development Working Group:

- Retailers, business services & hospitality industry collaboration
- Strategy for Singleton's post-bypass positioning

Next steps:

- Expressions of Interest will be sent out within the next week for Bi-monthly, face-to-face working group for members

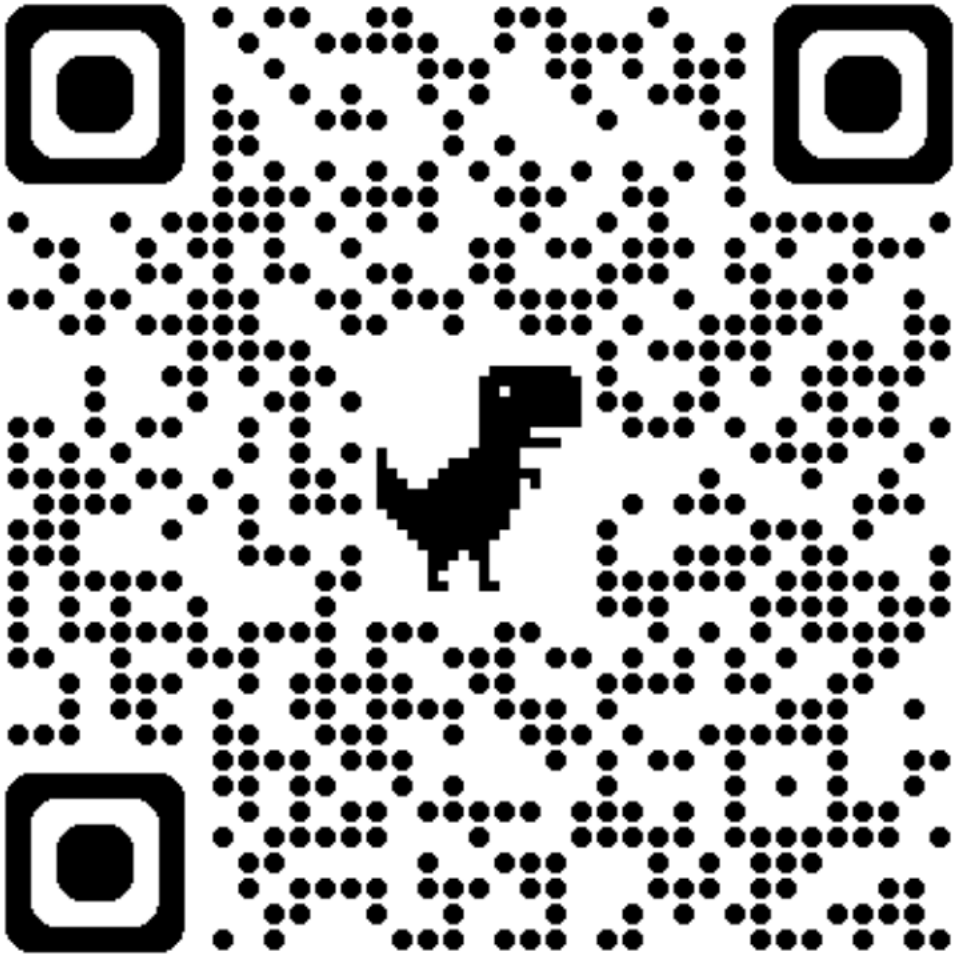
It's a forum to:

- Strengthen our business community
- Share ideas and collaborate
- Shape practical, local solutions together

Goal:

Move beyond promotion to building strategies that help every member thrive

Upcoming Business Singleton Events



https://businesssingleton.com.au/events/