

## WHY JOIN BUSINESS ARMADALE?

It can be a lonely experience setting up a business or operating one from the top.

There are a lot of things to consider. Planning and strategizing, tenders and contracts, how to go about marketing, dealing with the red tape and government departments, human resource practices, accounting and finance.

For a small to medium business owner or operator there are many hats to wear, tasks to juggle, and deadlines to be met.

You don't need to do it all alone. Isn't it time you connected with likeminded business people. People with experience, people with different skill sets, people you can form alliances with and people with whom to share the journey.

Collectively we have a larger and louder voice, to get things done, to make issues known. Collectively we can collaborate to make a difference, to an industry, region, and business income.

As an individual, you have the power to influence, initiate change, demonstrate leadership, be creative, share opportunities and promote your particular business.

As an individual you can build skills, undertake professional development, get involved in some training and build for success.

In partnership with Business Armadale, you will have a community where you can showcase your business, raise your personal profile, benefit from member to member offers and be involved with your local business community.

## Reason for being in small business

### 1. Making Money by -

- Increasing exposure of a business and increasing customer/client base.
- Improve business efficacy & efficiency by making better use of your time, duplicating tasks and reducing running costs.
- Improve business conditions & environment – building an effective environment in which to carry out business i.e. infrastructures, systems, policies.

## EXPOSURE:

Achieved by -

- Events
- Internet/website
- Blog posts
- Media Advertising
- Awards

## EFFICACY & EFFICIENCY

Achieved by -

- Workshops and forums
- Online forums
- Advisory
- Mentoring

## EFFECTIVE ENVIRONMENT

Achieved by -

- Advocacy to all levels of government
- Representation on various committees promoting small business needs and establishing customer needs and wants
- Providing a bridge between employers and employee services & agencies
- Building a positive business environment in the region – connections & networking

## VALUE AND RETURN ON INVESTMENT:

Showcases/Networking	\$15 x 10 /yr.	\$150.00
Business Health Check	4 x \$100.00	\$400.00
Blog Posts	1 per year	\$100.00
Adverts – Social Media and Events		\$300.00
Advocacy		Priceless
	VALUE	\$950.00

**LOW COST**  
**GREAT VALUE**

At just over a dollar a day for an annual general membership subscription, Business Armadale provides great value for money, with many free events or discounted rates available to members.

While building a raft of business to business discounts within the **Business Armadale** community the greatest value comes from the business networks, friendships and support that is an integral part of the Association for those who desire it.

**Join Business Armadale Today!**

**Armadale Region Business Association**

Send us an email to [admin@businessarmadale.com.au](mailto:admin@businessarmadale.com.au) or call us on

0487 089 695 – we will be really pleased to receive your call.