

## Home Based Business in the Blue Mountains

The most recent data indicate that over 2500 home based businesses operate in the Blue Mountains. They are relatively stable (68% in operation for 5+ years, 67% operating full time). The most prevalent sectors are in building & property, consultancy, tourism & hospitality, education & training and community & cultural services.

Increasingly, the region is attracting younger business people in the creative and artistic sector - designers, producers and writers. Many people choose to establish a home based business here because it's an ideal lifestyle location, while new technology permits service to local and metropolitan clients. Computer use, in fact, is 7% higher than in the Sydney metro area.

As with all home based operations, of course, there are challenges. No matter how pleasing the physical environment, personal isolation can be a difficulty. How to stay connected to people and the business environment? How to find an effective local marketing platform? How to access regular information? Who's who, around here?

Business works on relationships and this is especially true in the Blue Mountains.

### *The Blue Mountains HBBN*

Apart from the many representative business networking organisations in the region (see the fact sheet '*Principal Regional Business Organisations*'), all of which provide excellent general support, there's a network specifically designed for home based operators. It runs as an informal monthly meeting hosted by Biznet, and you'll find a separate page on the Biznet website [www.biznet.org.au](http://www.biznet.org.au).

The Blue Mountains HBBN receives continuous support from BMCC through Council's partnering activities with Biznet, provision of a venue and administrative support services. It currently operates informally with no cost to members and a \$5.00 fee per attendance for non-Biznet members.

People attending HBBN can quickly form mutually supportive business relationships. It's another example of Council's support for collaborative partnering within the region, to meet specific a regional need.

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