

Blue Mountains Business Advantage – bmba.com.au

Driver of the Blue Mountains Business Awards

BMBA is a partnership between Council, the tourism industry and the Biznet Regional Chamber of Commerce. It was conceived to offer a marketing advantage to accredited businesses, capitalising on the World Heritage and environmental strengths of the region by using the official regional brand in their marketing.



The Program has recently been further developed. Costs and time commitments have been reduced and the course itself has been revitalized. Wide consultation has produced a new charter of aspirational business values which highlight the economic benefits of environmental and social accountability – the 'triple bottom line' principle, tailored to uniquely reflect this region's business goals.

Continuous improvement is institutionalized through an annual self-monitored points system. In 2007, with the support of the Blue Mountains City Council Economic Development Unit, BMBA successfully staged the inaugural Blue Mountains Business Awards. The BMBA website provides a public face, with information and support through member pages. For a video presentation and detailed look at how your business or intending business might benefit, visit www.bmba.com.au.

contact

Bronwen Johnston (Leader: Economic Development)

tel 4780 5737

bjohnston@bmcc.nsw.gov.au

Heather Shepherd (Executive Officer: Biznet)

tel 4782 5307

admin@biznetbm.com.au

Blue Mountains City Council
Locked Bag 1005, Katoomba NSW 2780
(02) 4780 5000