



SUNBURY B.E.A.R

BUSINESS EXPANSION AND RETENTION

Working together to help our businesses grow!
#lovesunbury #shoplocal

Sunbury is bringing the B.E.A.R program to the C.B.D

Why the B.E.A.R. Program & what is it about?

Retail and businesses are going through an enormous upheaval. Old traditional business models are being thrown out and new models emerging are still in a state of flux.

Over the past 15 years, there has been a seismic shift—the customers are now in the driver's seat and they crave authenticity, newness, convenience and creativity. The customer is increasingly looking for 'the experiences' and not 'just stuff' and doing this at any hour of the day, through multi-channel platforms.

Sunbury is not immune to this shift.

The Business Expansion and Retention (B.E.A.R.) Program is designed to engage and work with both the community, retail and businesses of Sunbury to develop a plan to meet this challenge and create a healthier and stronger local business environment, long into the future.

Sustainable community, economic and employment development does not result from a quick fix. The B.E.A.R Program is based on the simple premise that each community has within itself, or within its grasp, capacity and opportunities to influence it's social, economic and employment future.

The program is free.

You will not be asked for money but we will ask for 45 minutes of your time to tell us what is going on in your business, how the changing retail and business landscape has affected your business and where you see the community and your business in the future.

When is all this happening?

The B.E.A.R Program is going to unfold in stages over the next 4 to 6 months. It began on 28th August with an Information evening that explained the program hosted by Peter Kenyon (one of the founders of this international program). Our Volunteers will be calling you between October and November to make a time for the interview and conversation. Our community will also be asked a series of questions in early December. The final report will be available in February and if you were a participant in the BEAR program you will be invited to an event to discuss the outcomes and the way forward.

Join us.

We look forward to your participation.

For more information contact: Bernadette Hetherington, Executive Manager—Building Healthy Communities, Sunbury Community Health on ph: 9744 9554 or email: bernieh@sunburychc.org.au

B.E.A.R is supported by a local Taskforce including members of the Sunbury Business Association (SBA), Sunbury Community Health, Hume City Council and a number of individual Sunbury traders.