

The Blue Mountains Business Advantage Program (BMBA)

The 4rd BMBA awards were launched on 14nd July 2010. The awards are a working partnership between Biznet, the Regional Chamber of Commerce for the Greater Blue Mountains, Blue Mountains City Council (BMCC) and Blue Mountains Tourism Ltd. (BMTL) to recognise business excellence in the Blue Mountains Region.

The BMBA program connects the 3 organisations through a business program designed to upskill businesses in sustainable practices.

The catalyst to develop the program occurred in the early part of this decade when the Region became World Heritage Listed. Concurrently BMCC developed a community endorsed 25 year vision for sustainability for the Region and BMTL launched their new brand.

The BMBA program is a 4 hour accreditation program which, upon completion, enables business people to use the Regional Brand in their marketing and develop an individual sustainability plan for their business.

The program has 6 building blocks for businesses to address in their day to day activities.

Environmental practices eg reusing , reducing,

Economic practices eg customer service, skilling and mentoring

Social practices eg buying locally and community contribution

These are the basis of the program and the awards categories reflect these components.

For further information contact Heather Shepherd on 4782 5307



Business Charter

environmental	economic	social
reduce	customer satisfaction	buying locally
reuse, recycle	skilling, mentoring	community contribution

In a World Heritage Region,
Local Business means Good Business

www.bmba.com.au

BMBA Business Charter

Examples of actions you may be implementing within your business

Building Block 1: Reduce

- Switch to Accredited Greenpower eg solar or wind
- Change to energy efficient light globes
- Switch off computers & lights when not needed
- Install a water tank
- Support local business to help reduce the carbon emissions for travel/freight
- Attend a workshop or seminar on global issues
- Implement an environmental management system
- Purchase sustainable products
- Develop a shut-down schedule for your workplace - educate staff to implement
- Ensure all electrical equipment is on energy efficient settings
- Install timers to switch electrical equipment off after hours and on weekends (if not needed then)
- Use public transport and encourage staff to do so
- Initiate car-pooling for workers
- Fix leaking taps promptly
- Install AAA-low flow taps and dual flush toilets
- Purchase software online to save packaging
- Install solar power on your business premises
- Buy vehicles that are fuel efficient to reduce carbon emissions
- Undertake an energy audit to help identify ways to reduce your impact

Building Block 2: Reuse, Recycle

- Buy products that have minimal packaging / buy in bulk
- Reuse packaging wherever possible
- Use green, reusable bags for your shopping
- Compost your organic waste
- Reuse paper & Recycle office waste and industrial waste
- Think before you print - read on the screen rather than printed documents
- Print double-sided
- Purchase software online to save on packaging
- Recycle (paper, glass, aluminium, PET plastics, toner cartridges, mobile phones, industrial materials)
- Find out if anyone else can use your waste eg shredded paper for packaging
- Purchase recycled content office supplies
- Reuse packaging material for your own packaging needs
- Undertake a waste audit to identify opportunities to minimise your waste
- Buy sustainable products
- Implement an Environmental Management System

Building Block 3: Customer Satisfaction

- Encourage complaints - provide a suggestion box to clients
- Develop a procedure for dealing with complaints
- Give feedback forms with invoice
- When you hear a complaint act on it; even if it's not your responsibility
- Follow up with the customer to confirm he/she is satisfied & the issue is resolved.
- Feedback the resolution so that future problems of a similar nature can be avoided
- Undertake training in conflict resolution
- Develop a customer survey
- Develop a customer service charter for your business
- Train your staff in providing quality service

- Offer a variety of services to suit the needs of the customer eg different methods of payment, delivery etc
- Take control for the quality of products/services

Building Block 4: Skilling, Mentoring

- Become a member of a professional association
- Offer training and mentoring to your staff
- Take time to teach at local education institutes
- Establish a coaching culture in your business
- Offer work experience to local young people
- Take on a trainee or apprentice
- Invite benchmarking visits to other local businesses
- Develop action plans for individuals as well as the business
- Set stretch goals for your staff
- Establish learning/skill development opportunities for staff
- Initiate regular performance appraisal processes
- Initiate regular staff meetings
- Develop user-friendly policy and procedures manuals (monitor and evaluate regularly)
- Have your company independently audited every year for OH and S

Building Block 5: Buying Locally

- Develop a product and services needs list for your business and determine if local businesses can meet those needs
- Use seasonal produce
- Join or initiate a buying co-op
- Create a local directory of products & services
- Give referrals to local suppliers & pass on other leads & opportunities
- Negotiate with local businesses
- Make yourself known to local employment agencies
- Look at employing local people first
- Actively participate in work experience programs with High Schools, TAFE and universities
- Encourage alternative working arrangements (work from home, job share, rotating roster etc)
- Create an effective work/life balance for you and your staff
- Look for replacements for imported products in the local area

Building Block 6: Community Contribution

- Offer products & services at discounted rates to other local suppliers
- Become involved in the local Chamber of Commerce or other community networking groups (Rotary etc)
- Provide support and aid to other local businesses
- Develop a 'business watch' security program
- Support local not for profit initiatives by offering products or services
- Understand and demonstrate Corporate Social Responsibility
- Develop community and business partnerships (support local sporting clubs, a community festival etc)
- Participate in community events
- Educate yourself as to what living in a World Heritage Area means
- Attend local Council meetings