

# Geelong on a local winner

**Bernadette  
UZELAC**



LOCAL procurement presents a huge opportunity to support the growth and diversification of our economy.

We know from research conducted by G2I Region Opportunities for Work (GROW) that every year organisations across the Geelong and G2I region are procuring more than \$17 billion in goods and services from other businesses.

The problem is that less than half of this procurement is being spent with local suppliers. We need to do better.

Enter Localised, a Geelong start-up creating a digital business network focused on connecting local suppliers of goods and services to the organisations across the region that



**Localised CEO James Baird.**

Firstly, Localised makes it easy to discover local suppliers, overcoming the lack of visibility of capacity in the local supply chain.

There are 16,000 businesses in our region and it is difficult to know what businesses can meet a particular need.

Localised sets out to change this by connecting buyers to a comprehensive network of the region's suppliers.

Today our economy has never been faced with more opportunity. The digital age presents new, exciting ways of connecting and doing business.

Localised is an example of how innovation can help drive growth across our economy. But at the end of the day the platform comes down to local business supporting local business.

Procurement is one important way we can support each other. And if we do, the benefits to our economy are significant.

GROW estimates that an increase of just 7 per cent in the local component of the region's annual procurement spend will add more than \$1 billion to the local economy, helping create 2500 new jobs.

All it takes is a click of a button.

Local procurement is an issue I have spoken on at length in meetings with federal Small

are procuring those goods and services.

Launching today, the Localised platform will help us capitalise on the local procurement opportunity in several ways.

The Geelong Chamber of Commerce is proud to be supporting Localised and we encourage all business in the region to register via the website [www.localised.com.au](http://www.localised.com.au)

James Baird, chief executive and co-founder of Localised, is a chamber director and he's eager to see this platform have a real and positive impact on the economic prosperity of regional communities.

Secondly, Localised's future procurement notifications aim to leverage procurement spending to build local capacity.

By giving suppliers more notice of future procurement opportunities they have more time to build capacity, become compliant and ultimately be more competitive when projects go to tender.

Thirdly, Localised helps connect business through their trusted networks. Trusted referrals are critical to business-to-business relationships and the Localised platform helps suppliers connect to new opportunities via these networks.

Business Minister Michael McCormack and his Victorian counterpart, Philip Dalidakis.

Both have a background as small business owners so they have first-hand knowledge about the benefits of local businesses supporting and backing each other.

For any local business, keeping your dollars in the local economy is one of the best investments you can make.

**Bernadette Uzelac is Geelong Chamber of Commerce CEO. Follow the Chamber on Twitter @GeelongChamber**