



media release

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FOR IMMEDIATE RELEASE

Creating leaner and greener Geelong Businesses

Geelong businesses will be given the tools to boost their bottom-line by adopting more sustainable and energy efficient practices via a new Geelong Chamber of Commerce program.

The Lean Thinking and Resource Efficiency program aims to give Geelong businesses the know-how to use fewer materials and achieve productivity savings by adopting practical changes to improve their sustainability.

Geelong Chamber of Commerce CEO Bernadette Uzelac said group workshops, seminars and one-on-one mentoring would be held as part of the program to build an awareness of the opportunities and challenges for Geelong business.

“Geelong businesses will also be invited to take part in site visits of companies already using best practice sustainable methods, so they can see practical examples of how sustainability tools can be applied to any business,” Ms Uzelac said.

“Introducing sustainable practices brings great opportunities for Geelong businesses and the wider community by improving profitability and a company’s ability to grow and develop employment opportunities.”

Geelong Chamber of Commerce president Kylie Warne thanked Sustainability Victoria, for funding the program.

“The Geelong Chamber is dedicated to creating opportunities like this program so our Members are given every chance to build sustainable businesses and continue their vital contribution to a healthy Geelong economy,” Ms Warne said.

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