



# MEDIA *release*

FOR IMMEDIATE RELEASE

26<sup>TH</sup> February 2021

## BETTER TOGETHER

Avalon Palm Beach Business Chamber and Newport and Mona Vale Chambers of Commerce are merging.

The Chambers announced this week that they will join forces to form Peninsula Business; kicking off 2021 with a calendar of grand plans to support Northern Beaches businesses at this critical time of change, survival & growth.

It's a strategic move that guarantees the amplification of Northern Beaches voices at Council and Government level, and potentially secures improved event approvals and the best possible funding for each of the three areas.

The Peninsula Business Executive Committee will comprise two members from each of the three former individual Chambers to ensure smooth coordination, equal delegation of duties and fair representation across the board and region.

The same familiar faces will continue to support their local businesses, at a time when they need it most, and this proposed structure has the added benefits of maintaining the trademark close knit community feel of Avalon Palm Beach Business Chamber and the Newport and Mona Vale Chambers, while enabling them to work tirelessly in support of their members, with reduced red tape and pooled resources.

All while honouring the original membership fee structure.

Grand plans in the mix are regular networking events that will now include each registered business from all three Chambers, and a more sophisticated upskilling and small business educational program - again drawing from this wider pool of Chamber members. There will also be a co-ordinated calendar of events from Palm Beach to Narrabeen for a magnetic Northern Beaches tourism campaign unlike any we've ever seen in this area.

Next on the agenda: a commitment to pull together in lobbying the Government for optimum funding, as local businesses navigate their 'new normal' in 2021 - and prepare for any future disruptions and potential pivots.

It's the dawn of an incredible era for the Northern Beaches - a testament to the spirit of a community that recently stayed strong in the face of adversity, and wrote the book on being Better Together.

## **ABOUT PENINSULA BUSINESS**

Peninsula Business advocates for, promotes and connects businesses and communities located between North Narrabeen and Palm Beach. Formed by a merger of Avalon Palm Beach Business Chamber and Newport and Mona Vale Chambers of Commerces, Peninsula Business is a single point of contact that provides unified representation for businesses while holding true to the origins and individuality of each local area.

**If you would like more information or comment regarding the new Peninsula Business, please email Chris Kavanagh, President of Peninsula Business at [pittwater@minutemanpress.com](mailto:pittwater@minutemanpress.com)**