

# BUSINESS SHOWCASE

## Most Significant Change: SLO2 Business Economic Growth

One of the most significant changes at the Kellerberrin Community Resource Centre (CRC) this year has been the successful introduction and growing impact of our Monthly Business Promotion initiative. Each month, we select a different local business and showcase them using a consistent promotional template (as you can see in the background). The completed promotional material includes their logo, key business details, services offered, and contact information. Once completed, the profile is shared on our Facebook page and featured in The Pipeline, our local newsletter.

This initiative has strengthened our ties with local businesses, increased community awareness of the variety of services available in Kellerberrin, and supported local economic activity.

This change is significant because it has:

- Boosted Local Business Visibility: Businesses, especially smaller or home-based ones, have had promotion to a wider audience.
- Encouraged Community Support: Community members have become more aware of what's available locally, leading to increased support for local shopping and services.
- Strengthened Relationships: The CRC's relationship with the business community has grown stronger, reinforcing our role as a supporter of local enterprise.

What started as a simple idea has become a valued community initiative. The structured approach of using a clean, branded template ensures consistency, making it easy for businesses to participate and for readers to recognise and trust the content.

The Monthly Business Promotion is a practical example of how small, consistent actions can lead to significant community impact. It continues to evolve and the CRC looks forward to growing this initiative to further benefit Kellerberrin's economy and community spirit.