



Ethos Foundation  
37 Bibaringa Close  
Beechmont Q 4211  
Ph: (07) 5533 3646  
Email: [sally@ethosfoundation.org](mailto:sally@ethosfoundation.org)  
Web: [www.ethosfoundation.org](http://www.ethosfoundation.org)

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Media Release

### **Small businesses invited to launch common-sense sustainability program on Wednesday February 6**

A common-sense approach to sustainability is the focus of a new program for small businesses in Beaudesert Shire which will be launched on Wednesday February 6.

Small business owners, managers and key staff are encouraged to attend the launch of the new “Building Sustainable Small Business” (BSSB) program on Wednesday, February 6, at the Centre for Beaudesert Arts and Culture, from 6.00pm to 7.00pm. Entry is free and refreshments will be served from 5.30pm.

“Today’s small business operators face many challenges in these changing times,” said Dr Sally MacKinnon of the Ethos Foundation, which is running the BSSB program in partnership with Beaudesert Shire Council.

“Increasingly, environmental threats such as climate change, water scarcity and increasing fuel and energy costs are impacting on small and large businesses.”

“The BSSB program is focused on common sense, practical sustainability and will provide a great opportunity for small, local businesses to increase their prosperity, adaptability and resilience by understanding the approaching threats and opportunities and taking appropriate action.”

“The program is aimed at businesses employing up to 20 people particularly in the food, farming, agriculture, tourism and development industries as well as cottage and home-based businesses,” said Dr MacKinnon.

Popular speaker, Bob Cameron, Founder & Managing Director of Rockcote Enterprises Pty Ltd, will be guest speaker at the BSSB launch on February 6.

Rockcote is a nationally acclaimed business recognised for its innovative ‘people friendly’ products and its commitment to sustainable and regenerative business practices.

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The evening launch will also include an interactive overview of the BSSB program where guests will have the opportunity to participate in a mini practical workshop.

The BSSB program has three key components:

1. A series of 3 free evening workshops for small businesses at Beaudesert, Mount Tamborine and Boonah plus a free whole-of-shire strategic small business workshop;
2. A 9-month mentoring, training and leadership program for 10 small businesses; and
3. The development of the BSSB website, and the creation of a shire-wide sustainable business network and sustainable business directory.

The two-year project is an Australian Government funded initiative under the Building Entrepreneurship in Small Business program. Funding and support are also provided by Beaudesert Shire Council and the Ethos Foundation.

To find out more information about the launch and to get full details of the BSSB program visit the BSSB program website at [www.bssb.org.au](http://www.bssb.org.au) or phone the Ethos Foundation on 07 5533 3813.

To RSVP for the February 6 launch contact the Ethos Foundation by COB Monday February 4 at email: [info@ethosfoundation.org](mailto:info@ethosfoundation.org) or phone: 5533 3813.

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For more information contact:

Jan McGregor  
Ethos Foundation  
Ph: 5533 3144  
Mobile: 0418 792-161  
Email: [janm@ethosfoundation.org](mailto:janm@ethosfoundation.org)

Sally MacKinnon  
Ethos Foundation  
Ph: 07 5533 3813  
Email: [sally@ethosfoundation.org](mailto:sally@ethosfoundation.org)