

NEW NAME FOR STATE'S PEAK BUSINESS GROUP

25 FEBRUARY 2020

The state's peak business organisation, the NSW Business Chamber, has changed its name to **Business NSW**.

"The new name and identity builds upon our proud 194-year history and reflects our role as the peak policy and advocacy body representing businesses in NSW," said Business NSW Chief Executive Officer Stephen Cartwright.

"As we continue to strive to ensure NSW remains *the* place to do business in Australia, **Business NSW** will continue to advocate on issues that are important for business, and those which hinder the ability of business owners to maximise their potential and create jobs for their fellow Australians," Mr Cartwright said.

"As we have in the past, **Business NSW** will continue to publicly campaign and to work directly with government, stakeholders and the media on behalf of business owners, their employees and the broader community.

"Through our regional offices spread across the State, **Business NSW** will also continue to work directly with local businesses and local chambers of commerce to ensure that they can access local support from someone who truly understands their region and who has relevant expertise.

"Recently, we launched the **Backing the Bush** campaign which is calling on city-based businesses to pledge to take one Board, management or staff meeting that would normally be held in the city to a bushfire or drought affected part of NSW, with more than 110 companies already pledging to do so.

"However, we want to do more, achieve more and be more to all businesses across NSW, now and into the future, and our new name and identity will allow us to further build our presence and influence across the State.

"In the coming month, we will also launch **Business Australia**, a nationwide free-to-join membership-based organisation.

"**Business Australia** will offer advice, support, products and services to all businesses operating in and entering Australia.

"This is an exciting time for our organisation as we launch two new brands aimed at helping businesses grow and thrive as we continue working on behalf of businesses of all sizes to build an even better and stronger community.

"The launch of our two new brands, **Business NSW** and **Business Australia**, follows more than two years of member and stakeholder research, insight and analysis by the NSW Business Chamber," Mr Cartwright said.

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