



Building Sustainable Small Business

Beaudesert Sustainability Workshop 1

Local Living Economy



“ *Common Sense Sustainability:
Your business, your prosperity, your future* ”



*Building Sustainable
Small Business*

.... Thank you BSSB partners,
supporters, funders, mentors,
workshop participants



An Australian Government Initiative



Welcome everyone
thanks for coming along



Our purpose is to:

- Create networked, resilient, prosperous small businesses and local economy
- Connect people up in ways that support businesses and regional resilience, innovation and sustainability
- Exchange information, ideas and learnings



Sustainability is the ability to keep going...

It's also about the ability of current generations to meet their own needs without compromising the ability of future generations to meet theirs.

Triple Bottom Line Sustainability: Planet,
People, Profit
(4 Bottom Line) adds Governance



Over the next 3 months we'll look at:

*Local Living Economy

*Resource Sustainability

*Strategic Sustainability



Underlying themes:

- * Risk management and risk minimisation in the face of external, complex and interconnected challenges
- * Id and action on emerging opportunities for small businesses and local economies
- * Storying – exploring how we tell our business stories, our regional story, our stories of optimism and challenge, our stories about our aspirations for the future



Coming home to Local Living Economies:

There's a new story emerging about the limits to global, industrialised economic systems and it's called LLE:

- * Microfinance – Grameen Bank
- * BALLE
- * Small mart Revolution
- * 100 Mile Diet
- * Resilience Movement (CSIRO)
- * Indigenous/First Peoples Alliances and Movement
- * Permaculture
- * Transition Towns Movement
- * Relocalisation
- * Farmers Markets
- * Slow Food Movement
- * Ethical Investment
- * Green Energy
- * And more



In the Scenic Rim Region there are many LLE seeds:

- Mt Barney Precinct
- Scenic Rim Escapes “100 Mile Diet”
- SEQ LLE Network – Logan, Scenic Rim, Gold Coast
- Tamborine Mountain’s Green Shed
- Community Markets throughout the region
- Aquaponics
- Sustainable Hemp and Industrial Hemp
- Food Connect
- Beechmont’s B-Fresh
- Beechmont Business & Enterprise Network (BBEN)
- Building Sustainable Small Business program
- Scenic Rim Sustainable Business Directory



- The Green Cauldron – Tourism Australia
- Rise of sustainable and eco tourism
- Intact and functioning villages including Boonah, Canungra, Tamborine Mountain, Kalbar and Beaudesert
- Community banks in Boonah and Kalbar
- Chambers of Commerce in villages throughout the region
- Growing networks, alliances and relationships between industries, businesses, organisations and communities across the region



What is a Local Living Economy (LLE)?

LLE is about economic power residing within local communities:

- LLEs locally produce and exchange as many products & services as they practically can
- LLEs support, encourage & promote local ownership of SMEs
- LLE consumers appreciate the benefits of buying locally, creating local jobs & keeping dollars earned & spent in the local community
- LLE businesses source products locally wherever possible



One of the keys to building LLEs is local, sustainable food and local, sustainable farming – CSAs, farmers markets, slow food, organics, permaculture, biodynamics.

Food links with many local industries & businesses as well as with communities, households and nature.



Benefits of Local Living Economy

- Communities are strengthened – connections between people are revitalised
- Trust between businesses and consumers is strengthened by face-to-face relationships
- The quality of goods and services is lifted because of relationships
- You get to see the impact of business decisions every day in your own community
- Children grow up with a sense of connection to a place and its people – and have a thriving local economy to live and work within



- The natural environment benefits – reduced carbon footprints and reduced land impacts
- New enterprise opportunities are easily identified and developed
- Gaps can be seen and filled by local entrepreneurs
- Better long-term viability and business confidence
- Connections between businesses are strengthened



Principles of LLE

- Produce and exchange locally while reaching out to other communities to trade
- Public policies benefit and support local economies and businesses
- Consumers buy from local businesses and are prepared to pay a premium to secure those personal and community benefits
- Investors value community businesses and accept a 'living return'
- Media are sources of news that are independent of corporate control
- Businesses are independent and locally owned and operated



We don't yet know if an LLE approach is the solution to all the world's economic woes (it may be but we don't know that yet...)

But we do know that stronger local economies will not hurt our local businesses, communities, households and natural environment



**Genevieve Windley – Manager,
Regional Development
Scenic Rim Regional Council**

A regional, economic snapshot



Networking Discussion Groups

- What might be some of the benefits to your business (and your community) from more consciously and proactively ‘going local’?
- What would your business and your community look like, sound like, feel like in 10 years time (2029) if LLE principles and practices were put in place now? (Scenario building)
- Create a vibrant ‘picture’ or story of LLE in the Scenic Rim in 2029. Develop your scenario from your business and industry sector perspective
- When you have created your vision of LLE in 2029, then look backwards from there to 2009 and identify what important stepping stones and milestones were put in place by business, government and community to make the vision a reality (Backcasting). Be informed by your own business and industry sector perspective.



“We want and deserve the delight that comes with working communities. Wandering into a cavernous Wal-Mart is a desolate experience. Cheap, but cheap in every way. Wandering through a town where you depend on the people around you, and they depend on you – that’s called living. Humans were built for it...”

Bill McKibben

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