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MEDIA RELEASE

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Wellbeing Project Success

Be.Bendigo (Bendigo's Chamber of Commerce) has been successful in obtaining a \$15,000 Victorian Government Grant for an innovative project to support Mental Health and Wellbeing of local business people.

"From our engagement with local businesses, we understand that there are still many pressures that are having an impact on Mental Health and Wellbeing, and this is particularly acute for very small businesses, where it is often a sole proprietor feeling that they need to be "expert" in every aspect of their business", according to CEO of Be.Bendigo, Mr Rob Herbert.

"Increasingly, since the Covid pandemic, many more of these businesses are being run from home, with the added challenges that come from social isolation, and trying to separate 'work life' from 'home life'", he said.

Be.Bendigo was awarded the funds to produce a wellbeing focussed series of podcasts that will provide assistance for micro and small business operators dealing with these challenges, by utilising the value of storytelling to provide listeners with optimistic, relatable content in a local peer-peer community.

It is intended to highlight experiences of local business operators, to help listeners recognise and learn about what works through a series of conversations about resilience, learning from experience and fostering replicable strategies for addressing the challenges micro businesses face.

It will also provide an opportunity to raise the profile of hard-working small businesses and help them be better recognised for the unique part they play in the business eco-system, and to grow a more connected community of micro-businesses in the region.

Mr Herbert said that the podcasts would be designed to be widely available and have broad relevance, indicating that it would also provide useful information and techniques for anyone spending large parts of their week working from home, casual workers with multiple employers, and those juggling study and work or volunteers.

"This Grant enables us to undertake a project that will help to make Bendigo an even better place to live and work. We know we are competing with other regional cities for talent and skills, and it makes sense to provide people with the techniques and connections they need to succeed and thrive in both their businesses and their personal lives", Mr Herbert said.

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