



“We are not asking business to invest time and money simply because it is good for the environment. We are asking them to look at better resource efficiency and waste management in the context of commercial improvements and benefits.”

NEIL COULSON, CEO, VICTORIAN EMPLOYERS' CHAMBER OF COMMERCE AND INDUSTRY

PROVEN INTERNATIONAL SUCCESS

Our experience shows that small-to-medium businesses can improve profitability substantially by reducing resource use. A similar program conducted in the UK working with small-to-medium businesses has demonstrated collective business improvements totalling more than \$2.4 billion over the last ten years.

To register your business or find more information, contact:

Grow Me The Money

VECCI

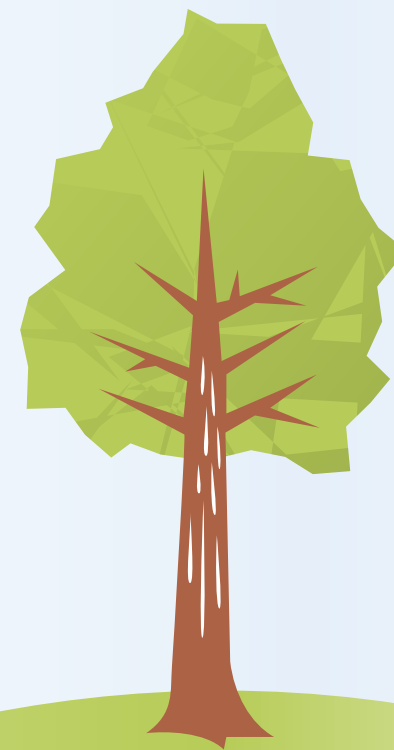
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**Running your business
doesn't have to cost the earth**

www.growmethemoney.com.au





Grow Me The Money is an exciting joint initiative of VECCI and EPA Victoria designed to improve the environmental impact of Victorian businesses. In a time of drought, climate change and increasing public awareness of environmental issues, your business can make a real difference by making simple changes in the workplace.

➤ GROW ME THE MONEY WILL HELP YOUR BUSINESS;

- ✂ Cut water use
- ✂ Cut energy use
- ✂ Cut waste
- \$ Save money

➤ WHO CAN GET INVOLVED?

All Victorian businesses are eligible to sign up to the free Grow Me The Money program and take a lead in establishing sustainable business practices. Whether you are a small, medium or large business, Grow Me The Money has something for you.

If you want to know how to improve the environmental and economic sustainability of your business, Grow Me The Money can help you.

If your business is already making changes or you have particular experience or expertise that you'd like to share, we want to hear from you too!

➤ HOW DOES IT WORK?

Based on the best international evidence and local experience of what works for business, Grow Me The Money provides you with practical know-how to reduce your impact on the environment and save money.

➤ SIX SIMPLE STEPS

1 LOG ONTO
www.growmethemoney.com.au
website and register

2 CONDUCT A GUIDED WORKPLACE ASSESSMENT
Using step by step online tools to help you measure your energy and water use and waste production

3 DEVELOP YOUR ACTION PLAN ONLINE
Identify opportunities for improvement in your business and plan changes

4 IMPLEMENT your action plan

5 RE-ASSESS
Complete a Workplace Assessment every 6 months to track your progress and review your action plan

6 REAP THE REWARDS
See the financial benefits, receive rewards and well-deserved recognition as your business becomes more environmentally friendly

➤ POTENTIAL BENEFITS TO YOUR BUSINESS

- Cost savings from reduced consumption of natural resources
- Access to support and services from our expert technical and financial program partners
- Improved productivity from changes to your business processes
- New ideas, advice and business networks
- Opportunities to meet potential service providers and business mentors
- Improved engagement with your staff as they take pride in working for an environmentally sustainable business

Grow Me The Money is about business learning from business

➤ CREATING A COMPETITIVE ADVANTAGE

- Gain customer recognition for improved environmental sustainability
- Enjoy positive publicity in local and wider media
- Position your business ahead of your competitors as a leader in sustainable business practice

To make sure running your business doesn't cost the earth visit www.growmethemoney.com.au or call 03 8662 5480