

21 May 2024

## **SMALL BUSINESSES BOOM ON THE SUNSHINE COAST**

A group of Palmview small businesses are shaking up the way business is conducted in their community by encouraging their neighbours to buy local.

With over 800 members and counting, the Harmony Business Hub offers local businesses the opportunity to advertise their products and/or services and, more importantly, connect with their likeminded neighbours in the Harmony by AVID Property Group (AVID) community.

Business Hub members meet monthly for a range of networking events, ranging from wine tasting to speed networking, to share their knowledge, contacts and resources and support each other.

Harmony Business Hub President and local real estate agent Lauren McCarthy said there is a keen interest from the community to support local businesses.

“Palmview is a small-knit community where locals want to buy locally, and the Business Hub provides a one-stop shop for anyone looking to connect with their neighbours to buy a particular product or service,” Ms McCarthy said.

“I’ve been a member of the Harmony Business Hub for five years and am currently building my second home in Harmony, I have found it is the perfect place to grow your business with the support of your neighbours.

“Our members hold so much collective knowledge and resources in a diverse range of sectors including trades, creatives, lawyers, real estate and more that locals would prefer to utilise, so providing a central location for businesses and neighbours to connect is important to help our local economy thrive.

“Every Friday morning, we set up a co-working space for members who work from home to provide a collaborative environment that helps to fight the isolation so many small business owners or remote workers can experience.”

[Small Business Month](#) in May recognises more than 482,000 small businesses in Queensland, which account for 97 per cent of the business sector and contribute around \$117 billion to the state’s economy<sup>1</sup>.

AVID General Manager Queensland Anthony Demiris said AVID aspires to create places where people want to belong and strive to make a positive impact on the wider community, leaving it a better place.

“People are at the heart of everything we do, and it’s initiatives like Harmony’s Business Hub that allow our residents to connect, grow and succeed through collaboration and innovation,” Mr Demiris said.

“A strong community setting helps small businesses prosper through word of mouth, online connection and regular customers that further support the development of local businesses.

“It’s important to us to strengthen our ties with local community groups and businesses and, most recently, we helped to bring to life a new series of markets hosted by the Business Hub – enabling

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<sup>1</sup> [Queensland Government, Business Queensland Small Business Month, 2024](#)

local businesses to showcase their offering to Harmony residents and the broader Sunshine Coast community.”

For more information about the many products and services provided through the Harmony Business Hub visit: [Harmony Business Hub](#)

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### **About Harmony by AVID Property Group**

AVID Property Group’s \$3 billion project – Harmony – is strategically located in the heart of the Sunshine Coast and is the largest masterplanned community underway in the Palmview area. Set on 378 hectares, Harmony will deliver more than 4,800 homes for 13,000 future residents, catering to a wide range of buyers – all enhanced by 130 hectares of open space and the future delivery of a more than 30,000 GFA Town Centre. More than 9,000 short-term jobs will be generated through the delivery of the project.

Harmony’s design embraces the Sunshine Coast’s enviable lifestyle and living at Harmony means it’s easy to get around. Harmony is conveniently connected to the Bruce Highway and the Sunshine Coast Motorway, and Mooloolaba is 10km and Maroochydore 14km to the north, the coastline is only 7km to the east, Brisbane is 90km to the south, and the Sunshine Coast hinterland is only 20kms to the west.

For more information, visit [www.harmonyliving.com.au](http://www.harmonyliving.com.au).

### **About AVID Property Group**

AVID Property Group (AVID) is an award-winning Australian builder-developer, responsible for a diversified selection of residential masterplanned communities, land lease communities, completed houses and apartments, with 37 developments, located in key growth areas across Australia’s eastern seaboard.

AVID has a proven track record with the delivery of \$4.2 billion worth of projects over the past 17 years. AVID’s current portfolio has a gross revenue pipeline of \$4.5 billion.

With a strong record of delivering connected and vibrant communities, AVID and its subsidiaries have created great homes and places for more than 75,000 Australians to live out their dream lifestyle.

Led by highly experienced senior management, AVID brings people together to deliver exceptional communities, valuable shareholder returns and thriving environments for its customers.

For more information, visit [www.avid.com.au](http://www.avid.com.au).

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