

## Zonta expands business directory OCT 21

ENTRIES close soon for the 2022 Zonta Club of Blackall Range business and community directory, with the club planning to expand its circulation to include Palmwoods and Woombye.

Originally an initiative of the Mapleton Library, Zonta took over the directory in 2008. The Zonta Club of Blackall Range Business Directory currently covers the areas of Montville, Flaxton and Mapleton and includes information and phone numbers for businesses, trades and professions, community organisations, and medical and emergency contacts.

Zonta's service committee oversees the directory from consultation with clients to publication. Committee chair June Robson said the directory, like its Apex counterpart for the Maleny end of the range, did not compete with the day-to-day advertising in the local media that was important to communication between traders and the public.

"We look on it as complementary to the vital service provided by our wonderful local press," June said.

"It is so handy to have a quick reference of generic ads on the shelf for when you need help with anything from accountancy to water services.

"I find it so frustrating having to scroll through the confusing mass of information on Google. With our booklet, small enough to carry in your



**Zonta president Ann Koenig with the current Zonta Club of Blackall Range Business Directory**

bag or briefcase, you get straight to a professional, business or tradesperson who lives and works in your own area," she said.

The directory has a current circulation of 3,000. The deadline for the 2022 edition is October 31.

Zontians will contact current and future clients soon. Professionals, businesspeople and traders of all kinds can email Zonta at [directory@zontablackallrange.org.au](mailto:directory@zontablackallrange.org.au) or call 0499 827 210 for information on sizes, pricing, etc, and to reserve a space.

The free directory will be distributed in November/December, in time for Christmas, to letterboxes and businesses across the range.

## Zonta Directory to cover new ground

FOR 13 years the Zonta Business Directory has been to the northern part of the Range what the Apex 'bible' is to the Maleny end.

An initiative of the Mapleton Library, Zonta took it over in 2008 and currently covers the areas of Montville, Flaxton and Mapleton.

The club is now looking to expand it to cover off-range areas like Palmwoods and Woombye.

Chair of Zonta's service committee, that sees the directory through from consultation with clients to publication, June Robson says the directory, like its Apex counterpart, does not seek to compete with the day to day advertising in the local media that is so vital to communication between traders and the public.

"We look on it as complementary to them. It is so handy to have a quick reference of generic ads on the shelf for when you need help with anything from an accountant to the zoo.

"It is less frustrating than having to scroll through the confusing information on Google.

"You get straight to a professional, business

or tradesperson who lives and works in your own area," she said.

And, in fact 2021 was one of the busiest years yet. *SVG 15/9/21*

So Zonta is looking to offer this valuable opportunity beginning 2022, to the people of Palmwoods and Woombye.

"So many people live just off the range and work or shop up here, and vice versa, that we feel it important they are represented too," said June.

The directory has a current circulation of 3000, and the deadline for the 2022 edition is October 31.

Zontians will be contacting current and future clients soon, but professionals, businesspeople and all kinds of traders can email Zonta at [directory@zontablackallrange.org.au](mailto:directory@zontablackallrange.org.au) or ring 0499 827 210 for information on sizes, pricing etc, and to reserve a space.

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