

2007–2010 STRATEGIC PLAN OUTLINE

Broome Chamber of Commerce

PO Box 1307
BROOME WA 6725
Completed July 2008



Vision

To be a vital, contributing peak body for the Broome business, representing the majority of businesses, with full time support staff, regarded as the first port of call for business operators, providing outstanding business information and services and representing the interests of the business community to all stakeholders.

Statement of Values

The Broome Chamber of Commerce commits to embedding in its structure and operations the following values: -

Sound Ethics – *We will be open, candid and fair, honour our commitments and adhere to high ethical standards.*

Mutual Respect – *We will view diversity in gender, culture, professional background and type of organisation as strengths that will be appreciated and revered.*

Leadership – *We will be visionary and future-orientated in our thinking and decision-making.*

Excellence – *We will deliver services and products that will be evaluated by our members and customers as of the highest*

Mission

To establish the Broome Chamber of Commerce as a vigorous organisation which provides exceptional value for its members through its up to date and comprehensive information services, its advocacy and lobbying abilities, and numerous projects which provide the growth and resources necessary to achieve its vision.

Objectives

In accordance with the provisions and objectives of the Constitution, the Broome Chamber of Commerce will:

1. Be regarded as the undisputed peak business organisation in Broome, offering a comprehensive suite of information about the town, its business community and its business services.
2. Foster sustainable Business and Community growth in Broome.
3. Organise and foster networking and co-operation among organisations and members of all sections of the commercial and professional community.
4. Promote and further the interests of the Chamber and its members, ensuring that the Chamber becomes a completely self-funding independent organisation.
5. Add value for members and increase membership base.
6. Be an outstanding example of best business practice and promote these behaviours to its membership.

Strategies

Objective One

Be regarded as the undisputed peak business organisation in Broome, offering a comprehensive suite of information about the town, its business community and its business services.

- 1.1 Promote the Chamber as the peak business body.**
 - Press Releases to all media regarding the Chamber's positive achievements and major developments in the business environment on a regular basis.WHAT: Develop a pro-active media strategy recording press releases and tracking value of media pickup
BY: Ongoing
- 1.2 Offer a comprehensive suite of information about the town, its business community and its business services.**
 - website development and implementation
 - accumulate hard copy library for reference in the Chamber office (ongoing)BY: Complete and ongoing
- 1.3 Secure responsibility for the production of Broome's annual information reference publication.**
WHAT: Strategy for securing publishing rights for Broome Shire Directory from 2009 onwards
BY: August 2008
- 1.4 Produce a monthly emailable Chamber newsletter for its members and media.**
WHAT: Production of monthly newsletter
BY: Complete and ongoing

Objective Two

Foster sustainable Business and Community growth in Broome.

- 2.1 Identify, quantify and document the hurdles to and opportunities for business growth in Broome which currently exist.**
WHAT: Designing and driving a business survey process to deliver the best and most useful information outcome
BY WHEN: August 2008
- 2.2 Develop a networking strategy for working with key stakeholder bodies in Broome, ready to address major planning and problem issues.**
WHAT: A plan which puts in place a quick reference set of contact information so that everything from a member's query to a large planning issue can be easily networked into solution information
BY WHEN: November 2008

- 2.3 Promote business opportunities to members and investors outside Broome.**
WHAT: Identify the best method(s) of and a strategy for promoting Broome as a business migration destination.
BY WHEN: November 2008
- 2.4 Develop and promote community partnerships**
WHAT: Write a policy statement for Chamber community support
BY WHEN: Complete and policy displayed on website

Objective Three

Organise and foster networking and co-operation among organisations and members of all sections of the commercial and professional community.

- 3.1 Establish a regular cycle of Business after Hours functions, informing not just Chamber members, but the general business community.**
WHAT: Annual plan, monthly discussion & marketing & execution
BY WHEN: Complete and Ongoing
- 3.2 Oversee and co-operatively manage the Kimberley Economic Forum annual event with other regional Chambers and plan for its Broome implementation in 2009 and 2011.**
WHAT: Annual event
BY WHEN: Already in train
- 3.3 Give new and existing members an opportunity to promote themselves through Chamber vehicles to other members and businesses.**
WHAT: Develop a range of options for members and new members to promote their businesses through existing and planned Chamber promotional avenues. (eg. Email intro to members for each new member, small profile in newsletter, introduction at Business After Hours, random member draw for promotion each month, new member product prize competitions)
BY WHEN: Ongoing
- 3.4 Give members an easy electronic means of communicating with the Chamber Executive and other members on issues concerning them. Invite this feedback at every opportunity, through every electronic member communication.**
WHAT: Ensure that all communications are tightened up to include invitations for feedback. Install a recording system for member communications, response, status, feedback etc.
WHEN: Ongoing
- 3.5 Invite all relevant industry bodies, business service and training organisations and government bodies to engage in reciprocal membership with the Broome Chamber of Commerce, ensuring that all Chamber communications are disseminated as widely as possible. This will also ensure that the Chamber is informed of activities of these other organisations on an ongoing basis.**

WHAT: Create a list of industry bodies we should be sharing information with, and receiving regular updates and publications from, and a status of relationship flow chart, and establish networking structure with all relevant industry bodies, so information flow is continuous and monitored.

WHEN: November 2008

Objective Four

Promote and further the interests of the Chamber and its members, ensuring that the Chamber becomes a completely self-funding independent organisation.

- 4.1 Re-examine and reposition the regional business publication, employing structural changes to ensure it becomes cash positive and meet the other agendas designated to it.**

WHAT: Financial model and identification of appropriate driving resources

WHEN: December 2008

- 4.2 Work proactively with Australia's North West Expo each year to exploit its power as a vehicle to promote business and industry, and explore possible revenue streams from the partnership.**

WHAT: Re-examining the relationship between the NW Expo and the Chamber, focusing on revenue streams to plan for future growth in revenue.

WHEN: February 2009

- 4.3 Grow the Shop Local television marketing initiative as a revenue and profile building vehicle for the Chamber, while promoting the Chamber and member businesses and explore similar structures for utilizing other local media.**

WHAT: assess its historical performance & develop a growth plan

BY: 2008 AGM

- 4.4 Identify and research potential new sources of revenue for the Chamber.**

WHAT: assess its historical performance & develop a growth plan (eg office services for members, registered office hosting, trust account, meeting areas)

BY: November 2008

Objective Five

Add value for members and increase membership base.

- 5.1 Establish a high profile office location with meeting facilities and business support person.**

WHAT: Financial model for office service location and project

BY WHEN: Ongoing with resource building

- 5.2 Rewrite and professionally package the Chamber Membership information and application forms.**

WHAT: Rethink the experience of joining the Chamber and renewing Chamber membership and design an orientation package which immediately offers unexpected ease of use and value for members and new members.

BY WHEN: Complete

5.3 Invite members to contact the Chamber if they have business issues which need resolving. Market the value of the Chamber's advocacy service and lobbying power.

WHAT: Design system for addressing member issues, quarterly members' committee meetings, and delegating Committee communication responsibility or portfolio or specialist areas to particular Committee members.

BY WHEN: Complete and ongoing

5.4 Negotiate marketing of training to members in return for substantial discounts for members.

WHAT: Offer co-operative marketing opportunities to members and between members, and compiling a list of member benefits and discounts for dissemination and website listing.

WHEN: Complete and Ongoing

5.5 Identify and quantify the real marketing opportunities Chamber membership offers, and document these for promotional purposes.

COMPLETE

5.6 Identify co-operative marketing opportunities with other industry and government bodies and means of identifying new businesses arrivals in Broome in order to promote Chamber membership.

WHAT: Develop membership campaigns for each relevant body and implement. (Negotiate the inclusion of a Chamber membership brochure and form in the Small Business Centre & Broome Visitor Centre kits which are posted to new businesses, Shire's new residents' brochure, having good relationships with property managers who lease commercial premises.)

WHEN: Ongoing, to AGM 2008

5.7 Create a suite of annual social events to introduce potential new members and add to current member networking value.

WHAT: Annual Golf Day and Race Day

WHEN: Golf Day Established, 2009 Race Date proposed

Objective Six

Be an outstanding example of best business practice and promote these behaviours to its membership.

6.1 Identify and promote appropriate training programmes for the Business community.

WHEN: ongoing

6.2 Ensure that the Chamber and its Committee take responsibility for all of its financial, governance, risk and legal compliance obligations.

WHAT: Sub committee to summarise compliance obligations and then delegate individuals to monitor and take responsibility

WHEN: November 2008

6.3 Establish a code of business conduct for Committee and Members, which they receive along with their membership kit.

WHAT: find good examples and write our own, check by legal professional etc. with dates for process segments

BY:

6.4 Initiate structures which ongoingly recognise and reinforce positive contribution to the Chamber and its membership.

BY: August 2008