

Strategic Plan

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 media strategy recording press releases and tracking value of media pickup
BY: **September 2007**
- 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: **Completed**
- 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: **March 2008**
- 1.4 Produce a monthly emailable Chamber newsletter for its members and media.
By: **Completed and Ongoing**

