

Strategic Plan

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: Completed and ongoing

- 3.2 Oversee and co-operatively manage the North West 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: Completed and ongoing

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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 2007

