

# Strategic Plan

## 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 2007**
  
- 4.2 Work proactively with Australia's North West Expo each year to exploit its power as a vehicle to promote businesses 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 2008**
  
- 4.3 Grow the Shop Local television marketing initiative as a revenue vehicle for the Chamber, while promoting the Chamber and member businesses and explore similar structures for utilising other local media.  
WHAT: assess its historical performance & develop a growth plan  
BY: **2007 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**

