

Strategic Plan

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: April 2008

- 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: August 2007

- 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: June 2007

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- 5.4 Negotiate substantial discounts for members in return for marketing commercial business training opportunities as they occur (eg. Company Directors' training).
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: Commencing October 2007
- 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.
WHEN: December 2007

