

Chamber Priorities

2018-2020

Our Community
Our Future



OUR VISION

To be a strong and vibrant peak body that advocates and promotes positive business and community development in the Macleay region.

OUR MISSION

To develop and promote the business community of the Macleay; and

Assist in developing opportunities for the wider community.



Our Community Our Future



PRIORITIES

- Link Businesses across the Region
- Build Pride & Social Cohesion through Community Celebrations
- Ensure Viability of Markets
- Showcase Business Excellence
- Create Sustainable Income Stream
- Create Long Term Vision
- Make Chamber Relevant
- Have Strategic Focus for Chamber

Link Businesses Across the Region

Work collaboratively with existing local chambers and their members

Support businesses in regions with no local chamber

Host events in all key regions

Share information via social media, online & directly



Build Pride & Social Cohesion through Celebration

Establish Community Celebrations
sub-committee

Maintain, store, erect & decorate
Christmas tree each year

Establish ongoing social fund
raising activities

Explore other event options



Ensure Viability of Markets

Build visitor numbers to Kempsey
Riverside Markets

Prepare economic impact models

Create opportunities for stallholders
to engage with Chamber

Support other market operations



Showcase business excellence

Maintain partnership program by ensuring value for sponsorship

Reshape award categories to give more local flavour

Increase number of business entries

Review venues to support growth of awards event

Promote business members through Chamber media channels



Create Sustainable Income Streams

Expand our influence & presence in community through increased activity

Develop multiple income streams – current 40% Markets, 40% Awards, 20% Membership

Maintain priority focus on profitable projects

Make profit to create events for business leaders, for training & development programs & establish business hub

Pursue grant funding opportunities



Create Long Term Vision

Establish sub committee to explore new initiatives

Identify business & social opportunities that arise from highway link to other towns in our region

Take leadership role to define ways to promote our region



Make Chamber Relevant

Re-define membership structure

Develop targeted membership campaigns

Invite community organisations, market stallholders, other chamber members to participate

Create Chamber Forum to interact with & encourage feedback from members



Have Strategic Focus for Chamber Executive

Build lobbying capacity

Involve big business through establishment of Presidents Committee

Influence direction & focus of Council's Economic Development Unit

Establish Sub Committee Structure to drive primary activities

Project image of Chamber in systematic way

