



**MOUNT
GAMBIER
CHAMBER OF
COMMERCE**

**STRATEGIC PLAN
2019-2021**

VISION

To ensure Mount Gambier remains the commercial capital of the Limestone Coast, a diversified economy which thrives on its natural resources.

GOAL

We aim to grow the Mount Gambier business economy.

MISSION

We represent the business community at Federal, State and local levels through advocacy, networking, information sharing and support services.

PURPOSE

We provide powerful leadership and considered solutions that support business success.



1. BUILDING AND PROMOTING BUSINESS

OBJECTIVE	ACTIONS
We will advocate and lobby for business	<ul style="list-style-type: none">■ Distribute 4 targeted press releases per year■ Distribute 10 newsletters per year■ Write 8 Border Watch pages per year
We will support business entry, investment and growth	Establish strong relationships with Business SA, the Australian Chamber of Commerce and Industry and local Governments in the region
We will promote member businesses	<ul style="list-style-type: none">■ Maintain the member directory on the website■ Investigate the production of a glossy brochure■ Carry out 4 Facebook promotions per year



2. WORKING TOGETHER

OBJECTIVE	ACTIONS
We will enable membership networking and information sharing	Manage 4 networking breakfasts per year
We will celebrate excellence	Manage the yearly Outstanding Business Awards function
We will reach out to potential members	Identify 2 potential sectors for membership and host an event to begin discussion
We will support member learning	Provide resources and links to resources for members to source business development



3. STRATEGIC FOCUS 2017-2019

OBJECTIVE	ACTIONS
We will focus on tourism growth	Provide membership on the TMG committee
We will focus on emerging businesses	Provide 1 event for emerging businesses per year
We will focus on member satisfaction	Survey members each year to identify needs



4. SHAPING FUTURE DIRECTIONS

OBJECTIVE	ACTIONS
We will identify issues affecting business	Gather information through data analysis to identify future opportunities
We will provide a clear Chamber position on issues and a strong and credible voice for business	Document Chamber policy on 2 key issues each year
We will maintain influence within key decision making groups	Identify key groups and actively advocate and lobby



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