

# STRATEGIC PLAN

## 2020 - 2022

VISION	GOALS	MISSION	PURPOSE
<p>To ensure Mount Gambier remains the commercial capital of the Limestone Coast, a diversified economy which thrives on its natural resources</p>	<p>We are a Chamber of Commerce that businesses seek out to join. We grow the Mount Gambier business economy</p>	<p>We represent the business community at Federal, State and local levels through advocacy, networking, information sharing and support services</p>	<p>We provide powerful leadership and considered solutions that support business success</p>
KEY RESULT AREAS			
BUILDING & PROMOTING BUSINESS	WORKING TOGETHER	STRATEGIC FOCUS 2020-2022	SHAPING FUTURE DIRECTIONS
<p>We will advocate and lobby for business</p> <p>We will support business entry, investment and growth</p> <p>We will Promote member businesses</p>	<p>We will enable membership networking and information sharing</p> <p>We will celebrate excellence</p> <p>We will reach out to potential members</p> <p>We will support member learning</p> <p>We will focus on city growth</p>	<p>We will focus on Tourism growth</p> <p>We will focus on Emerging Businesses</p> <p>We will focus on member satisfaction</p> <p>We will encourage and support individuals</p> <p>We will promote the role of the Chamber of Commerce</p>	<p>We will identify issues and opportunities affecting business</p> <p>We will provide a clear Chamber position on issues and a strong and credible voice for business</p> <p>We will increase influence within key decision-making groups</p>

