

MACKAY REGION CHAMBER OF COMMERCE

STRATEGY

2022 - 2024



MACKAY REGION
Chamber of Commerce

“ WE REPRESENT MACKAY REGION BUSINESSES ”

VISION

To build and sustain a thriving business community through strong leadership.

MISSION

As a vibrant and motivated Chamber, we create an environment for our business community, members and stakeholders to collaboratively drive local economic prosperity and sustainability.



EDUCATE

**WE ARE A
POWERHOUSE FOR
LOCAL BUSINESS.**

We provide access to relevant education, valueable networking opportunities and interesting events - all designed to help business succeed.



ADVOCATE

**WE ARE THE MOST
INFLUENTIAL VOICE
OF BUSINESS IN
THE REGION.**

Through our stakeholders, media and the broader business community, we leverage our advocacy networks and the passion of people in business to influence policy and outcomes at all levels.



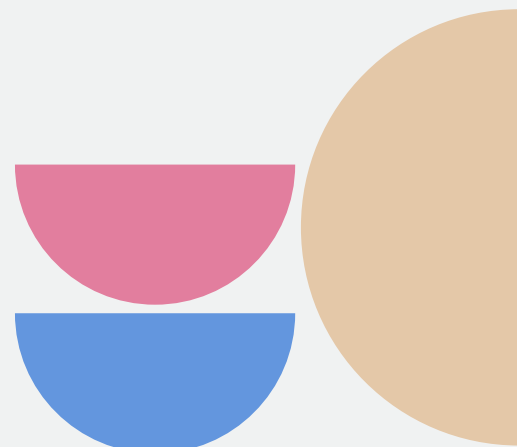
CONNECT

**WE ARE THE
BUSINESS
COMMUNITY'S
SUPER CONNECTOR.**

We provide a unique competitive edge through our influential network of members, partners and stakeholders.



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MEMBER EXPERIENCE

EVENTS

Design and deliver a calendar of valuable personal networking and professional development events, at a profit.

COMMS

Improve member retention and acquisition through a targeted business community survey and marketing campaign showcasing membership benefits

INFLUENCE AND IMPACT

ADVOCACY

Design and deliver advocacy campaigns aligned to business needs including key messages to underpin all advocacy activity and media engagement

CCIQ

Identify ways to better leverage CCIQ resources, tools, and membership including position on Policy Board and direct access to influential 'seat at the table' when it counts.

PEOPLE AND PARTNERS

COMMITTEE

Ensure effectiveness of committee and continuity through improved succession planning.

Leverage strategic plan to entice best fit committee.

Retain financial management experience skill set within executive.

STAFF

Review HR policies to determine risk profiles and areas for improvement with focus on professional development and succession planning

SPONSORS

Refine and enhance Sponsorship Packages (including reward and recognition activity) to maximise revenue and reciprocal value potential from partnerships.

SUSTAINABILITY

FINANCIAL

Introduce Quarterly Covenant to ensure more rigorous financial management practice.

Identify supplementary revenue streams to bolster cash reserves and operational income.

Maintain focus on prudent expense activity to ensure best "value for money" on all operational costs

GOVERNANCE

Develop Executive Checklist to ensure continuity for ingoing and outgoing executive committee.

Undertake 3-year strategic planning process, including refreshing of vision, mission, guiding principles and strategic pillars and action.

Vice President accountable for ongoing strategic plan oversight and quarterly reporting.

SUCCESS LOOKS LIKE

ENGAGED BUSINESS COMMUNITY

Events, social media, annual business survey, memberships.

VISIBLE & EFFECTIVE ADVOCACY

With real outcomes for business

GROWING MEMBER BASE

Year on year through improved retention and increased acquisition

INCREASED REVENUE

from sponsorship arrangements, event sponsorship & stakeholder investment.

RETENTION OF COMMITTEE MEMBERS

For average 3 year term

POSITIVE & COLLABORATIVE STAKEHOLDER NETWORK ENGAGEMENT

Including media

PROFITABLE EVENTS PROGRAM



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