



**Guyra & District
Chamber of
Commerce Inc.**

Guyra and District Chamber of Commerce Inc.



Strategic Plan 2017 – 2022

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President's Message

On behalf of the Committee and Members of the Guyra and District Chamber of Commerce, I am pleased to present this, our first, five-year strategic plan. This plan sets us on a course to achieve great outcomes for Guyra and District.

The purpose of this plan is to document the Chamber's priorities and objectives for the Guyra and District over the next five years. It will lay the foundation for subsequent plans for Chamber initiatives into the future.

The plan is the result of ideas and input from our Committee members and feedback from Chamber members at large. The members of the Chamber share the commitment to achieving the goals set out in this document.



The Chamber plays a key role in building a strong, cohesive and inclusive business community in our district. The greatest priority for the chamber is to deliver value to its members. This plan is our commitment to working with our members to advance our business community.



The Guyra and District Chamber of Commerce

The Guyra and District Chamber of Commerce evolved out of previous business organisations that operated in Guyra over a number of years. The Guyra Commerce Association was developed and operated during the 1980's. The Guyra Business Connection group developed and progressed during the 1990's and early 2000's.

Out of this group the Guyra Tourism & Commerce Assoc. Inc. was established in 2007 and operated until 2011 as a voluntary organisation actively working towards the continued growth of Guyra through support of small businesses and tourism activities. On 29 March, 2011 the decision was taken to become the Guyra and District Chamber of Commerce.

The Guyra and District Chamber of Commerce and is an Alliance Partner of the NSW Business Chamber.



Guyra Chamber representatives work closely with NSW Business Chamber and Local Government to grow the formidable relationships and initiatives which will help Guyra prosper.

In 2015, our Chamber's president, Aileen MacDonald was appointed to the NSW Business Chamber New England North West Regional Advisory Council. This is a panel of 16 business people and Local Chambers of Commerce from around the New England North West.



NSW Business Chamber is working to unify the chamber movement in Australia and strengthen the voice of business. Members of Guyra Chamber of Commerce, upon renewing their membership, are opted in at no cost as members of NSW Business Chamber under the Local Chamber Alliance Program. This Program entitles members to additional services at no cost.

The Guyra Chamber has been actively involved in participating in the Small Business Friendly Council Program which is delivered by the Office of Small Business Commissioner. Ultimately the purpose of this program is to focus on the needs of the local business community and draw upon consultation and feedback from members to help reduce red tape which inhibits local businesses reaching their maximum potential.

Background to Strategic Plan

During November 2016, the Guyra and District Chamber of Commerce Inc formed a committee to develop the vision, mission, values and strategic direction for the Chamber for the following five years. The strategic planning committee comprised Aileen MacDonald, Lynne Chapman, David Mills, Kellie Lockyer, Martha Weiderman, Dorothy Lockyer, and Hans Hietbrink.

The initial meeting, held on 13th November at Guyra Adult Learning Association, focused on establishing the Vision, Mission Statement, Values, Strategic Themes and Strategic Goals for the Chamber. These statements form the basis of the Chamber's five-year strategic plan.

Following this meeting, committee members contributed to the establishment of Objectives and Action Plans for each of the strategic goals. These objectives and action plans form the operational plan for the Chamber which will be reviewed and updated on an annual basis.



Our Vision

Guyra and District – a vibrant, thriving and prosperous business community.



Our Mission

To provide advocacy, development and networking opportunities to the Guyra and District Business Community to support sustainable growth and make it easier to do business.

Our Values

Empowerment

We value and empower people with shared responsibility to encourage equal opportunity and access to expertise and knowledge, to provide opportunities for constructive communication and sharing of information and decision making.

Passion

We remain enthusiastic, motivated and committed to growing Guyra and District.

Collaboration

We develop and maintain positive engagement with our stakeholders to promote shared understandings, visions and solutions.

Integrity

We demonstrate honesty and sincerity in all our dealings, upholding the highest ethical principles to provide open and transparent communications to create informed opinions and decisions.

Strategic Themes and Goals

The Chamber has established six major strategic themes. These themes represent the core activities of the Chamber and provide the basis of our strategic goals.

Strategic Theme 1 – Advocacy

The Guyra and District Chamber of Commerce is the leading business representative body providing commentary on issues impacting upon business and tourism operators in the Guyra District. The Chamber will provide a strong leadership role in advocating to protect and promote the interests of businesses in the District.

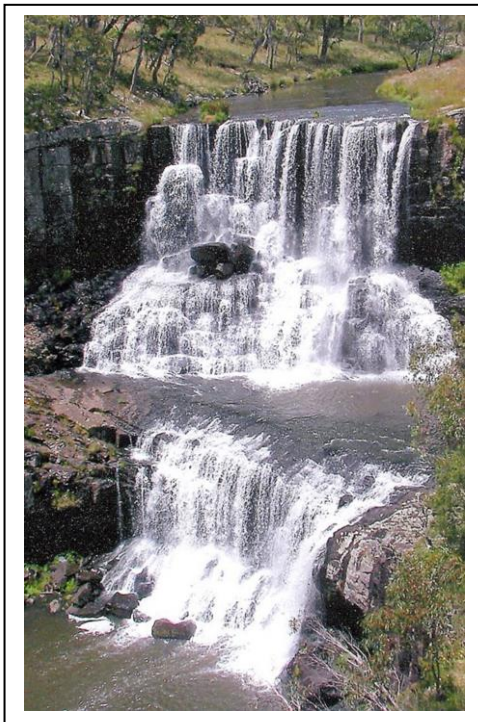
Strategic Goals

- 1.1 Provide an advocacy service for members
- 1.2 Establish an advice and mentoring service for members
- 1.3 Lobby relevant levels of government on behalf of members



Strategic Theme 2 – Marketing of Guyra District

The Guyra District has much to offer to those wanting to do business and tourists alike. The Chamber will work to ensure that information about local businesses and events are marketed to the wider community. The Chamber will actively promote the tourism potential of the district through provision of information that is reliable and accessible.



Strategic Goals

- 2.1 Develop a Guyra Businesses and Events media platform (website, Facebook, twitter, survey)
- 2.2 Develop an integrated marketing plan
- 2.3 Ensure Chamber events are included in Council Website and Facebook
- 2.4 Promote Guyra and District through the Chamber's events and other appropriate avenues

Strategic Theme 3 – Membership

The Chamber exists for the benefit of its members. The Chamber will focus on attracting new members and increasing the involvement of existing members in the activities of the Chamber by providing programs, services and benefits that are valued by members and contribute to their success.

Strategic Goals

- 3.1 Grow membership by 10% per year
- 3.2 Provide professional development activities for members and non-members
- 3.3 Provide regular updates to members on workplace legislation and changes to laws that affect businesses
- 3.4 Provide opportunities for members to promote their businesses to other members and to the region
- 3.5 Develop new membership offerings and connections through collaboration with other Chambers of Commerce
- 3.6 Provide members with business tips and advice and access to government funding programs

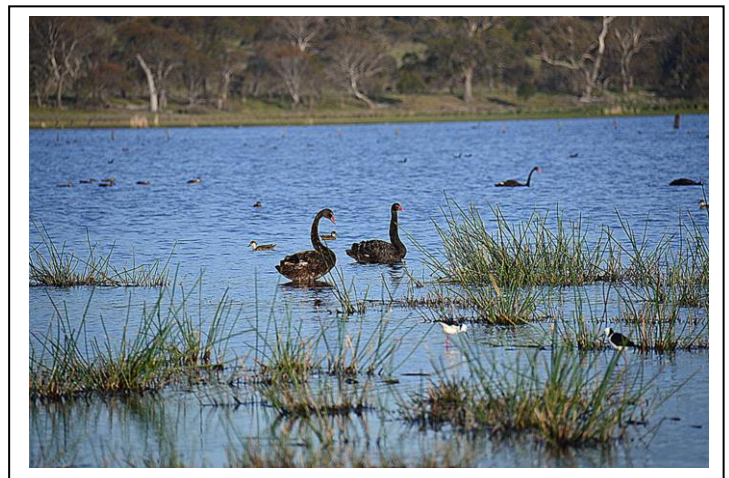


Strategic Theme 4 – Events

Local events provide great opportunities for the Chamber to promote itself and its activities. The Chamber will be active in its participation in local events and functions.

Strategic Goals

- 4.1 Auspice at least 2 major events/ functions in each calendar year
- 4.2 Participate in events organised by other bodies



Strategic Theme 5 – Growth of Guyra and District

The Chamber will work to promote and enhance a vibrant and sustainable local economy by growing and retaining our existing businesses and recruiting new industry to the region.

Strategic Goals

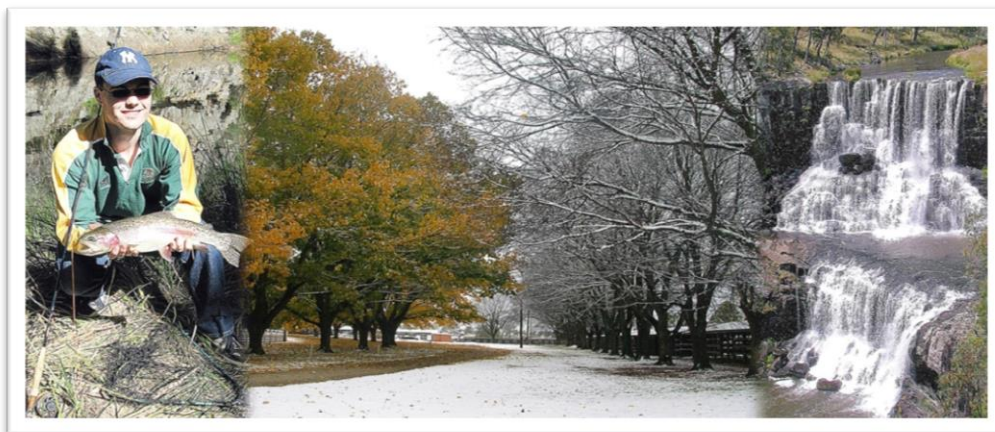
- 5.1 Achieve and maintain 90% occupancy of main street business premises in Guyra
- 5.2 Secure grants to support chamber activities
- 5.3 Establish a “Welcome to Guyra and District” activity for newcomers to the district
- 5.4 Attract new businesses to the district

Strategic Theme 6 – Tourism

Guyra and District provides a diverse range of tourism opportunities for visitors to the region. The Chamber will actively promote the tourism potential of the district through provision of information that is reliable and accessible and by marketing our attributes to visitors and the region.

Strategic Goals

- 6.1 Re-establish and upgrade a Visitor Information Centre in Guyra
- 6.2 Enhance signage to Guyra’s attractions and the business area
- 6.3 Identify new tourism business and attractions opportunities
- 6.4 Support other groups in projects that enhance tourism potential (e.g. Mother of Ducks Lagoon refurbishment and walking trail, Guyra Hotel Angler’s Club 10th dam fishing project, New England Rail Trail Inc. rail trail development)
- 6.5 Gain representation and input into ‘New England High Country’ planning and activities



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