

Strategic Plan

Three year 2020 - 2022

1. GOVERNANCE AND LEADERSHIP For the FY2020, FY2021 and FY 2022 Objectives:	Conducting our Chamber as a Professional Body Tasks/Action
Maintain a modern and relevant constitution	<ul style="list-style-type: none"> Upgrade constitution as necessary
Implement and maintain an effective organisational structure	<ul style="list-style-type: none"> Ensure role clarity for Board Directors and Chamber team members Develop a plan to attract and retain volunteer Develop and implement a volunteer/staff management plan for operational activities
Establish a sustainable business model	<ul style="list-style-type: none"> Set achievable financial targets for each financial year FY2020, FY2021 and FY2022 Develop, monitor and review an annual budget for each financial year Establish a Revenue Committee to explore potential revenue streams, source and apply for appropriate funding Develop a model and take necessary steps to become a self sustaining organisation by 2022 Plan for succession
Operate within a structured framework with robust and transparent processes and systems	<ul style="list-style-type: none"> Schedule regularly Board meetings, the AGM and, as necessary, EGMs Develop and review Board management processes Develop and review Vision, Mission and purpose statements Monitor and review subcommittee structure Develop, manage and review a 3 year Strategic Plan Ongoing review and upgrading of existing policies and procedures Conduct regular surveys to monitor the effectiveness of meeting members' expectations, and respond accordingly
Maintain a professional and well managed office presence on the Tomaree Peninsula	<ul style="list-style-type: none"> Ensure the office is adequately resourced and managed with paid and volunteer staff Implement appropriate training programs for Board, staff and volunteers Ensure adequate office tenancy is in place Ensure adequate storage facilities, including for outside equipment Ensure office equipment is kept up to date and well maintained Monitor and review membership categories and eligibility guidelines
2. CONNECTIONS For the FY2020, FY2021 and FY 2022 Objectives:	Creating opportunities for growth and success Tasks/Action
Provide networking opportunities for businesses	<ul style="list-style-type: none"> Create and conduct member activities and events which foster the formation of strategic business affiliations Create opportunities for businesses to promote themselves within the region Conduct forums and meetings where businesses can gain access to relevant areas of government
Attract and retain members by offering exceptional value	<ul style="list-style-type: none"> Maintain and promote ongoing access to the benefits offered by the NSW Business Chamber Alliance Program to maximise benefits for our members Rotate Business and Member Engagement events throughout local focus group locations Implement a range of networking and member Business Development activities which meet the needs and expectations of members Facilitate an inclusive and relevant membership model Build and maintain a relevant data base of business operators on the Tomaree Peninsula Provide regular, engaging and relevant information to all businesses Support an incubator/accelerator model to assist the growth of startups, emerging and growth businesses Establish and develop precinct groups in key business hubs within the Tomaree Peninsula and appoint Directors to facilitate the groups Develop support mechanism, tools & guidelines for precinct groups
Create a modern and relevant member engagement policy	<ul style="list-style-type: none"> Develop a modern and effective Digital program Create relevant and unique networking opportunities Facilitate positive and enjoyable business connections Provide information about training courses Implement and review new membership value promotions Identify opportunities to promote the Chamber at corporate and community events

<p>3. ADVOCACY For the FY2020, FY2021 and FY 2022</p> <p>Objectives:</p>	<p>Promoting TBC as the united voice of the business community</p> <p>Tasks/Action</p>
<p>Develop an advocacy strategy and management plan</p>	<ul style="list-style-type: none"> • Develop and review guidelines for advocacy, and process for endorsement of issues • Develop, maintain and review relationships with local, state and federal members • Develop, maintain and review positive working relationships with local Council staff • Develop, maintain and review positive relationships with all local media outlet • Develop key messages for use in communications (internal and external)
<p>Build and enhance our reputation as the lead business advocacy body in the region</p>	<ul style="list-style-type: none"> • Maximise media use of public relations and marketing • Promote successes and milestones of the Chamber • Ensure clear and consistent messages in all Chamber activities • Create activities to enhance public and business awareness, including public events
<p>Project a professional, consistent and recognisable look and feel whenever the Chamber brand is on display</p>	<ul style="list-style-type: none"> • Identify opportunities to promote the Chamber at corporate and community events • Maximise the benefits of the available digital platforms and future technologies (including the Chamber's website and social media platforms) to maximise Brand recognition
<p>Project a professional, consistent and recognisable Chamber brand</p>	<ul style="list-style-type: none"> • Recognise and defend the value of the Chamber brand • Contractually ensure the use of the Chamber's name and logo agreements with sponsors and e-Partners • Develop a style guide that includes opportunities for effective use of the Chamber's logo, and ensures brand consistency in all communications • Review all current communication tools to ensure brand consistency, including voice and tone, style and design in preparation for rebranding project
<p>4. EDUCATION AND INSPIRATION For the FY2020, FY2021 and FY 2022</p> <p>Objectives:</p>	<p>Assisting members survive and thrive in business</p> <p>Tasks/Action</p>
<p>Facilitate a strong business education focus</p>	<ul style="list-style-type: none"> • Collaborate with relevant educational organisations, including our member businesses that provide and facilitate educational services • Engage guest presenters to facilitate and enhance the business education opportunities at our regular meetings/forums • Actively pursue and support the development of tertiary educational facilities on the Tomaree Peninsula • Include Business Education components at member forums and meetings, when appropriate • Conduct stand alone activities or events that provide Business Education
<p>Promote business education offered by others</p>	<ul style="list-style-type: none"> • Research opportunities suitable for members at TAFE, RTO, and other training bodies or events, including paid and unpaid training and education • Promote Hunter Business Chamber and NSW Business Chamber's program of business education
<p>Foster inspiration amongst our members</p>	<ul style="list-style-type: none"> • Engage inspirational guest speakers for member forums and meetings • Promote online guest speakers through Facebook and our website, eg TED Talks • Encourage members to submit inspirational stories, articles, videos that they have found inspirational to share with others • Establish a LinkedIn presence to use as a tool for sharing knowledge and inspiration • Showcase the inspirational stories of our members
<p>5. INFORMATION For the FY2020, FY2021 and FY 2022</p> <p>Objectives:</p>	<p>Assisting members to thrive in a changing business Environment</p> <p>Tasks/Action</p>
<p>Create a modern and relevant member communications program to add to member value</p>	<ul style="list-style-type: none"> • Implement, monitor and review an active communication policy and calendar • Define and disseminate key messages and role of the Chamber • Identify and prioritise key stakeholder groups and their concerns • Provide regular updates to both members and non members • Maximise the effective use of modern technology as an integral part of the communications strategy • Customise and deliver messages specific to stakeholders
<p>Share information to members regarding impacts to business in the region eg. Legislative changes, research data, tips and hints</p>	<ul style="list-style-type: none"> • Research business impacts and share with members • Follow (on social media and other sources) experts and other connections and share information with members
<p>Provide regular updates on advocacy projects and other Chamber activities and initiatives</p>	<ul style="list-style-type: none"> • Deliver updates at networking events, through social media, on website and other relevant methods • Invite guest speakers and guest writers when appropriate • Invite Council representative to attend each business breakfast and members forum • Create a calendar of PR activity to demonstrate what TBC is achieving – to reach members and the broader community