

BUSINESS PORT STEPHENS STRATEGIC PLAN 2024 / 2025

OBJECTIVES	GOALS	STRATEGIES	MEASUREMENT	
CONNECTION Membership Sponsorship	Grow membership by 15+% year on year.	<ul style="list-style-type: none"> i. Review membership offerings to ensure relevance to range of member types (i.e. size, location and industry). ii. Develop and implement plan to grow, retain and engage new and existing members throughout all areas of the LGA. iii. Engage Project Officers to the Board to assist with reaching and engaging range of areas across the LGA. 	Satisfactory implementation of strategies and achievement of goals.	
	Increase retention rate of members by 10+% year on year.	<ul style="list-style-type: none"> i. Focus on initiatives and membership value offerings to increase the retention of members. ii. Develop a Checklist / Plan for when new members join BPS to focus on what they should be doing for their first 1 to 3 months upon joining. iii. Develop and implement a “Buddy Program”. Assign a Board Member as a new members buddy. 		
	Introduce key relations / partnerships program and increase sponsorship.	<ul style="list-style-type: none"> i. Develop and implement a key relations / partnerships program. ii. Strategically approach and secure key relations / partnerships for the key relations / partnerships program. iii. Increase opportunities for sponsors of BPS and its events. 		
PROMOTION Marketing Events	Increase attendee numbers at events by 5+% year on year.	<ul style="list-style-type: none"> i. Review structure / content and increase the number and diversification of events to match the needs and demographics of the members and LGA. ii. Develop and communicate via the website, Newsletter and marketing channels an Annual Events Calendar catering for range of member types (i.e. size, location and industry). iii. Share Attendee List to attendees of events to aid in effective networking experience at events. 		
	Increase effectiveness and consistency of marketing initiatives.	<ul style="list-style-type: none"> i. Review and update the Website with up to date and relevant information. ii. Develop and implement annual Marketing Calendar including the content, topics and timing for social media, Newsletters, branding etc. 		
EMPOWERMENT Advocacy Education	Increase advocacy on behalf of matters effecting businesses within the LGA.	<ul style="list-style-type: none"> i. Develop Guidelines on advocacy for BPS. ii. Understand the issues / challenges facing businesses and how we can assist them – via face-to-face meetings, surveys etc. 		
	Increase and formalise the Education offerings to members.	<ul style="list-style-type: none"> i. Develop and implement an Education Program and Annual Education Calendar. ii. Utilise members as part of the Education program. 		
Operationally				
Maintain revenue of BPS in a profitable situation.		<ul style="list-style-type: none"> i. Develop, finalise, approve, implement and monitor Annual Financial Budget. ii. Review membership pricing model of membership and events. 		
Ensure the Constitution remains relevant and reflects the current/future requirements of BPS.		<ul style="list-style-type: none"> i. Review and update the Constitution to ensure that it reflects and supports the current and future requirements of BPS and its members. 		
Strategically review structure and skills available for future succession on the Board.		<ul style="list-style-type: none"> i. Undertake a Gap analysis to identify structure, skills and needs for future Board Member/s. ii. Future potential Board members to be approached strategically by the Board. 		
Strategically review alliances on an ongoing basis with alliances to ensure the best interest and outcome for BPS.		<ul style="list-style-type: none"> i. Review “Civic Pride” fit and structure with BPS. 		