



# Tomaree Business Chamber

Goals and Objectives for the next three[3] years from 2018-2019	Tasks/Action
<b>1. Culture of good Governance</b>	
Maintain a Professional and well managed office presence on the Tomaree Peninsula	<ul style="list-style-type: none"> <li>● Ensure the office is adequately resourced and managed with paid and volunteer staff</li> <li>● Implement appropriate training programs for Board ,staff and volunteers</li> <li>● Ensure adequate office tenancy is in place</li> <li>● Ensure we have adequate storage facilities including outside equipment</li> <li>● Ensure office equipment is updated and well maintained</li> <li>● Address membership categories and review eligibility guidelines</li> </ul>
Maintain a modern and relevant Constitution	<ul style="list-style-type: none"> <li>● Upgrade constitution as necessary</li> </ul>
Implement and maintain an effective Organisational structure	<ul style="list-style-type: none"> <li>● Ongoing review and upgrading of existing policies and procedures Ratify Goals and objectives</li> <li>● Define organisational values and key messages of organisation</li> <li>● Develop and implement a staff management Plan for operational activities</li> </ul>
Effective Board Setup and management	<ul style="list-style-type: none"> <li>● Clearly identify roles of the Chamber</li> <li>● Annually schedule Board meetings and the AGM and EGM'S as necessary</li> <li>● Develop Board management process</li> <li>● Develop vision and mission statements</li> <li>● Review subcommittee structure</li> <li>● Develop and manage a 3 year Strategic Plan</li> </ul>
Establish a Sustainable Business Model	<ul style="list-style-type: none"> <li>● Set achievable financial targets for each financial year for the next three [3] years; 2018-2019</li> <li>● Develop an annual budget and management process</li> <li>● Source and apply for appropriate sources of sustainable funding</li> <li>● Ongoing review of the membership model</li> </ul>
<b>2. Engaging Tomaree Peninsula Businesses and Members</b>	



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Facilitate a strong business education focus	<ul style="list-style-type: none"> <li>• Within the governance structure allow for the setup of local focus groups within key business hubs in Tomaree Peninsula which work directly with Chamber management . Identify key people to facilitate these groups</li> <li>• Develop a standardised educational model to support local businesses</li> <li>• Work with educational organisations including our member businesses who provide and facilitate educational services Use guest presenters to facilitate and enhance the business education opportunities . Support the development of tertiary educational facilities on the Tomaree Peninsula</li> <li>• Maintain ongoing survey work to ensure we are meeting member expectations and respond accordingly</li> </ul>	✓
Building Positive Relationships	<ul style="list-style-type: none"> <li>• Develop support mechanism for local support and focus groups</li> <li>• Rotate Business and Member Engagement events throughout Local Focus Groups Ensure we have a range of networking and Business Development activities which meet the needs and expectations of the Chamber members</li> <li>• Facilitate a inclusive membership model , Build a strong and extensive data base of business operators on the Tomaree Peninsula</li> <li>• Provide constant, engaging and relative and useful information to all businesses</li> <li>• Support an incubator/accelerator model to assist the growth of startups ,emerging and growth businesses</li> <li>• Ongoing access to the benefits that are offered by the NSW Business Chamber Alliance Program to maximise benefits for our members</li> <li>• Ensure we have active an membership retention policy</li> <li>• Ensure we have an active membership growth policy</li> <li>• Provide mechanism for all business to access Chamber Support</li> </ul>	✓
To create a modern and relevant Business Engagement Policy	<ul style="list-style-type: none"> <li>• Develop a modern and strong Digital program</li> <li>• Create unique networking opportunities</li> <li>• Facilitate (fun) business connections</li> </ul>	✓



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	<ul style="list-style-type: none"> <li>● Provide training courses, for all businesses</li> <li>● Review and implement new membership value proposition</li> <li>● Identify opportunities to promote the Chamber at corporate and community events</li> </ul>	
<b>3. Stakeholder Engagement</b>		
Develop a Stakeholder Engagement Strategy and Communications Plan	<ul style="list-style-type: none"> <li>● Define key messages and roles of our organisation</li> <li>● Identify and prioritise key stakeholder groups</li> <li>● Ensure we have an active communication policy</li> <li>● Ensure we have a regular newsletter to both members and non members</li> <li>● Ensure we maximise the use of modern technology with our communications</li> <li>● Customise and deliver message specific to the stakeholder</li> </ul>	✓
<b>4. Advocacy</b>		
Develop an Advocacy strategy and Management program	<ul style="list-style-type: none"> <li>● Develop guidelines for advocacy</li> <li>● Develop relationships with local, state and federal members</li> <li>● Develop working relationships with Local council staff</li> <li>● Develop relationship with all local media outlets</li> </ul>	✓
<b>5. Marketing, branding and events</b>		
Project a professional, consistent and recognisable look and feel whenever the Chamber brand is on display	<ul style="list-style-type: none"> <li>● Identify opportunities to promote the Chamber at corporate and community events Maximise the benefits of the available digital platforms and future technologies Maximise Brand recognition</li> <li>● Investigate Smart Cities Technology for our local Town Centres</li> <li>● Maximise use of our website, Facebook and our other digital presence</li> </ul>	✓
Project clear and consistent messages in all Chamber activities	<ul style="list-style-type: none"> <li>● Maximise media use with both PR and marketing</li> <li>● Promote successes and milestones of the Chamber</li> <li>● Do not underestimate the value of the Chamber brand</li> </ul>	✓



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Strengthen the Chamber's brand and use it for the benefit of its members and the Tomaree Peninsula	<ul style="list-style-type: none"><li>• Develop a style guide that includes how the logo can be used</li><li>• Create activities to enhance public and business awareness including public events</li><li>• Ensure the use of the Chamber logo is specified in the contract with sponsors and partners</li></ul>	✓
To create a positive brand image within the Tomaree Peninsula business network and the wider community of the area	<ul style="list-style-type: none"><li>• Develop key messages for use in all communication (internal and external)</li><li>• Promote successes and milestones of the Chamber</li></ul>	✓