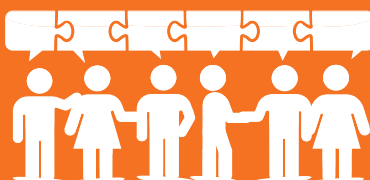


GCCI *is your voice*
Gladstone Chamber of Commerce & Industry Inc.



Strategic Direction

2015 - 2018





To effectively meet the needs of our members and the broader business community and deliver services and support that are valued, the Gladstone Chamber of Commerce and Industry Inc. (GCCI) have developed a number of strategies to guide decision making over the next three years.



GCCI Role

As the 'go to' body for small and medium businesses, GCCI's role is to:

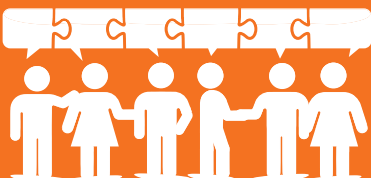
- Represent and advocate for small and medium businesses
- Foster economic cooperation
- Present a united voice
- Provide opportunities for businesses to connect
- Provide and source relevant education and information
- Share business experiences
- Stay up to date with IT opportunities (leading by example)



GCCI Values

GCCI and its members share the values of:

- Demonstrating **sound ethics** being transparent, honouring our commitments and adhering to high ethical standards
- Having **mutual respect** where diversity in all its forms is viewed as adding value and strengthening our organisation and community
- Providing **leadership** by being visionary and future orientated in our thinking and decision-making
- Aiming for **excellence** in delivering services and products that will exceed our member's expectations
- **Communicating** regularly with members and key stakeholders,





Vision

LEADING LOCAL BUSINESS
LEADING LOCAL BUSINESS
LEADING LOCAL BUSINESS

Commitment

The Gladstone Chamber of Commerce and Industry Inc. has a commitment to members and the community to build business and economic prosperity demonstrating high confidence and positivity for the future.

Priorities

The Gladstone Chamber of Commerce and Industry Inc. will meet this commitment through:

- Continuing to build the profile and creditability of GCCI as a peak body and the 'voice' for small and medium business
- Creating collaboration between representative bodies
- Sourcing industry support for small and medium business
- Developing and identifying resources to support businesses
- Providing and advocating for appropriate training and education
- Initiating programs identified to enhance and support business in the Gladstone Region

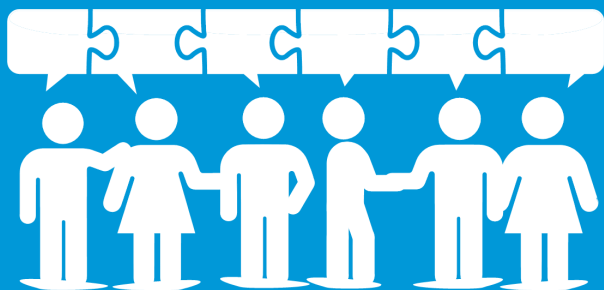


Programs and Services

To support local business through these rapidly changing times, the following programs have been identified and form the framework for GCCI over the next three years:

PROGRAM	OUTCOMES	Strengthening Strategies
 GCCI Network Meetings and Events	<ol style="list-style-type: none"> 1. Create business to business partnerships 2. Determine a focused response to key issues 3. Provide a one on one support network 	<ul style="list-style-type: none"> Streamline registration process Interactivities at each function Encourage members to promote Conduct relevant events Management Committee to interact with new members
	<ol style="list-style-type: none"> 4. Business improvement 5. Consumer confidence 6. Boost local economy 7. Investment in local business 8. Local pride in the local community 	<ul style="list-style-type: none"> Increase public awareness Assist organisations to develop BUY LOCAL policies Business to business supply (buying from other local businesses) (member to member discount cards) Offer members BUY LOCAL advertising at reduce costs Support BUY LOCAL awards Members using the BUY LOCAL branding Highlighting the responsibility of locals to their local community
 BEST PRACTICE CASE STUDIES	<ol style="list-style-type: none"> 9. Supporting resources for businesses 10. Highlighting of the achievements of successful small businesses 11. SME education 	<ul style="list-style-type: none"> Case studies in areas of diversification, BUY LOCAL, customer service and collaboration Identify case study candidates Promote case studies to members and new businesses Share results with other relevant organisations
 Boom or Bust GLADSTONE REGION BUSINESS STUDY	<ol style="list-style-type: none"> 12. Collection and provision of current statistical business data 13. Resource/planning tool for businesses 14. Longitudinal collection of local business information 	<ul style="list-style-type: none"> Source funding for research Establish target market for sale of data Conduct survey Collate and present research Conduct cross analysis of 2014 to 2016 data
Boom or Bust SURVIVAL KIT Successfully riding the waves	<ol style="list-style-type: none"> 15. Providing resources to overcome the boom and bust cycle 	<ul style="list-style-type: none"> Develop Resource Promote resource online Initiate public discussions around kit
 BUY LOCAL. GCCI Road Show	<ol style="list-style-type: none"> 16. Brand awareness 17. Understanding local consumer habits and satisfaction 18. Business promotion 19. Understanding of local business needs 	<ul style="list-style-type: none"> Shopping centre promotions Opportunity for members to be involved Build profile for Chamber and Buy Local campaign Distribute promotional material Collect surveys
 WEEKEND TRADING	<ol style="list-style-type: none"> 20. Creating increased commercial opportunities 21. Increased awareness of local produce 	<ul style="list-style-type: none"> Generating business activity in the City Centre Come and have a beer with.....on Sundays Develop Look What I'm Doing on Sundays..social media
Training & Education 	<ol style="list-style-type: none"> 22. Better informed and aware business owners 23. Improved business practices 	<ul style="list-style-type: none"> Referral to existing training and education Topics to include: Customer Service, Handling Difficult People, Building Business Relationships and Communication in Business Conduct course online – deliver one on one
 One on one Business	<ol style="list-style-type: none"> 24. Business owners not feeling isolated 25. Improve local business 	<ul style="list-style-type: none"> Support for businesses in marketing Advice and support for business branding Mystery shopper First Impression Assessments Develop a mentoring program
 World's Biggest Networking Event	<ol style="list-style-type: none"> 26. Collaboration with peak bodies 27. Linking and support of businesses across sectors 	<ul style="list-style-type: none"> Liaise with GEA and GAPDL Conduct event in 2015

Operational Network



The Power to shape our own future

To deliver the programs and services GCCI Management Committee will govern the organisation with commitment and passion to be a fundamental asset to small and medium businesses.

Key Focus Areas

MEMBERSHIP

- Increase membership
- Refine membership benefits
- Undertake marketing and media promotions
- Retain existing members

ORGANISATIONAL SUSTAINABILITY

- Increase income streams
- Develop sponsorship prospectus
- Undertake financial planning
- Source funding

COMMUNICATION

- Social media focus
- Newsletters
- Website updates

COLLABORATION

- Develop partnerships with relevant organisation
- Participant in appropriate events to support other organisations
- Identify opportunities for collaborations in projects and activities

GOVERNANCE

- Refine, update and improve implementation of policies including the Constitution
- Manage existing contracts and evaluate outcomes
- Manage effective and efficient meetings
- Sustainability of the organisation

