



Strategic Projects



ABOUT BUY LOCAL

The Buy Local Campaign aims to stimulate the small and medium business economy in the Gladstone Region. The campaign will not only bring benefits to the small and medium businesses in the way of increased patronage, but also to consumers by improving experiences of shopping locally. Ultimately, if more people shop in the Gladstone Region, we will see more confidence in the commercial sector which will encourage more businesses to expand in the Region.

When you buy local not only do you support local businesses, but you are also supporting yourself and your community.

1. Increased buying keeps prices down
2. Job security and customer feedback to businesses improves customer service
3. Diversity will occur happen if we increase the demand
4. Local businesses are the highest employers of part time and casual employees
5. Keeping our business community unique is an integral part of the character of the Gladstone Region
6. Local businesses provide first time jobs and work experience for our youth
7. Small-medium businesses support our community groups and sporting clubs
8. Local business is the largest employer nationally and will support employment when industry construction is complete
9. Local businesses are owned by people who live in the community and invest in the community's future
10. Encouraging local prosperity keeps the money earned in Gladstone stay in Gladstone



ABOUT IMPACT Roadshow

GCCI's 'IMPACT Roadshow' aims to make contact with the public and get their opinions on businesses in the region and the level of customer service that is displayed.

During IMPACT Roadshow, GCCI set out to cover as much of the region as possible visiting locations in Gladstone, Tannum Sands, Calliope and

Miriam Vale. Responses to survey questions were collected on the roadshow that provide GCCI with feedback on businesses' customer service that will be used as the basis of conducting customer service training.

If you are interested in the results of these surveys or would like your business to be involved, please contact the Chamber on 4978 7800 or email projects@gcci.com.au



ABOUT 'BOOM, BUST or RESET?'

The Gladstone Chamber of Commerce and Industry Inc. (GCCI) proudly launched the 'Boom, Bust or Reset?' Gladstone Region Business Study 2016. GCCI would like to acknowledge Australian Pacific LNG for their generous support in producing this invaluable study.

The study was also supported by local consulting company Amarna Pty Ltd, as well as GEA, GAPDL, The Gladstone Observer and the Queensland Government Department of State Development, Infrastructure and Planning who assisted with the distribution and awareness of 'Boom, Bust or Reset?'.

The 2016 'Boom, Bust or Reset?' study saw 253 local businesses contribute to the study, making it the biggest business study undertaken in the Gladstone Region.

This study is a follow up report to the 'Boom or Bust' study undertaken by GCCI in 2014 and aims to gain a clear picture of how businesses are coping as the industrial construction slows down. GCCI has compared the results from the 2014 'Boom or Bust' study to determine if businesses are still facing the same issues, or if improvements have been made.

The Study revealed that 46% of businesses' gross financial income last year was 'LESS' than the year before, while 24% indicated it was 'MORE'. In terms of their financial position, 43% of businesses indicated the outlook was 'WORSE', while 18% said the outlook was 'BETTER'.

'Boom, Bust or Reset?' identified the three biggest issues that businesses are facing are decreases in work, high costs and staff issues.

The 'Boom, Bust or Reset?' study includes far more in-depth insight into how businesses are dealing with the economic downturn, what their issues are and what their outlook is for the future.

In presenting the report, President of GCCI, Rick Hansen noted "Small and medium businesses have the added responsibility of ensuring the stability of our local economy following the current downturn in industrial construction. This has pressured small and medium businesses to rethink their business plans and adapt to the ever-changing business climate.

The 'Boom, Bust or Reset?' survey has revealed that a majority of businesses are positive about their future and have begun to implement strategies to ensure their longevity. However, some businesses still spoke out about the uncertainty of their futures."

Through reviewing this data and comparing it to the 2014 'Boom or Bust' data, the GCCI Committee have identified strategies to support small businesses. These strategies include:

1. Build confidence in business owners by providing advice to overcome identified key issues
2. Provide support and resources on 'Beating High Costs'
3. Conduct a Business Expo that supports new ideas and start-up businesses
4. Establish a Business Advisory Panel to assist with support and information to businesses
5. Continue to support local incubators to analyse gaps in provision of small businesses in the region
6. Conduct workshops with relevant industry sectors to analyse the data from both the 'Boom, Bust or Reset?' and 'Boom or Bust' surveys and provide cross analysis of the data where requested for a service fee
7. Build consumer confidence in local businesses (to buy local)
8. To build the resilience of businesses to be able to cope with mental health issues





ABOUT GCCI Monthly Network Meetings

The Gladstone Chamber of Commerce and Industry's monthly network meetings provide a great opportunity for businessmen and women in Gladstone to mingle and discuss the tribulations and triumphs of businesses around town.

It offers a platform for new partnerships and ideas to be formed, which in turn could have a huge impact on the success of your businesses. Forming relationships with other businesses in town encourages the promotion of one another – a free marketing tool.

Network meetings are interactive and interesting with attendees sharing icebreakers and providing topical discussions. Students from EQIP Business and Information Technology program also regularly attend and interact with Gladstone businesses.

Small business owners and managers often work alone on their businesses so the networking promotes personal interaction, which is ultimately beneficial to their personal wellbeing and positive attitude.

View our GCCI Calendar to see our next meeting date.



CUSTOMER SERVICE

"It's your business"

ABOUT 'BOOM, BUST or RESET?'

The Chamber is also focussing on business first impressions and customer service. These are two areas that consumers pay attention to when deciding where to spend.

The business first impressions assessment is from the perspective of the potential client and includes an assessment on what the consumer sees when visiting the businesses website, the experience when a business is phoned, how the consumer is generally treated on initial contact and what the business premise looks like for an outsider (sometimes we see the same things over and over and become oblivious to how things really are).

GCCI also offers Customer Service Training opportunities for member businesses. In a consumer driven market, get some insights on how to deliver top notch customer service to assist local businesses to succeed.

GCCI are excited to help bring new energy to local business, alongside the shared excitement of new services and businesses. It is new energy like this that breathes life back into a business community.

All businesses in the Gladstone Region are welcome to contact the Chamber to talk about the new services and get a feel for how the Chamber can help you build business in a changing economy. Call the Gladstone Chamber of Commerce & Industry now on (07) 4978 7800.

