

Mackay Chamber of Commerce

2011 – Building stronger business!

Strategic Objective 1 - Relevance

Communicate the relevance and increase the profile of the Mackay Chamber of Commerce through;

- Increased media exposure and utilization of social media;
- Improved communication and consultation with members;
- Establish a physical presence/office with increased human resource presence;
- Take the time and develop systems to understand member’s needs;
- Maintain strong links and identify synergies with other likeminded organisations;
- Establish Calendar of Chamber events with a focus on productive member events

Strategic Objective 2 - Resourcing

Establish adequate resources to provide an increased level of service to members and support to the Chair and Management Committee.

- Appoint a Business Development Specialist to liaise with members and promote the Mackay Chamber of Commerce.
- Grow membership to present a significant and united voice on business issues in the region.
- Explore, collate and utilise the intellectual property of members and stakeholders to leverage opportunities for members.

Strategic Objective 3 - Sustainability

- Establish and document Governance guidelines;
- Instigate leadership succession planning;
- Investigate and develop alternative income streams;
- Establish a more effective committee structure;
- Prepare a staff succession plan;
- Develop a Business Plan

Strategic Action Plan

- i. Appoint a part time Business Development Specialist.
- ii. Identify and secure a physical office.
- iii. Establish three Sub-committees to assist the Chairman:
 - a. Communication/Relevance Sub-committee
 - b. Resourcing Sub-committee
 - c. Sustainability Sub-committee

N.B. The Chairman will sit on all Sub-committees at their discretion.

Strategic Actions

- i. **To appoint a part time Business Development Specialist:**
 - a. Develop a Role Description
 - b. Establish Key Performance Indicators (KPI's)
 - c. Advertise Position
- ii. **Establish three Sub-committees to assist the Chairman (Kylie Porter).**

Communication/Relevance Sub-committee

Charter

- Increase radio/print/TV media releases relevant to the Mackay business community.
- Social Media and website
- Events – regular business bubble, lunches and current needs of special issues.

Resourcing Sub-committee

Charter

- Managing and increasing membership;
- Developing alternative revenue streams;
- Increasing and improving media exposure and profile;
- Building stronger relationships with Local, State and Federal Government bodies

Sustainability Sub-committee

Charter

- Implementing Corporate Governance
- Board Charter
- Sub-committee structure
- Performance Management
- Succession – Young Professionals
- Build relationships with other Chambers
 - Enterprise Townsville
 - Cairns/Townsville
- Business Development – developing relationships with other organisations