

Vision: The Moruya Business Chamber aims to create a vibrant Moruya - a great place to live, work and do business; and to maximise opportunity for economic and employment growth that is appropriate to our cultural and natural environment.

AIM 1: Promote the business and community interests of the Moruya district					
Initiatives <i>what will be done to achieve the Aim?</i>	Priority and (score)	Timeframe <i>when will it be done?</i>	Actions <i>How will this be done? Resources, funds, assets and means</i>	Responsibility <i>Who will be involved?</i>	Measures <i>Why were we successful?</i>
1.1 Design and implement a buy local initiative	1 (21)		Establish a 'Buy Local' working group to define the purpose of the initiative, undertake market research and explore short and medium term ideas, options and costings Work on boosting local procurement of goods and services	Tracey Dance Katie Painter Adam Rehardt Mark Berry	Changeover time in levels of Member and Customer satisfaction
1.2 Identify opportunities to improve shade, signage and amenities in the town centre	5 (4)		Pursue funding for infrastructure proposals such as town clock, public art and welcome signage		Change in member and non-member satisfaction with town amenities
1.3 Improve access in and around the Moruya district	2 (13)		Retain and promote free parking in the CBD Support the upgrading of Moruya Airport Contribute towards the completion of the South Head Shared Pathway and contribute to the planning of new shared pathway projects Design and produce a local business guide Work with businesses and property owners to improve physical access	Mark Rote Dana Rote Tim Dalrymple	Change in the number of completed access projects over time

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1.4 Host a business awards program	3 (12)		Working in collaboration with community and civic groups to plan and deliver the program Seek corporate sponsorship	Tracey Dance Michael Hackett Carmen McIntosh	Business Awards Program planned, resourced and delivered by August 2015
1.5 Promote year round business opportunities	4 (8)		Identify business peaks and troughs by industry type Businesses working together in cross promotions Develop a calendar of local events	Rodney Bradley Adam Rehardt Mark Berry Rhonnie South	Change in trading figures measured over time

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AIM 2: Support businesses in the Moruya district					
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2.1 Encourage a culture of business to business support	1 (23)		Initiate a business ambassadors program to improve cross promotion between businesses. Develop a leadership program where business mentors help other business owners and Chamber members	Janice Sagar Deb Curtis Rodney Bradley Fiona Herbert Rhonnie South	Business Ambassadors and Leadership Programs created. Effective activities lead to a change in member satisfaction and skills acquisition over time
2.2 Provide practical business information and advice	2 (7)		Identify members with relevant skills or information to share Conduct themed meetings addressing local business needs and issues Facilitate educational opportunities Develop and manage a resource library Work with Council to plan and deliver professional development	Sarah Cooper Andrew Greenway Rhonnie South	Change in member satisfaction with the way Chamber meetings are run. Educational activities are researched, planned, resourced and delivered in a coordinated way using local providers where appropriate

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AIM 3: Engage with all levels of government and opposition					
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3.1 Build a positive working relationship with Council	1 (11)		Create and support a dedicated liaison role within the Chamber Contribute to local and regional relevant plans, strategies and networks (advisory boards)	Steve Picton Andrew Greenway Tubby Harrison Cath Reilly Stephen Matthews	A positive relationship exists between council and business community Council reps participate in Chamber initiatives Effective engagement results in change in level of member satisfaction over time
3.2 Initiate communication and involvement by politicians to respond to local business issues and opportunities	2 (5)		Agree on an annual timetable for regular dialogue with politicians	Steve Picton Jude Manahan Stephen Matthews	Regular dialogue with politicians results in meaningful actions that relate to the strategic plan

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AIM 4: Collaborate with other business and community groups					
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4.1 Establish regular meetings with surrounding Chambers and other groups to work on agreed regional initiatives	1 (11)		Agree on an annual timetable for regular dialogue with neighbouring Chambers and local civic groups Collaborate on a list of regional initiatives and an action plan	Steve Picton	Regular dialogue between identified groups results in meaningful actions that relate to the strategic plan
4.2 Improve the identification and promotion of local and regional events and markets	2 (8)		Create and support a dedicated liaison role to keep the business community and Council informed about upcoming events Support a sustainable local funding model Support Euro Coast Triathlons	Andrew Greenway Carmen McIntosh Rodney Bradley	Satisfactory coordination and resourcing of regional events is fulfilled

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AIM 5: Ensure the chamber is strong, active and growing					
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5.1 Encourage the membership and involvement of a broad cross section of the local business community	1 (12)		Develop and implement a Marketing and Communication Strategy Find out what is relevant to businesses including incentives Develop a program to welcome and support new businesses Facilitate professional development opportunities	Deb Curtis Rodney Bradley Mark Berry Emily Hackett	Change in member numbers and satisfaction
5.2 Promote the relevance and credibility of the Chamber	2 (7)		Develop a code of conduct for the Chamber Adopt procedures for mediation between members or between members and others Contribute to relevant local plans and strategies	Steve Picton Jude Manahan Lee Gleeson	Change in the level of trust expressed by members and non-members

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5.3 Obtain resources to enhance the Chamber's ability to deliver its plan	2 (7)		Identify members with grant writing expertise Prepare for and seek funds for identified projects, training and infrastructure Support a sustainable local funding model	Steve Picton Mark Berry	Change in level of funding acquired over time