



Commerce Ballarat

Your partner in business

Strategic Plan 2017 – 2020



1: Relationships and Partnerships

Recognise this as the foundation of our core business

- Maintain and sustain key relationships and partnerships
- Identify and develop new partnerships
- Be aware of what other organisations are doing (combine / learn / collaborate / with and from them)
- Develop and maintain relationships between Board members; and between Board members and Commerce Ballarat team
- Increase formal recognition for partners

2: Leadership and Advocacy

Provide guidance and a voice for business

- Be informed on relevant business issues
- Represent business community on relevant issues
- Proactive in issuing media releases to public
- Promote / support professional development

3: Membership and Sponsorship

Maintain and grow membership and sponsorship base

- Leverage relationships
- Create value proposition and promote member benefits
- Create sales pipeline and sell opportunities
- Quantify targets for sponsorship and members
- Explore incentive options
- Explore retention strategies to protect our base
- Create culture of “must belong”
- Target all industry sectors

4: Opportunities and emerging issues

Identify emerging trends and issues to remain the relevant resource for the business community

- Scan multiple data and stakeholder sources to identify trends
- Timely and proactive communication and distribution of information to Board and staff
- Organisation has a culture that embraces change

5: Business Development Opportunities

Deliver relevant education and networking

- Review and evaluate current business development opportunities, education and networking programs
- Gather data on market and membership to identify opportunities and needs
- Explore new opportunities for business development
- Budgeting and scoping
- Increase member engagement

6: Governance

Manage our Organisation

- Assess viability of a voluntary professional chair person
- Continue professional development of staff and Board members
- Develop, retain and recruit at Board level
- Monitor and assess appropriate support for CEO and team and continue to develop capacity within team to support retention strategy
- OHS and Compliance monthly agenda item Continual policy review

7: Financial Sustainability

Utilise sound practices and approaches to achieve financial independence

- Ensure viability and success for each event undertaken
- Explore new funding opportunities
- Review membership fees annually
- Maintain monthly financial reporting and analysis
- Ongoing budget process
- Continue to maintain financial reserves

VISION

To be the number one relevant resource for business.

MISSION

To provide strong, reliable leadership and advocacy on matters relevant to business in greater Ballarat.

PURPOSE OF COMMERCE BALLARAT

Bettering business in greater Ballarat by:

- Promoting business activities
- Providing leadership and advocacy
- Liaising with all levels of Government to advance business
- Facilitating knowledge and skills development for business