



VISION

To be the number one relevant resource for business.

MISSION

To provide strong, trusted leadership on matters relevant to business in greater Ballarat.

PURPOSE

Bettering business in greater Ballarat by:

- Creating and driving business activity
- Providing leadership and advocacy
- Collaborating with key stakeholders to advance business
- Facilitating knowledge and skills development for business

1. RELATIONSHIPS & PARTNERSHIPS

This is the foundation of our core business:

- Maintain and sustain key relationships and partnerships
- Identify and develop new partnerships including external to Ballarat
- Understanding our place in the evolving business community and being able to proactively collaborate
- Develop and maintain supportive relationships between Board members and the team

2. LEADERSHIP & ADVOCACY

Provide guidance and a voice for business.

- Remain at the forefront of relevant business issues
- Advocate for our business community on relevant issues
- Be proactive in issuing communications

3. MEMBERSHIP AND SPONSORSHIP

Maintain and grow membership and sponsorship base.

- Target all industry sectors
- Create culture of Must Belong
- Quantify targets for sponsorship and members
- Leverage relationships
- Create value proposition and promote member benefits
- Create sales pipeline and sell opportunities

4. MARKETING

Continue a member centric marketing strategy.

- Capture and assess our marketing strategy
- Ensure members are the focus of marketing and promotional activity
- Product development to drive business activity

5. OPPORTUNITIES AND EMERGING ISSUES

Identify emerging trends and issues to remain the relevant resource to our members.

- Research data and stakeholder sources to identify trends
- Timely and proactive communication and distribution of information to key stakeholders including the Board and team
- Continue to foster a culture that embraces change

6. DEVELOPMENT OPPORTUNITIES FOR BUSINESS

Current and future events, education and networking.

- Review and evaluate current development opportunities, education and networking programs
- Continue to explore new opportunities for business development
- Explore new methods for delivery of programs
- Understand members needs to increase member engagement in development opportunities

7. GOVERNANCE

Organisational management.

- Adhere to the Board Handbook and Code of Conduct
- Continue professional development of staff and Board members
- Ensure diversity of skills and sectors for Board members
- Monitor and assess appropriate support for CEO and team and continue to develop capacity within team to support retention strategy
- Assess and review risk ad performance and Board effectiveness

8. FINANCIAL SUSTAINABILITY

Utilising 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
- Maintain a budget process
- Continue to build financial reserves
- Continue to explore diversification of revenue streams