



This Strategic Plan has been the result of extensive consultation and research undertaken over the last three months. The plan signifies a re-set of the direction of the Chamber over the next five years, as guided by our members, key stakeholders and Executive Committee.

The strategic plan is separated into three pillars, being Advocacy, Connectivity and Organisational Sustainability. The pillars of Advocacy and Connectivity represent the core purpose of the Chamber; being to work with all participants within government and business on behalf of our members and connect our members with each other and also with skills, resources and opportunities that will assist their business. Organisational Sustainability is an important pillar to ensure that the Chamber is operating in a responsible and sustainable manner.

The Chamber has taken a regional approach in our strategic thinking. This is in recognition of feedback from members and stakeholders of the importance of regional collaboration, the direction of the Lower Great Southern Economic Alliance between local Governments and the awareness that our activities are interlinked with others throughout the broader Lower Great Southern community.

The strategic goals and initiatives are purposefully broad. They represent the 'what', that is, the key strategic areas that the Chamber will be focussing on over the next five years. The 'how', or operational initiatives will form the day to day activities of the CEO and Chamber staff in achieving these strategies. The Executive Committee's role will be to measure progress towards the Chamber's strategy and provide expertise and guidance as required.

**VISION** Businesses thriving within a vibrant and diverse economy in Albany and the Lower Great Southern.

**MISSION** To advocate for the business community and provide connections to people, information, knowledge and resources.



## ADVOCACY

- Leadership
- Spokesperson
- Knowledge
- Opportunity creation and connection

EXTERNAL FOCUS



## CONNECTIVITY

- Capacity Building
  - Knowledge, Skills, Culture
- Access to Resources
  - Including facilitating access to existing incentives
  - Networking, mentorship



## ORGANISATIONAL SUSTAINABILITY

- Governance
- Financial
- Employer of Choice

INTERNAL FOCUS



76 Collie Street, Albany WA 6330



(08) 9845 7888



admin@albanycci.com.au



www.albanycci.com.au

## ADVOCACY



### GOALS

Positively influence policy, planning and investment for the benefit of local business.

Leverage relationships with all tiers of Government.

Leverage relationships with industry sectors for the benefit of the local business ecosystem.

### INITIATIVES

Establish and communicate positions on key regional issues impacting business.

Collect and report data that informs decision making at a business and regional level.

Develop and execute a collaborative engagement model.

Maintain information flows to and from local representatives.

Work with partners to advocate for solution sets for identified gaps.

## CONNECTIVITY



### GOALS

Build new connections that nurture a sustainable, entrepreneurial and innovative culture.

Foster the flow of up-to-date, accurate information that will enhance decision making and facilitate new business opportunities.

Continue to build the strong local business community through strong partnerships and co-operation.

### INITIATIVES

Support the innovation ecosystem. Build entrepreneurial culture.

Showcase local business stories within ACCI membership.

Build understanding within the region of changing business models and local supporting supply chains.

Communicate business opportunities.

Facilitate and build skills and information flows.

## ORGANISATIONAL SUSTAINABILITY



### GOALS

Sustain the Chamber's financial stability through best practice governance, innovation in service delivery, and the growth and diversification of revenue.

Be an employer of choice in the region.

Promote the value of the Chamber and its 'product'.

### INITIATIVES

Ensure all governance processes are maintained as relevant and up to date.

Execute an engagement strategy to sustain, diversify and grow membership, sponsorship and productive partnerships.

Deliver a digital platform with and for our business community and local ecosystem.

Leverage other investment/grants/partnerships for project resourcing.

Maintain core operating costs at a level sustained by value added membership benefits.

Implement a high performance culture that respects the values of the ACCI.

Provide professional development opportunities for both staff and committee members.

## POLICY

Contributes to local policy agenda.

## FINANCE

Connected, informed investor networks within and outside the region.

## MARKETS

Clusters of early adopters supported with information flows. Involvement of large business in supporting the ecosystem.

## CULTURE

Collaboration between regional partners and businesses. Interactive business community working together. Leaders in evaluating and benchmarking the local ecosystem.

## Human Capital

Connectivity to training, mentoring, specialist communities and education.

## SUPPORTS

Alliances between business, educators and public sector. Coordinate and distribute resources through the ecosystem. Support innovation & co-working spaces.

