

Wollombi Valley Chamber of Commerce

3-Year Strategic Plan (and Annual Action Plans)

Background:

- This Strategic Plan is designed to shift Wollombi Valley, the Chamber of Commerce, and its members towards agreed goals by 2018/19.
- The Plan is for a period of 3 years as that is considered a reasonable foreseeable period. Beyond 3 years, changes in the local and regional environment are difficult to predict.
- The activities identified to be undertaken each year have been allocated on the basis of a balanced amount of work for the Chamber Executive, and being flow-on activities from the previous year. Arrows along side each activity indicate which of these activities are ongoing, which will add further ongoing work to each ensuing year.
- The Annual Member Satisfaction Survey will be undertaken at the end of each calendar year and this 3-Year Strategic Plan will be updated each year based on the feedback gained from those surveys.
- Activities allocated to the first year (15/16) year are foundational activities, and also include activities already being undertaken by the Chamber.
- The Strategic Plan is fluid and is a 'living' document designed to be reviewed, changed, and updated based on shifting needs, periodic demands, and ongoing opportunities.

Key to Understanding the Plan:

- From the Member Satisfaction Survey (2016) two types of focus were compiled. Both of these types of focus appear in the Strategic Plan as either a grey box (which is a 'topic') or a colour (which is a 'theme').
- The grey boxes appear along the top of the Strategic Plan (x axis). Based on the outcomes of the Survey, these are important areas which the membership view as fundamental responsibilities of the Chamber.
- The coloured boxes are 'themes' which are recurrent items that the membership want improved. These are spread throughout the Strategic Plan. These themes (and their associated colours) are:

Colour:	Theme:	Explanation:
• Green:	(Communication)	Activities designed to facilitate and improve communication with, and between, members of the Chamber.
• Yellow:	(Assistance and Support)	Activities designed to specific assist businesses.
• Blue:	(Tourism Activities)	Activities designed to improve tourism offerings.
• Pink:	(Increase Funding)	Activities designed to increase funding options.
• Brown:	(Strategic Plan and Action Plan)	Activities specifically involved in development and management of the 3-year Strategic Plan or the Annual Action Plans.

Mission: To support and sustain the local economy for the benefit of Wollombi Valley

