

WOLLOMBI VALLEY CHAMBER OF COMMERCE

ACTION PLAN 01.07.16 – 30.06.17

Mission: To support and sustain the local economy for the benefit of Wollombi Valley					
Initiative:	Tasks:	Responsibility	Liaison	Deadline	Cost
Topic 1: Facilitating Member Networks and Connections					
1.1 Idea sharing – utilise extent expertise within the community ('Think Tank')	<ul style="list-style-type: none"> Survey all members to determine level of individual specialist expertise Develop 'register of member expertise' 	Louisa Farthing	David Allwood		
1.2 Mentoring businesses (consulting expertise)	<ul style="list-style-type: none"> Coordinate 'register of member expertise' to offer services to member businesses. 	Michael Noyce			
1.3 Develop closed Facebook page	<ul style="list-style-type: none"> Develop Facebook page with access only available to membership (for discussion etc.). Include 'register of member expertise'? 	Not required: 'Wollombi NSW' Facebook page serves this purpose.			
Topic 1: Ongoing from 2015-16					
1.1 Attract new memberships – develop induction / information pack	<ul style="list-style-type: none"> Approach new businesses in the valley to encourage new memberships Set membership fees for financial year Invoice members as at 01.07.16 Ensure membership payments are current Review new membership correspondence Develop induction package for new members 	Peter Migan		Ongoing	
		Peter Migan / Bob Prentice		Ongoing	
		Peter Migan		30.06.16	
		Peter Migan / David Allwood		30.06.16	
1.2 Dinner meetings (Review format	<ul style="list-style-type: none"> Review effectiveness of dinner meetings (including frequency and format) Collate suggestions for alternatives to member dinner meetings 	Graham Skeates		30.04.16	
		Graham Skeates		31.05.16	

	<ul style="list-style-type: none"> • <i>Introduce new format member function</i> 	<i>Graham Skeates</i>		<i>30.06.16</i>	
<i>1.3 Network with other local Chambers and form constructive alliances</i>	<ul style="list-style-type: none"> • <i>Meet frequently with Broke Chamber</i> • <i>Target other local Chambers to form meaningful alliances</i> 	<i>Graham Skeates</i> <i>Graham Skeates / Michael Noyce</i>		<i>Ongoing</i> <i>30.06.16</i>	
Topic 2: Increasing Tourism					
2.1 Using stocktake / gap analysis (2015/16 Activity 2.4) to encourage / initiate setting up of gap activities in local area.	<ul style="list-style-type: none"> • Attract appropriate local tourist businesses to Wollombi Valley 	David Allwood Michael Noyce			
2.2 Coordinate information on area / activities for tourists	<ul style="list-style-type: none"> • Maintain register (from stocktake) of tourist activities and produce electronic and hardcopy collateral to promote and distribute. • Ongoing maintenance of hardcopy promotional products 	David Allwood Michael Noyce			\$1000
2.3 Coordinate 'local events' calendar (for Wollombi Chamber of Commerce endorsed events)	<ul style="list-style-type: none"> • Seek input for development of 'local events' calendar and distribute widely and upload to website. • Provide financial support for local events (e.g. HV food and wine month). 	Adrian Buckley Michael Noyce			\$1000
2.4 Develop mobile tourism app.	<ul style="list-style-type: none"> • Seek tenders for development of app. • Award tender to develop app. • Promote app to tourists. 	Adrian Buckley			\$3000
2.5 Redevelop / refresh 'Visit Wollombi' website	<ul style="list-style-type: none"> • Coordinate refresh of website, especially based on new logo and motto. • Ongoing maintenance of website • Website hosting / domain registration 	Melanie Morschel	Graham Skeates		\$2000 \$1200 \$400
Topic 2: Ongoing from 2015-16					
<i>2.1 Tourist Drive 33 Project</i>	<ul style="list-style-type: none"> • <i>Secure (financial) support of businesses along route</i> • <i>Generally promote and distribute brochures</i> 	<i>Michael Noyce</i> <i>Michael Noyce</i>		<i>Ongoing</i> <i>Ongoing</i>	

	<ul style="list-style-type: none"> Seek media coverage Ensure website goes live Manage and monitor Facebook page and other social media 	Michael Noyce Michael Noyce / Adrian Buckley	Ongoing 30.06.16 Ongoing	
2.2 Build Chamber Photo Library	<ul style="list-style-type: none"> Collect images that the Chamber can own and use for promotions / graphic design Investigate photos on Instagram (#Wollombi) / run competition? 	Adrian Buckley Adrian Buckley	30.06.16 30.06.16	\$1000
2.3 Signage Strategy for Wollombi Region	<ul style="list-style-type: none"> Undertake stocktake of all signage in Valley Finalise design of new logo and motto Finalise design template for new signage Undertake costing for new signage Develop plan for development and installation of new signage 	Graham Skeates / Bob Prentice Graham Skeates / Peter Migan Graham Skeates / Peter Migan Bob Prentice / Graham Skeates Graham Skeates / Peter Migan	30.04.16 30.04.16 31.05.16 31.05.16 31.06.16	\$2000
2.4 Stocktake tourist activities / gap analysis	<ul style="list-style-type: none"> Undertake stocktake of tourist activities in Wollombi Present report on tourist activities in Wollombi (and gap analysis) with recommendations 	David Allwood / Michael Noyce David Allwood / Michael Noyce	31.05.16 30.06.15	
2.5 Develop strategies: Branding and Social Media	<ul style="list-style-type: none"> Develop branding strategy to ensure consistency in look and feel across all collateral Develop social media strategy especially focussing on webpage and Facebook (including redevelopment of Webpage) Ongoing Facebook maintenance 	Graham Skeates? Adrian Buckley	31.05.16 30.06.16	\$1000 (logo) \$200 (Bus. Name registration) \$2400
Topic 3: Promoting Chamber Member Businesses				
3.1 Identify local 'icon' businesses and develop support plan	<ul style="list-style-type: none"> List all 'critical businesses for future of tourism' in Wollombi Valley. Develop package of support to ensure ongoing viability. 	Debbie Pearce		

3.2 Develop plan to raise funds (beyond membership income) for advertising and promotion	<ul style="list-style-type: none"> Develop fund raising ideas and sources. Undertake targeted advertising and critical times of year (e.g. summer). Expand website advertising? 	Executive Committee			
3.3 Coordinate services and trades for all members e.g. wood, water, windows, pest control etc.	<ul style="list-style-type: none"> Collate a register of businesses willing to dedicate blocks of time to providing services. Promote services and timings to members. Coordinate business for members at specific times of the year. 	Natalie			
Topic 3: Ongoing from 2015-16					
3.1 Provide support for new businesses (introductions, local information etc.)	<ul style="list-style-type: none"> Distribute information to all members regarding events and updates Organise member events for introductions, exchange of information and social gatherings 	David Allwood Graham Skeates?		Ongoing Ongoing	
Topic 4: Providing Advocacy for Wollombi Valley					
4.1 Source advocacy guest speakers (e.g. Q and A sessions with local MPs etc.)	<ul style="list-style-type: none"> Develop invitation roster for high profile guest speakers to attend membership meetings. 	Michael Noyce			
4.2 Canvas new memberships from outside the area/ key organisations	<ul style="list-style-type: none"> Invite high profile and influential people to become members of the Chamber (e.g. Cessnock Lord Mayor, State MPs, and business people). Membership of NSW Business Chamber 	Not required: Agreed by Executive that this should not be pursued.			
		Bob			\$300
4.3 Pursue government funding / grants (develop grants calendar)	<ul style="list-style-type: none"> Search for all appropriate local, state and national grants programs and make application. 	Not required: Item 4.3 to merge with item 3.2			
Topic 4: Ongoing from 2015-16					

4.1 Promote goals and outcomes to Chamber members (regular reporting?)	<ul style="list-style-type: none"> Present Strategic Plan and Action Plan to all members Share strategic Plan and action Plan with Progress Association and other similar local groups Distribute annual report based on outcomes listened in Action Plan to all members Provide periodic progress reports to all members (quarterly?) 	Graham Skeates / David Allwood Graham Skeates Graham Skeates / David Allwood Graham Skeates / David Allwood	30.04.16 30.04.16 30.06.16 Ongoing	
4.2 HVW&T Alliance	<ul style="list-style-type: none"> Facilitate frequent meetings and provision of input to Alliance Respond to all Alliance requests for input 	Graham Skeates / Michael Noyce Graham Skeates / David Allwood	Ongoing Ongoing	
4.3 Lobbying government – local, state and federal	<ul style="list-style-type: none"> Develop and maintain relationships with representatives at all levels of government Invite local and state government representatives to member meetings periodically Advocate on behalf of Chamber members for specific issues to members of government 	Graham Skeates / Michael Noyce Graham Skeates / Michael Noyce Graham Skeates / Michael Noyce	Ongoing Ongoing Ongoing	
Topic 5: Undertaking Issues Awareness and Management for Members				
5.1 Undertake ongoing issues management representing members concerns (bridge closures, suburb renaming etc.)	<ul style="list-style-type: none"> Monitor and deal with local issues as they arise. Administrative / Accountancy fees 	Executive Committee		\$600
5.2 Align strategic plans with relevant local organisations (such as CCC and Progress Association)	<ul style="list-style-type: none"> Request to send guest speaker to local organisations to present Chamber plans. Reconcile Chamber plans with the plans of other local organisations. Distribute Strategic and Action Plans to all. 	Graham Skeates		

	<ul style="list-style-type: none"> • 'Progress Association update' becomes standard agenda item 				
5.3 Produce and distribute (summarised) Annual Report based on outcomes of Action Plan	<ul style="list-style-type: none"> • President to compile a report against all topics and items listed in Action Plan. • Have report published in OON and distribute through other appropriate methods. 	Graham Skeates David Allwood			
Topic 5: Ongoing from 2015-16					
<i>5.1 Source guest speakers inside and outside the community</i>	<ul style="list-style-type: none"> • <i>Invite guests speakers to attend member meetings as well as one-off member functions</i> 	<i>Graham Skeates / Michael Noyce</i>	<i>Ongoing</i>		
<i>5.2 OON Chamber page</i>	<ul style="list-style-type: none"> • <i>Submit monthly Chamber update to OON</i> 	<i>Graham Skeates / David Allwood</i>	<i>Monthly</i>		
<i>5.3 Develop and circulate annual action plan</i>	<ul style="list-style-type: none"> • <i>Develop and circulate annual action plan</i> 	<i>Graham Skeates / David Allwood</i>	<i>Ongoing</i>		
Contingency					\$1400
TOTAL BUDGETED COST OF 2016/17 ACTION PLAN:					\$17500