

**Mission**

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

**Objectives**

**Tasks / Activities (in priority order)**

**Outcomes**

**1. Facilitating Member Networks and Connections**

- 1.1 Attract new members to the Chamber.
- 1.2 Connect similar businesses – retail, restaurants, wineries, accommodation, trades – to meet occasionally to develop broad unified plans and advertising / promotions.
- 1.3 Continue to support the development of a Harvest Trail to include the Wollombi Valley.
- 1.4 Seek new businesses to become promotional sponsors of the TD33 project. (And approach the Cessnock City Council for ongoing sponsorship for promotion.)
- 1.5 Seek out businesses to engage in Farm Gate on the Harvest Trail
- 1.6 Continue to coordinate the series of member Seminars to promote problem solving and networking between like-members (e.g. Accommodation providers)
- 1.7 Provide free Social Marketing Masterclasses for all members (see attached - Project Outline Paper).
- 1.8 Consider future membership of Hunter Valley Visitors Centre, Hunter Valley Wine and Tourism Association, NSW Tourism (Destination NSW), and NSW Business Chamber
- 1.9 Plan and coordinate Christmas Party (in partnership with the Progress Association).

- All Wollombi Valley businesses will prosper due to Chamber and peer support and active networks of assistance and guidance.

**2. Increasing Tourism**

- 2.1 Follow-up ‘Main Street Seminar’ collating all ideas and suggestions to develop a comprehensive plan which will include parking, seating, aesthetics, signage etc.
- 2.2 Ensure ‘Visit Wollombi’ website remains current.
- 2.3 Continue to develop and expand Social Media activities especially Instagram, Facebook, Twitter
- 2.4 Develop and distribute the ongoing monthly online Newsletter for potential visitors to Wollombi
- 2.5 Continue to build an ‘image / photo library’ of the Wollombi Valley with ownership by the Chamber of Commerce.
- 2.6 Overhaul and consolidate Wollombi major events.
- 2.7 Undertake stocktake of paper products / brochures and print coordinated new suite.
- 2.8 Maintain and promote half-wine barrel display to showcase Wollombi Valley promotional material at the Tourist Information Centre in Pokolbin.
- 2.9 Investigate Wollombi Valley merchandising for sale through the Tourist Information Centre and other local businesses
- 2.10 Financially support various events designed to promote and attract visitors to the Wollombi Valley:
- 2.11 Continue to advocate for development of a walkway linkage between the Main Street and Negro Street.

- The widest variety of appropriate tourist activities will be operating throughout Wollombi Valley and will be monitored and enhanced by the Chamber
- Tourists nationally will know Wollombi as their preferred country getaway destination

**3. Promotion of Chamber Member Businesses**

- 3.1 Develop a Tourist Information Centre at the Yengo Room in the Main Street.
- 3.2 Expand website advertising
- 3.3 Develop register of member expertise based on member profiles, and seek additional expertise from outside the Valley.
- 3.4 Work with local Rural Fire Brigade to promote information sessions for members and include a Fire representative to present at (at least) one member Dinner Meeting
- 3.5 Each Chamber Executive member continues to be assigned a list of Chamber members to promote more personal interaction.
- 3.6 All new members of the Chamber are invited to speak at a dinner meeting.

- Businesses throughout the Wollombi Valley will address all needs of locals and tourists through their own innovation and the support of the Chamber

**4. Advocacy for Wollombi Valley**

- 4.1 Continue to enhance relationships with:
  - Wollombi Valley Progress Association
  - Mangrove Mountain / Central Plateau Chamber of Commerce
  - Broke Fordwich Chamber of Commerce
  - Cessnock City Council staff: Jane Holdsworth and Rhiannon Stevens
  - Hunter Valley Wine and Tourism Association: Brian McGuigan, Jo Thomas, Lindy Hyam.
  - Cessnock City Councillors: Alan Stapleford, Paul Dunn, Mark Lyons
- 4.2 Pursue government funding for specific projects.
- 4.3 Continue to lobby government, as appropriate, on local, state and federal levels.
- 4.4 Source relevant guest speakers for all-member dinner meetings (e.g. Q and A sessions with MPs).

- Wollombi Valley will have high awareness and support throughout the community, the Hunter Valley and at all levels of government.

**5. Issues Awareness and Management for Members**

- 5.1 Continue to send regular email to all members about relevant events, topics and issues.
- 5.2 Develop, distribute and analyse the Annual Chamber Membership Survey. The outcomes of which, form the basis of the annual Chamber Action Plan.
- 5.3 Continue to promote bi-monthly dinner meetings to engage, motivate, inform and inspire all members.
- 5.4 Continue to submit articles to ‘Our Own News’ (OON), informing members about achievements of the Chamber.

- All Chamber members will remain well informed of important and developing issues, and trusting in the advice and capability of the Chamber