

“Working with the community, to create prosperity”

Mareeba Chamber of Commerce



With
Members

**“Striving for
Excellence”**



How do we measure Success ?

- **Relationships with members**
- **Membership at 110 with a huge range of diversity ie: main street, industrial, sporting clubs, schools, industrial, tourism, individual & rural**
- **Growing attendance and feedback from monthly luncheons**
- **Marketing & Promotion of Mareeba via our web site; stats continue to benefit our members & community average hits & visits over past 6 months: 46,000 hits per month with 825 visits per month**
- **Liaise with other regions chambers to share ideas – Recent trip to Charters Towers**
- **Other chambers seek guidance on our best practice processes – Evident at recent Conference Charters Towers**
- **Create business planning & marketing plans to instil stability & continuity**
- **Successful operation of local customised training schedule, next schedule to be released soon. Including specific topics ie: Privacy, OHS, industrial relations, team building etc.**
- **Committee continuity ie: new president appointment**
- **Community contacting US to make enquiries about our chamber**
- **Create best practice processes for future years**
- **Members become involved in our processes ie: guest speakers at meetings, assist us in developing initiatives etc**
- **Media releases telling of our success stories TV & newspaper (15 times in past period TV exposure)**
- **Publicity amongst media industry**
- **Created a consistent message & contact point through our Executive Promotions officer – current level of work hours has been sustained**

SWOT Analysis

Strengths

- Strong and experienced Management committee
- Competent Employee basis
- Resource & Diversity rich amongst membership base & Committee
- Co-Operative community approach
- Business sense approach
- Key links and communication amongst community
- Multi-skilled members
- All stake holders have vested interest in achieving outcomes
- Expansion of new business opportunities within the Mareeba District ie: New investors, Retailers etc
- Expansion and increase interest for real estate market within our district

Weaknesses

- Change amongst past committee
- Lack of succession planning
- Securing of future funding from Mareeba Shire Council
- Risk of declining membership base

Opportunities

- Expansion & increased capacity to attract new business opportunities within the Mareeba District ie: New investors, Retailers etc
- XMAS in July event opportunities to enhance this event
- Increase focus on employment growth within District, which leads to larger cash expenditure base.
- Increased opportunity to expand income base from membership, events and training development
- Working closely with local council to achieve common goals
- Links with other regional chambers for a stronger approach with state issues.
- Linking with larger chambers for exposure of our district..

Threats

- Lack of continual planning
- Loss of positive neutral environment (separating business and pleasure)
- Lack of support from local council
- Lack of autonomy

Maximise strengths & minimise weaknesses to capitalise on opportunities & overcome threats?

Continue to create & record opportunities for our members to promote our business – ie: Letters of support, success stories on web site,

- Committee values- Planning & member communications
- Ensure committee focuses on our progression
- Open & Transparent operations – Business reports available on web site, current minutes available to members
- Address immediately any potential weaknesses
- Professional approach
- Continue to work for our members, seeking advise from them regularly

Current Strategies

Current web site proving to be a success & the world wide web as a factor of the future the chamber plans to expand: Continue to market site & create information to enhance our lifestyle benefits (including employment opportunities)

- www.mareebachamber.com.au to be a site of choice “What to know about Mareeba, log onto our web site”
- Place success stories & top business operations onto web.
- Market our site to other organisation ie: Advance Cairns, Tourism bodies. Provide a culture of which other organisations need to link to conduct business.

Lift the chamber to a corporate level

- We believe that in the past 6 months we have set a solid ground for our organisation. We needed to gain respect and confidence back in our members & gain a wide scope of representation.
- Provide interesting speakers to benefit our membership base
- Provide clear benefits to new business investors in our region

Skilled workers shortages/Employment trends

- A lack of workers remains to effect our farmers. The chamber has plans to attract travellers to Mareeba, whilst expanding our membership base.
- A lack of skilled workers is still evident.....work with Dept of Employment Workplace Relations & employment agencies to create opportunities
- With the use of our web site, we can link to create success – Seek feedback.....

Marketing/Promotional

- Corporate sponsorship on contract basis – Launching 4AM promotion
- Web sites for business service-linked to chamber success
- Lunch packages
- Monthly prizes at meetings
- Link Industrial park to web site
- Seek & find tourism opportunities (work with TTT & other bodies)
- Newsletter
- XMAS in July event
- XMAS Festival

Potential Adopted Strategies as result of recent chamber conference

- Annual report publication – used as tool for town investors, real estate & tourism
- Business Awards – Yearly event showcasing leaders in our district, create exposure to other regions
- Business to Business column in newspaper
- Shared & centralised event calendar encompassing North, FNQ & Central Queensland events (available on chamber web site)
- Sponsorship Calendar available in advance for opportunities to members to expose business

Raise the BarSuccess creates success.....



(How can we value add?? – From current studies & publications available

- Increased presents of chamber staff/committee and members. Proven success over past 6 months
- Increased awareness of chamber & Mareeba at various conferences & meetings in our region & others
- Town numbering projects
- Link with current strategies from council to enhance awareness
- Develop Mareeba/Tableland Branding to make regions instantly recognise our high quality products & services and lifestyle
- Enhance youth enterprise in the region
- Continue links with agriculture bodies to ensure any opportunities are embraced
- Growing use of mail order systems to remote consumers
- Need for the traditional retail sector to adjust to new competitive conditions
- Retail to create niche marketing opportunities
- Age care as the demand for places outstrips the current supply
- Liaise with Gov & other relative stake holders to develop strategic partnerships in providing for health services
- Programs specifically designed to attract appropriately qualified nursing staff and associated health professionals
- Develop of facilities for retirees
- Develop of aged care facilities – Private & Public
- Youth retention issues – Participation and engagement, leadership & skills
- Tourism issues ie: lack of large accommodation houses, poor signage, dirt roads, poor public amenities, lack of public transport, poor package tours, strategies to increase visitor numbers and length of stay



We want YOU!!!!!!

Feedback is VITAL.....

Strategy	Rating 1-10	Comments
Town Numbering project (enhance current street numbering in CBD region)		
Develop Mareeba/Tableland Branding to enhance instantly recognised high quality products & services & lifestyle ie: leaders in our community, tourism etc		
Enhance youth enterprise in our region; youth retention issues		
Links with agriculture bodies to ensure any opportunities are embraced		
Grow & create use of mail order systems to remote consumers		
Need for retail sector to adjust to new competitive conditions		
Retail to create niche marketing opportunities		
Age care as the demand for places outstrips the current supply Develop facilities for age care		
Liaise with Gov & other relative stakeholders to develop partnerships in providing for health Services		
Tourism issues ie: lack of large accommodation houses, poor signage, dirt roads, poor public amenities, lack of public transport, poor package tours, strategies to increase visitor numbers and length of stay		
Provision of water in our district – this effects rural, commercial etc stakeholders		
Other		