

MRCCI Strategic Plan 2017 – 2019 (UPDATED 2019)

Who We Are

The MRCCI is a not-for-profit, member-based organisation, actively representing, networking and supporting the Margaret River business community, under the leadership and management of a voluntary Committee and part-time paid Executive Officer.

VISION

To be the leading voice of a thriving Margaret River Region business community.

MISSION

*The MRCCI passionately represents the diverse and vibrant business community of the Margaret River region.
Through strategic engagement, we enhance sustainable economic development.*

CORE VALUES

COMMUNITY: Environment | Local Businesses | Members | Region

CREDIBILITY: Honesty | Integrity | Reliability | Respect

LEADERSHIP: Adaptable | Innovative | Proactive | Visionary

REPRESENTATION: Courage | Dedication | Strong Voice | Tenacious

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Background

In 2017 the MRCCI assessed and adjusted the organisation’s direction in response to a changing environment and developed a new 3 Year Strategic Plan, to govern the organisation with clear direction, actions and key focus areas.

Having upheld a strong focus on leading the region’s digital economy, successfully implementing a free public Wi-Fi project, online directory and digital marketing training workshops, the Chamber maintained these projects, however the organisational direction expanded to include additional key focus areas.

In order to determine the direction and additional key focus areas, the MRCCI undertook a comprehensive strategic planning process.

The Strategic Planning process was as follows:

Step 1	Engaged a professional strategic planning facilitator, Andrew Horan, Ultimate Growth	Step 6	Identified Key Focus Areas to support our Vision, Mission and Objectives
Step 2	Identified Key Stakeholders	Step 7	Formed Subcommittees to develop strategies for each focus area and identified actions to deliver the strategies
Step 3	Identified the MRCCI’s Core Values	Step 8	Presented key focus areas to members with an invitation to comment at the 2017 AGM
Step 4	Reviewed the Chamber’s Objectives	Step 9	Developed a Communications Plan
Step 5	Completed Vision & Mission Statements	Step 10	Completed a 3 Year Strategic Plan

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CHAMBER OBJECTIVES	
1.	Advocate and represent on behalf of the business community on issues relevant for sustainable economic development.
2.	Promote strategic partnerships and networking between groups and individual businesses in the Margaret River region in order to share expertise and promote business interaction.
3.	Play a lead role in formulating strategic plans and policies for economic sustainable development of business in the Margaret River region.
4.	Promote the Margaret River region as a location for sustainable economic development to encourage additional investment, ideas, expertise and employment for the benefit of the community.
5.	Promote and support activities and schemes that will help businesses in the Margaret River region operate more effectively, efficiently and sustainably.
6.	Assist businesses in the Margaret River region in finding relevant information and training resources from local, regional and national sources.
7.	Promote and support activities and schemes that develop a greater awareness and understanding of businesses and industries in the Margaret River region.

7 Key Focus Areas Identified

7 KEY FOCUS AREAS IDENTIFIED (Alphabetical order)
Advocacy Buy Local Environment Governance Innovation & Technology Margaret River Business Awards Membership Development

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2017 – 2018 ACTIONS IMPLEMENTED

7 FOCUS AREAS	OBJECTIVE	2017-2018 ACTIONS	OUTCOME
1. Advocacy	To represent the membership with stakeholders locally, statewide & federally To lobby on behalf of the membership	Increase MRCCI representation on all community reference groups, external CCI's and relevant Boards Communicate with members on issues affecting businesses	Increased Ongoing
2. Environment	To encourage environmental excellence within the business community To recognise local businesses environmental excellence To forge stronger relationships with local land care groups	Introduction Excellence in the Environment Business Award Annual environment themed special networking event MOU Nature Conservation Margaret River Region	Achieved Achieved Achieved
3. Governance	To maintain a well-run organisation To ensure good governance	Development of a new up-to date Constitution Introduction of software to streamline processes Development of internal subcommittees	Achieved Ongoing Achieved
4. Innovation & Technology	To build capacity within businesses to embrace the digital economy To enhance the digital capacity of the community	Digital marketing workshops Attendance at Innovation Summits Continuation of free public Wi-Fi	Ongoing Achieved Achieved
5. Membership Development	To enhance membership benefits and engagement To increase membership base by 25%	Benefits survey to members Dedicated subcommittee to examine and review benefits	Achieved Achieved
6. MR Business Awards	To celebrate and unite the local business community To recognise the achievements of local businesses	Create a community wide event, increase sponsorships Showcase all finalists	Achieved Achieved
7. Buy Local	To encourage the community to think small business first To encourage the community to shop locally To support members first	WA Small Business Day celebrations Member to member benefits program MRCCI members first policy	2019 Trialed Ongoing

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2019 ACTIONS TO BE IMPLEMENTED

7 FOCUS AREAS	OBJECTIVE	2019 ACTIONS
1. Advocacy	To represent the membership with stakeholders locally, statewide & federally To lobby on behalf of the membership	Continued MRCCI representation on community reference groups, external CCI's and relevant Boards Support for Main Street Redevelopment efforts Strengthen relations with the AMR Shire's Sustainable Economy Officer Continue to communicate with members on issues affecting businesses
2. Environment	To encourage environmental excellence within the business community To recognise local businesses environmental excellence To forge stronger relationships with local land care groups	Introduction of Environmental Excellence workshops Continued support and involvement in the Giant Light Steps Stewardship Continued Excellence in the Environment Business Award and environment themed networking event
3. Governance	To maintain a well-run organisation To ensure good governance	Update the Strategic Plan with 2019 actions Integrated software to streamline processes Updated Subcommittees
4. Innovation & Technology	To build capacity within businesses to embrace the digital economy To enhance the digital capacity of the community	Digital marketing workshops Generator Project Network Partner
5. Membership Development	To increase membership benefits and engagement To increase membership base by 25%	Updated membership packages, comparison table and brochure

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		<p>Increase events with an annual Coffee Club series</p> <p>Encourage event collaboration to showcase more members</p> <p>Introduce new membership management software</p> <p>Develop a 'Proud to be a Member' electronic badge</p> <p>Employ a part-time Membership Services Manager</p> <p>Develop a member to member recruitment incentives program</p>
6. MR Business Awards	<p>To celebrate and unite the local business community</p> <p>To recognise the achievements of local businesses</p>	<p>Showcase Margaret River's new HEART venue</p> <p>Increase seating and ticket sales</p>
7. Buy Local	<p>To encourage the community to think small business first</p> <p>To encourage the community to shop locally</p> <p>To support members first</p>	<p>Small Business Fair in conjunction with WA Small Business Day celebrations</p> <p>Support Local Campaign</p> <p>Local Advantage collaboration</p>

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MRCCI STAKEHOLDERS			
Core Stakeholders <i>Who do we work with?</i>	Secondary Stakeholders <i>Who supports us?</i>	Benefiting Stakeholders <i>Who do we support?</i>	Stakeholder Consultation <i>Where do we advocate?</i>
MRCCI Sponsors <ul style="list-style-type: none"> • Gold • Silver • Business Awards MRCCI Members Event Hosts and Sponsors Shire of Augusta-Margaret River South Regional TAFE Rotary Club of Margaret River Media Partners - Augusta Margaret River Times, Austereo Margaret River Busselton Tourism Association South West CCIs – Augusta, Bunbury, Busselton, Dunsborough-Yallingup Cowaramup Retailers Association Business South West Margaret River Wine Association	Regional CCIWA CCIWA Small Business Development Corporation South West Development Commission Regional Development Australia Local Members of Parliament State Government Federal Government	The Business Community of the Margaret River Region Residents of the Margaret River Region Visitors to the Margaret River Region Events and Festivals in the Margaret River Region Cape to Cape Catchment Group Arts Margaret River Margaret River Regional Producers Association Margaret River Primary School Margaret River High School	Parliament House Regional Chambers Meetings Augusta-Margaret River Industry Leaders Meetings Vision 2036 Reference Group South West CCI

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Conclusion

The MRCCI 2017 – 2019 Strategic Plan was developed over a 6-month period with the appointment of a professional, experienced facilitator and with the full engagement of the MRCCI Committee of Management and Executive Officer.

From 2017 – 2018 the MRCCI successfully completed the majority of key focus area actions, calling for new actions to be identified for 2019. We are proud to have accomplished so much in the first two years of implementation, demonstrating that the Strategic Plan was achievable and succeeded in its goal of providing strong governance and direction while increasing benefits for our members and the local business community.

The MRCCI is dedicated to continuing being your leading voice for local businesses in the Margaret River region and embracing the economic, social and environmental challenges we face head on.

We will deliver the best outcomes for our members and local businesses with our passionate dedication to advocacy, networking and relationships with key stakeholders locally, state-wide and federally.

If you have any questions or feedback pertaining to the Strategic Plan or the Margaret River Chamber of Commerce and Industry, please contact:

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