



Greater Melton Chamber of Commerce Inc

Strategic Plan 2010 – 2012

Introduction

The Greater Melton Chamber of Commerce (GMCC) Inc. was established in 2008, as a representative group for businesses operating within the Shire of Melton. The executive committee consists of local business volunteers working together to connect businesses.

The main objectives of the GMCC are:

- Promote business activities, initiatives and events that support Melton-based businesses, including co-operative marketing, promotions etc
- Act as a representative body for local businesses when dealing with local, state and federal government (including lobbying)
- Integrate businesses from across the entire Shire of Melton, including Melton township, Caroline Springs, Rockbank, Diggers Rest, Hillside, Toolern and beyond...
- Facilitate training, information, mentoring and referrals for members (including professional development, information sharing etc...)
- Provide exciting networking opportunities for its members

Rules

The Greater Melton Chamber of Commerce Inc. has adopted the Model Rules for an Incorporated Association, set out in the Associations Incorporation Act (1981).

These rules set out the legal parameters under which the GMCC will operate. Copies of the Model Rules will be provided to all members upon joining the GMCC.

Membership for the Greater Melton Chamber of Commerce Inc. is open only to businesses located within the Shire of Melton, unless agreed to by the Executive Committee.

Executive Committee structure

The Greater Melton Chamber of Commerce has adopted a six person executive committee structure, encompassing the following positions:

- President
- Vice President
- Treasurer
- Secretary
- Executive member (general)
- Executive member (general)

All members of the GMCC are eligible to nominate for the executive committee. Executive committee members are voted in annually at the GMCC Annual General Meeting.

Nominations for the executive committee will only be accepted on an appropriately completed GMCC Executive Committee Nomination form.

The Committee meet bi-monthly as a minimum and at other times where necessary to organise and plan member events.

Strategic Planning

In 2009, the GMCC Executive Committee, in conjunction with Melton Shire Council's Business Growth and Sustainability Unit, embarked on a strategic planning exercise that would outline key goals, initiatives and activities which would lift the GMCC's profile and make it a sustainable and valuable asset for Melton's business community.

Five key strategic areas were identified by the GMCC Executive Committee as part of the strategic planning process. These are:

- Membership growth
- Events
- Training and development
- Marketing and promotion.

Subsequent planning and development sessions focussed on these five areas, outcomes for which have become the foundation of the GMCC Strategic Plan 2010 – 2012.

Membership Growth

Key focus areas:

- New member attraction
- Member retention
- Member rewards
- Member benefits
- Growth rate targets
- Training and development

Goals:

1. To have 80 paid members by October 2009
2. To have members representative of six key industries:
 - Retail
 - Manufacturing
 - Services (business, professional and personal)
 - Tourism and hospitality
 - Home-based/Micro
 - Trade and construction
3. To have 300 paid members, from across the Shire of Melton, by October 2012.

Goal 1: 80 paid members by October 2009

- Each GMCC Committee Member to recruit four (4) new, paid members by October 2009.

Goal 2: Members to represent six key industries from across the Shire

- Hold six (6) events across the Shire by October 2010
- Hold a minimum of two (2) GMCC meetings or events in Caroline Springs and Melton each year
- Develop industry specific areas/pages on the GMCC website, requiring membership login

Goal 3: To obtain 300 paid members by October 2012

- Develop four membership packages for the GMCC:
 - Business: \$128.00
 - Gold Business: \$436.00
 - Platinum Business: \$1924 (max. four per annum)
 - Titanium Business: \$5000 (max. one per annum)
- Develop a strong, attractive membership package for each level of membership
- Develop a member loyalty program
 - Member to member reward program (discounted services, 2 for 1 promotions etc...)
 - GMCC membership cards
- Conduct an annual membership drive
 - Major recognition by GMCC members to the top three members who recruit the most new businesses
- Conduct an annual “members only” event at a Shire of Melton-based venue

Events

Key focus areas:

- Schedule a variety of events, including the types of events organised and times at which they are held
- Ensure that events are affordable and offered at a discounted rate for GMCC members
- Non-GMCC members will be permitted to attend GMCC events and functions, however full costs will be applied (no discounted rates for non-GMCC members)

Event goals:

1. Promote local businesses both within the Shire and beyond
2. Promote local business to business relationships through networking and events
3. Assist GMCC members to build strong business and community networks
4. Raise revenue for the GMCC
5. To develop a members referral network

Goal 1: Promote local businesses

- Participate in, and support, Melton Shire Council's buy local campaign and small business expo
- Conduct an annual Christmas promotion
- Participate in, and support, the *Melton Access for All Star Business Program*
- Develop on-line, GMCC member business directory
- Support the Melton Business Excellence Awards on an on-going basis

Goal 2: Promote local businesses to businesses relationships through networking and events

- Distribute GMCC member business directory to members, and beyond, twice annually
- Work with GMCC members to develop GMCC member reward program and member-to-member discounts etc...
- Participate in Melton Shire Council's small business expo
- Conduct two business-to-business specific, networking events each year (Caroline Springs: November; Melton township: May)
- Dedicate 30 minutes per GMCC general meeting to networking

Goal 3: Build strong business and community networks

- Conduct an annual business promotion
- Develop the GMCC brand within the local community
- Lobbying
- Build strong working relationships with other community based organisations (eg. SES, CFA, Police, Council etc...)
- Prepare and deliver a schedule of media releases that focus on spreading the “good news” about GMCC activities within the local community
 - Develop strong relationships with local publications, radio etc...
 - Prepare monthly update/article to be distributed through community networks
- Promote GMCC via community publications (eg. Council’s *Moving Ahead*, Delfin’s *Caroline Springs Newsletter* etc...)

Goal 4: Raise revenue for the GMCC to provide value added opportunities for members

- Develop strong membership packages
- Promote and “sell” sponsorship packages for GMCC events and activities
- Prepare a schedule of rates for GMCC events (eg. Cost prices, member discounted rates and non-member rates)
- Develop a buy local voucher booklet to be distributed to the community. Advertising opportunities available to GMCC members at reasonable rates
- Apply for, when appropriate and applicable, community funding grants (eg. State, local and federal government as well as philanthropic)

Goal 5: Members referral network

- Introduce a members referral network by the end of 2011
- Introduce a members’ only specials card to be used between members of the GMCC for loyalty discounts.

Marketing and Promotions

Key focus areas:

- Making the GMCC brand more recognisable within the community
- Lifting the profile of the GMCC within the Shire
- Gaining recognition for the activities and initiatives conducted by the GMCC

Goals:

1. Develop the image of the GMCC
2. Increase GMCC membership, on an on-going basis, so that the GMCC becomes sustainable
3. Increase the number of members who attend GMCC General meetings, events, training etc...

Goal 1: Develop the image of the GMCC

- Engage quality speakers, trainers, guest entrepreneurs
- Develop a media strategy
 - Links to external websites
 - Articles in regional publications
 - Media releases, photo opportunities and invitations to events
 - Develop strong relationships with local media
 - Further develop GMCC branding to include: templates, banner, logo, styles etc..
 - Re-develop GMCC website (information, booking and referral hub)

Goal 2: Increase GMCC membership

- Develop exclusive member benefits program associated with tiered membership packages
- Participate in collaborative marketing opportunities
- Conduct trade/display/business showcase events
- Develop and distribute member information packs (outline membership benefits, testimonials etc...)
- Conduct an annual member survey
- Prepare and distribute regular (quarterly) newsletter/email updates
- Develop on-line, GMCC member directory
- Work collaboratively with other key, regional organisations to develop initiatives that will get the GMCC name out to the greater public, with particular emphasis on the business community

- Trade schools and TAFE institutions
 - Melton Access for All Star Business program
 - Schools
 - Community groups
 - Sporting and special interest clubs
- Identify sponsors for all GMCC activities
 - Develop a sponsor benefit package
 - Re-develop GMCC website

Goal 3: Increase attendance at all GMCC events

- Host a mix of events, that may include:

<p>Times of day</p> <ul style="list-style-type: none"> • Breakfast • Evening • Day time • Weekends 	<p>Location of events</p> <ul style="list-style-type: none"> • Caroline Springs: civic centre, restaurants and cafes, community houses etc... • Melton township: civic centre, VIC etc... • Other: wineries, tourist attractions, hotels etc...)
<p>Types of activities</p> <ul style="list-style-type: none"> • guest speakers • networking • golf days • cocktail • wine and cheese nights • formal • informal etc...) 	<p>Event format</p> <ul style="list-style-type: none"> • Training • Dinner • information sessions • forums • discussion panels • networking • business showcase • guest speakers etc...

- By December 2009, develop a comprehensive list of potential activities which will form the basis of the GMCC Executive Committee event and activity planning to 2012
- Develop a 12 month calendar of events to be distributed to potential GMCC members, local businesses etc... to stimulate event attendance and increase membership numbers by end March each year.

- Keep GMCC members informed of up-coming events by distributing a regular “reminder” email three days prior to each GMCC event or training workshop
- Prepare a fee schedule for all GMCC events and training sessions
- Develop a GMCC Event Feedback Form that will be distributed to all members who attend GMCC events and training workshops
- By June 2010, develop a GMCC Events section on the GMCC website. The Events section should showcase the success of each event, contain a gallery, testimonials and feedback, copies of any PowerPoint presentations, reports etc... that pertain to each event.

Training and Development

Key focus areas:

- Personal and profession development of GMCC members
- Personal and professional development of GMCC Executive Committee
- Mentoring
- Improved business skills of GMCC members, which will result in business and jobs growth, and continuous improvement across the Shire of Melton

Goals:

1. Improve the professional and personal skills of GMCC members
2. Increase GMCC membership by offering a variety of training options to GMCC members
3. Work in partnership with Melton Shire Council to ensure the training offered meets the needs of the Melton business community
4. Improve the skills of new and emerging business operators by providing mentoring to fledgling business owners who are GMCC members

Goal 1: Improve professional and personal skills of GMCC members

- Provide a comprehensive schedule of training events to GMCC members, covering a variety of topics, including, but not limited to:
 - Planning (long and short term)
 - Marketing (including branding and merchandising)
 - Time management
 - Retail sales
 - E-commerce
 - Customer service
 - OH&S
 - Finance
 - Law reform
 - Risk management
 - Human resources and recruitment
 - Environmental planning
 - Access for all and Equal Opportunity
 - Personal development (eg. public speaking)
 - Communications and business writing for business
 - Industry specific training, as required or available

- Offer a minimum of twelve (12) business training workshops each year
- Run training workshops in a variety of venues, times, formats etc...

Goal 2: Increase GMCC membership

- Offer free or subsidised training to GMCC members
- Distribute and promote the training schedule to GMCC members and beyond
- Incorporate training schedule into GMCC annual calendar of events
- Offer member preferred tendering when seeking trainers or facilitators for training workshops (eg. look at members to provide training, where possible, over external contractors)
- Work in conjunction with Melton Shire Council to deliver training to GMCC members at a subsidised rate
- Use training schedule as a membership incentive in membership packages (value added incentive with \$ value attached)
- Run “in-house” training for larger businesses where appropriate in partnership with other organisations
- Distribute an annual letter of acknowledgement to all businesses that have participated businesses training and development

Goal 3: Work in partnership with Melton Shire Council to deliver training to GMCC members

- Survey GMCC members regarding what their training needs are and use information obtained to assist Melton Shire Council to develop their annual training schedule
- Form partnership with Melton Shire Council regarding small business training, so that resources and activities are not duplicated
- Form partnership with Melton Shire Council to collaboratively promote and market training schedule to both GMCC members and non-members
- Negotiate with Melton Shire Council to provide subsidised training to GMCC members

Goal 4: Mentoring

- Develop a pilot mentoring program for GMCC members, to be launched at the Melton small business expo in 2011. The pilot program will:
 - Identify potential mentors
 - Receive Expressions of Interest from potential mentees
 - Develop selection criteria (eg. who qualifies, location, types of business, length of time in business, financial viability etc...)
 - Develop 6 week mentoring program, in conjunction with Melton Shire Council
 - Duration of contact
 - Structure of both individual, one-one-one meetings and group meetings
 - Topics to be covered throughout the mentoring program
 - Risk assessment and indemnity for mentors, mentees and GMCC
 - Develop contract or Memorandum of Understanding between GMCC, mentors and mentees
 - Determine follow-up obligations of GMCC, mentors and mentees

APPENDIX 1 - MEMBERSHIP PACKAGES

	Membership type			
	Business \$128.00	Gold \$436.00	Platinum (max 4) \$1924	Titanium (max 1) \$5000
One person membership (one person per event at discounted member rate)	√			
Three person membership (three person per event at discounted member rate)		√		
Five person membership (five person per event at discounted member rate)			√	
Ten person membership (ten person per event at discounted member rate)				√
Membership sticker	√	√	√	√
Membership card	√	√	√	√
General listing on GMCC members directory	√	√	√	√
Invitation to all free annual 'members only' events	√	√	√	√
General listing on GMCC members directory PLUS hot link between GMCC website and members business website	√	√	√	√
Membership certificate	√	√	√	√
150 word profile in one edition of the GMCC newsletter			√	√
Exposure to Council events with GMCC			√	√
Banner placement at GMCC Annual General Meeting			√	√
Speaking rights at one GMCC event			√	√
General listing on GMCC members directory PLUS logo placement			√	√
Naming rights to one GMCC event			√	√
Speaking rights at GMCC Annual General				√
Logo on web, primary position in newsletter				√
Guest at the Business Expo in partnership with the GMCC				√
300 word profile in one edition of the GMCC newsletter				√

Appendix 2 - Greater Melton Chamber of Commerce Strategic Plan 2009 – 2012 Time frames

Activity	Date due
Membership growth	
➤ Each GMCC Committee Member to recruit four (4) new, paid members by December 2009.	December 2009
➤ Develop four levels of membership for the GMCC: <ul style="list-style-type: none"> • Business: \$128.00 • Gold Business: \$436.00 • Platinum Business: \$1924.00 (maximum of four per annum) • Titanium Business: \$5000 (maximum of one per annum) 	February 2011
➤ Develop a strong, attractive membership package for each level of membership	October 2009
➤ Develop a member loyalty program <ul style="list-style-type: none"> • Member to member reward program (discounted services, 2 for 1 promotions etc...) • GMCC membership cards 	June 2010
➤ Conduct an annual membership drive <ul style="list-style-type: none"> • Major rewards donated by GMCC members to the top three members who recruit the most new businesses 	June 2010 (annually)
➤ Conduct an annual “members only” event at a Shire of Melton-based venue	November 2010 (annually)
➤ Hold six (6) events across the Shire by October 2010	October 2010
➤ Hold two (2) GMCC meetings or events in Caroline Springs and Melton each year	Annually
➤ Develop industry specific areas/pages on the GMCC website, requiring membership login	June 2010

Activity	Date due
Events	
➤ Participate in, and support, Melton Shire Council's buy local campaign and small business expo	August 2011 (annual)
➤ Conduct an annual Christmas promotion	December 2010 (annual)
➤ Participate in, and support, the <i>Melton Access for All Star Business Program</i>	November 2009 (annual)
➤ Develop on-line, GMCC member business directory	January 2010
➤ Support the Melton Business Excellence Awards	On-going (annual)
➤ Distribute GMCC member business directory to members, and beyond, twice annually	March 2010 (annual) September 2010 (annual)
➤ Work with GMCC members to develop GMCC member reward program and member-to-member discounts etc...	June 2010
➤ Participate in Melton Shire Council's small business expo	August 2011 (annual)
➤ Conduct two business-to-business specific, networking events each year (Caroline Springs: November; Melton township: May)	November 2010 (annual) May 2010 (annual)
➤ Dedicate 30 minutes per GMCC general meeting to networking	On-going
➤ Conduct an annual business promotion	October (annual)
➤ Develop the GMCC brand within the local community	On-going
➤ Lobbying	On-going
➤ Build strong working relationships with other community based organisations (eg. SES, CFA, Police, Council etc...)	On-going

Activity	Date due
<ul style="list-style-type: none"> ➤ Prepare and deliver a schedule of media releases that focus on spreading the “good news” about GMCC activities within the local community <ul style="list-style-type: none"> • Develop strong relationships with local publications, radio etc... • Prepare monthly update/article to be distributed through community networks 	On-going
<ul style="list-style-type: none"> ➤ Promote GMCC via community publications (eg. Council’s <i>Moving Ahead</i>, Delfin’s <i>Caroline Springs Newsletter</i> etc...) 	On-going
<ul style="list-style-type: none"> ➤ Develop strong, attractive membership packages 	October 2009
<ul style="list-style-type: none"> ➤ Promote and “sell” sponsorship packages for GMCC events and activities 	On-going
<ul style="list-style-type: none"> ➤ Prepare a schedule of rates for GMCC events (eg. Cost prices, member discounted rates and non-member rates) 	March 2010
<ul style="list-style-type: none"> ➤ Develop a buy local voucher booklet to be distributed to the community. Advertising opportunities available to GMCC members at reasonable rates 	August 2011
<ul style="list-style-type: none"> ➤ Apply for, when appropriate and applicable, community funding grants (eg. State, local and federal government as well as philanthropic) 	On-going
<ul style="list-style-type: none"> ➤ Engage quality speakers, trainers, guest entrepreneurs 	On-going
<ul style="list-style-type: none"> ➤ Develop a media strategy <ul style="list-style-type: none"> • Links to external websites • Articles in regional publications • Media releases, photo opportunities and invitations to events • Develop strong relationships with local media • Further develop GMCC branding to include: templates, banner, logo, styles etc.. • Re-develop GMCC website (information, booking and referral hub) 	January 2010

Activity	Date due
➤ Develop exclusive member benefits program associated with tiered membership packages	June 2010
➤ Participate in collaborative marketing opportunities	On-going
➤ Conduct trade/display/business showcase events	October 2010 (annual)
➤ Develop and distribute member information packs (outline membership benefits, testimonials etc...)	March 2010
➤ Conduct an annual member survey	July 2010 (annual)
➤ Prepare and distribute regular (quarterly) newsletter/email updates	On-going
➤ Develop on-line, GMCC member directory	January 2010
➤ Work collaboratively with other key, regional organisations to develop initiatives that will get the GMCC name out to the greater public, with particular emphasis on the business community <ul style="list-style-type: none"> • Trade schools and TAFE institutions • Melton Access for All Star Business program • Schools • Community groups • Sporting and special interest clubs 	On-going
➤ Identify sponsors for all GMCC activities	On-going
➤ Develop a sponsor benefit package	February 2010
➤ Re-develop GMCC website	July 2010
➤ Host a mix of events, that cater to a variety of formats, locations etc...:	On-going
➤ Develop a comprehensive list of potential activities which will form the basis of the GMCC	December 2009

Activity	Date due
Executive Committee event and activity planning to 2012	
➤ Develop a three year calendar of events to be distributed to potential GMCC members, local businesses etc... to stimulate event attendance and increase membership numbers	May 2010
➤ Keep GMCC members informed of up-coming events by distributing a regular “reminder” email three days prior to each GMCC event or training workshop	On-going
➤ Prepare a fee schedule for all GMCC events and training sessions	November 2009
➤ Develop a GMCC Event Feedback Form that will be distributed to all members who attend GMCC events and training workshops	February 2010
➤ Develop a GMCC Events section on the GMCC website. The Events section should showcase the success of each event, contain a gallery, testimonials and feedback, copies of any PowerPoint presentations, reports etc... that pertain to each event.	June 2010
Training and development	
➤ Provide a comprehensive schedule of training events to GMCC members, covering a variety of topics	On-going
➤ Offer a minimum of twelve (12) business training workshops each year	On-going
➤ Run training workshops in a variety of venues, times, formats etc...	On-going
➤ Offer free or subsidised training to GMCC members	On-going
➤ Distribute and promote the training schedule to GMCC members and beyond	On-going
➤ Incorporate training schedule into GMCC annual calendar of events	On-going

Activity	Date due
➤ Offer member preferred tendering when seeking trainers or facilitators for training workshops (eg. look at members to provide training, where possible, over external contractors)	On-going
➤ Work in conjunction with Melton Shire Council to deliver training to GMCC members at a subsidised rate	On-going
➤ Use training schedule as a membership incentive in membership packages (value added incentive with \$ value attached)	On-going
➤ Run “in-house” training for larger businesses where appropriate in partnership with other organisations	On-going
➤ Distribute an annual letter of acknowledgement to all businesses that have participated businesses training and development	December (annual)
➤ Survey GMCC members regarding what their training needs are and use information obtained to assist Melton Shire Council to develop their annual training schedule	May 2010 (annual)
➤ Form partnership with Melton Shire Council regarding small business training, so that resources and activities are not duplicated	On-going
➤ Form partnership with Melton Shire Council to collaboratively promote and market training schedule to both GMCC members and non-members	On-going
➤ Negotiate with Melton Shire Council to provide subsidised training to GMCC members	On-going
➤ Develop a six week pilot mentoring program for GMCC members, to be launched at the Melton small business expo in 2011	August 2011