

**GREATER MELTON CHAMBER OF COMMERCE – STRATEGIC PLAN 2010-2012
CHANGES DOCUMENT**

1. Introduction, page 2 – added wording regarding the executive committee as volunteers.
2. Executive committee structure, page 3 - added bi monthly meetings for executive committee
3. Membership growth, page 4 – goal 2 – deleted reference to sub committees
4. Membership growth, page 4 – goal 2 – deleted ‘industry specific’ events to make events generic to all industry types
5. Membership growth, page 4 – goal 2 – added 2 events for Melton and Caroline Springs
6. Membership growth, page 5 – amended the membership levels to membership packages and amended pricing structure
7. Sub-committees, page 6 – deleted all referencing to sub committees
8. Events, page 7 – Event goals – added goal 5 – to develop a members referral network, to introduce a member’s only specials card to be used between members of the GMCC for loyalty discounts
9. Marketing and promotions, page 9, goal 3 – amended wording from ‘that cater to a variety of formats, locations etc’ to ‘that may include’.
10. Marketing and promotions, page 9, goal 3 – amended ‘develop a three year calendar of events; to ‘ develop a 12 month calendar of events’
11. Appendix 1 – inserted new membership packages table
12. Appendix 2 – amended action plan to reflect above changes