



KINGAROY CHAMBER of COMMERCE & INDUSTRY INC.

STRATEGIC PLAN 2021

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Acknowledgement

We acknowledge the Traditional Custodians of the lands on which the Kingaroy Chamber of Commerce Inc. operates, and recognise their continuing connection to land, water, and community. We pay our respects to the Traditional Custodians and all Elders past, present and future.

Preface

The Kingaroy Chamber of Commerce and Industry Inc. (KCCI) is the region's peak business body and acts as a united voice for the local business community. The KCCI has been operating within the local business community since 1912 and plays an active role in fostering and building business.

The KCCI is committed to fostering growth within Kingaroy and surrounding districts. This Strategic Plan is a document to drive and assist our local community to access resources and opportunities, that will support businesses and industries to grow and develop.

Purpose

This Plan outlines the Kingaroy Chamber of Commerce & Industries 5 core values, which will support the 5 strategic themes. These themes are transformative, will have action priorities on an annual basis and will be critical to achieving our Strategic Direction and 2030 Vision: A leading business representative group.

KCCI FUTURE STATEMENT

Our future is being influenced by a variety of global trends. As these political, economic, social, environmental and geographical trends provide us with new challenges, we intend to be at the forefront.

INFRASTRUCTURE

Our region has the ability to invest in world class infrastructure to be the leaders in modern agriculture and regional manufacturing, health and education.

MEMBERSHIP

The growth and sustainability of our membership base will be the key driver of how we generate business growth and investment in our region. The stronger our united voice is, the greater the opportunities for growth.

COMMUNITY

The success of our plan will have a direct impact on the growth and sustainability of our community. If we make our community the basis of every decision and action, we can be assured that we will create a strong and sustainable community with a liveability standard that is second to none.

As we continue to build a network of regional based commerce, and reduce duplication of efforts across local interest groups, we will build a common focus for improving our community. Our trust-based partnership approach will foster a combined focus to drive and pursue initiatives and opportunities. At the Kingaroy Chamber of Commerce and Industry Inc., we will Create Positive Change.

OUR VISION

To be a leading business representative group, recognised as a key advocate for improvement by our members and the community.

OUR VALUES

COMMUNITY

We will make the South Burnett inclusive, safe and resilient, promoting the sustainable use of the land and water on which our community thrives.

INFLUENCE

We will strengthen the means of implementation and revitalise key partnerships locally and more broadly.

POSITIVITY AND PURPOSE

We celebrate the community, and embrace resilient infrastructure, promote inclusive and sustainable progress and foster innovation.

GROWTH

We promote sustained and inclusive economic growth, allowing meaningful contribution to our regional by all.

MERIT AND DEDICATION

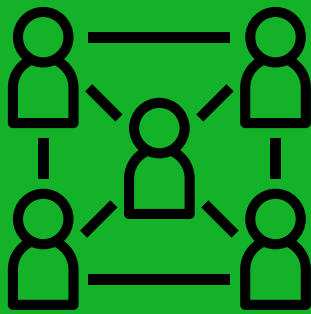
We work for South Burnett commerce and address the diverse and real-world problems faced by our community.

OUR STRATEGIC THEMES



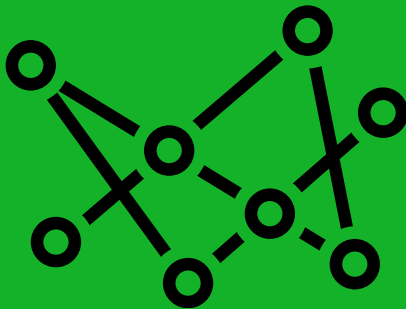
REGIONAL PROGRESSION

Promote regional development programs which see increased partnership with a broader range of members and stakeholders.



RELATIONSHIPS

Relationships that thrive through targeted techniques looking at longer term visions with relevant stakeholders.



CONNECTIONS

Enhance KCCI executive contact with a variety of external regional development stakeholders through environmental scanning and contact programs.



NETWORK DIVERSITY

We will develop a world-class communications program, which creates ownership amongst our members and connects people from our community.



LEADERSHIP

We will develop a program of partnership in our leadership. To ensure that we are the best advocate for the variety of businesses within our region.

REGIONAL PROGRESSION

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- Promote regional development programs which see increased partnership with a broader range of members leading to an increase of exposure and membership.
- Invest in research programs, drawing from a broad range of sources, to be at the cutting edge of regional development programs. We will conduct the research, find the sources and be at the table.
- Leverage sophisticated regional development programs to provide industry-based support and progress for our community. We will develop a multiple level approach to progressive opportunities, to empower the South Burnett in its development journey.

RELATIONSHIPS

- We will empower our diverse business environment and stakeholders to enhance their community experience, and stakeholder participation in partnership programs.
- Support innovative and impactful outcomes with key South Burnett stakeholder groups, breaking through organisational boundaries by sharing and understanding group visions. We will enhance a cooperative voice with key stakeholders and offer support in achieving similar goals.
- Provide sector-leading personalised support for our members. We will develop a specialised view of activity and member needs, which will be used to support our members on their business journey.

CONNECTIONS

- Formalise a networking and engagement process to be at the table with key regional development stakeholders, significant boards, and committees.
- Enhance our civic and social role in building the sustainability of the South Burnett, through leveraging key regional development stakeholders and through transforming how we analyse, track, and deliver member representation.
- Promote regional development programs which see increased partnership with a broader range of partners, leading to an increase in collaborative programs and decreasing duplication of effort.

NETWORK DIVERSITY

- Develop a multimedia communication strategy, which targets learning information for members and potential members. We will simplify the processes involved in joining, sharing of information, and gaining access to learning opportunities.
- Continue our focus on regional and community development, leading a wide range of benefits to our communities through the adoption of best practice in knowledge exchange.
- Connection opportunities for our members and people within our community. We will undertake research which generates prosperity for the South Burnett, the economy and environment and continue to thrive as a community.

LEADERSHIP

- Engage our members as trusted partners, with a shared responsibility for our community development. We will continually innovate our offerings and lead sustainable growth opportunities.
- Continue to develop our membership framework, having membership options valid to our diverse business types. We see growth as an opportunity, but never change for change sake.
- Promote the strategic benefits for members of varying business and commerce types. We will continue to recognise our key regional demographic, community support facilities and those industries which have been our traditional 'back bone'.

MEASURING OUR PERFORMANCE

We will measure our performance against the strategy, through an annualised review of our strategic themes and activities.

KPI 1

MEMBERSHIP PROGRAMS

Metrics that track new and existing members and their participation.

KPI 2

MEMBER EXPERIENCE AND INTERACTION

Metrics that track our communications performance.

KPI 3

CONTRIBUTION TO COMMUNITY AND REGIONAL DEVELOPMENT

Metrics that track external engagement and our contribution to our community and broader regional development initiatives.

KPI 4

SUSTAINABILITY AND GROWTH

Metrics to measure our regional development, sustainability, and growth programs.

KPI 5

BROADENED PARTNERSHIPS

Metrics to measure the broader membership and partnership groups, and level of participation.



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The Kingaroy Chamber of Commerce and Industry (KCCI) attempts to ensure the information contained in this publication is correct at the time of production (January 2021); however, sections may be amended without notice by the KCCI in response to changing circumstances or for any other reason. Check with the KCCI for any updated information.