



# 2024-25

## Strategic PLAN

**KCCI**

**KINGAROY  
CHAMBER OF  
COMMERCE &  
INDUSTRY INC**

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✉ info@kcci.asn.au

🌐 [www.kcci.asn.au](http://www.kcci.asn.au)



An aerial photograph of a town, likely Kingaroy, showing a roundabout, a gas station, and various commercial buildings. The image is overlaid with orange and blue geometric shapes and a dotted line.

## **Vision**

**KINGAROY**  
**the commercial**  
**centre of the**  
**South Burnett.**

## **Mission**

**We're here to support the**  
**Kingaroy business community**  
**in their efforts to continuously**  
**improve and collaborate for**  
**long-term sustainability.**



# We're focussed on

01



## Our Members

### Meet & Greet

- Review Meet & Greet events
- Scheduling in advance Meet and Greet Promotion

### Business Hub

- Automated booking system
- Installed room dividers
- SMILE Station

### Member Rewards

- Member Reward Database
- Monthly Member Newsletter
- KCCI Local Procurement

02



## Development Engagement

### Local Supplier Advocacy

- Major Projects Capability Statement Directory
- Signed understanding with all levels of government

### Developer's Welcome

- KCCI Development Engagement Process

### Training and Events

- Capability Statement Workshops
- 'Get Better' workshops
- Preparing for Growth workshops

03



## Business Unity & Identity

### Unify region's commercial and aesthetic identity

- SB Unique Identifier Project
- Identity in Practice workshops

### Advocacy Data

- Monthly member survey topics
- regular data-based Media Release to media outlets

### Liveability Campaign

"The South Burnett, Queensland's Oasis"  
Live, Work and Play in Regional Queensland



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## Our Members



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Task	Actions	Key Success Factors
Survey membership on Meet & Greet	<ul style="list-style-type: none"> <li>• Compose, send and receive satisfaction &amp; feedback survey.</li> </ul>	<ul style="list-style-type: none"> <li>• 70% membership response</li> </ul>
Review Meet & Greet format	<ul style="list-style-type: none"> <li>• Write annual Meet &amp; Greet Event Plan (marketing inclusive)</li> </ul>	<ul style="list-style-type: none"> <li>• Key executive &amp; member priorities allocated in an annual calendar</li> </ul>
Announce & promote annual calendar	<ul style="list-style-type: none"> <li>• Create &amp; circulate event calendar</li> <li>• Delegate promotions duty</li> </ul>	<ul style="list-style-type: none"> <li>• 70% annual membership attendance.</li> <li>• 3 non-members per M&amp;G</li> </ul>
Automate booking system	<ul style="list-style-type: none"> <li>• Create business case for automating booking system</li> <li>• Implement technology</li> </ul>	<ul style="list-style-type: none"> <li>• 20% more bookings</li> <li>• 80% less booking administration</li> </ul>
Business Hub for more use	<ul style="list-style-type: none"> <li>• Purchase &amp; install room dividers</li> <li>• Business case for office pods</li> </ul>	<ul style="list-style-type: none"> <li>• 10% more bookings</li> </ul>
SMILE Station	<ul style="list-style-type: none"> <li>• Year-round S.M.I.L.E Tool Rack</li> <li>• Full-time, NICL trained staff member in Hub</li> </ul>	<ul style="list-style-type: none"> <li>• FT Staff Member</li> <li>• 24/7 available business support tools</li> </ul>
Build Member Reward Database	<ul style="list-style-type: none"> <li>• Request peer offers from members</li> <li>• Deliver attraction and retention membership reward structure</li> <li>• Ensure all KCCI projects include member value</li> </ul>	<ul style="list-style-type: none"> <li>• \$1000 value added to membership</li> <li>• New business offer kit</li> <li>• Increase of 20% members, getting more value</li> </ul>
Monthly Member Newsletter	<ul style="list-style-type: none"> <li>• Monthly news email newsletter to members</li> </ul>	<ul style="list-style-type: none"> <li>• Over 50% opens per month</li> </ul>
KCCI Procurement strategy	<ul style="list-style-type: none"> <li>• Develop prioritising local purchasing policy</li> </ul>	<ul style="list-style-type: none"> <li>• 95% KCCI purchases from local suppliers</li> </ul>



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## Development Engagement



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Task	Actions	Key Success Factors
Major Projects Capability Statement Directory	<ul style="list-style-type: none"> <li>• Develop a members Capability Statement directory</li> </ul>	<ul style="list-style-type: none"> <li>• Printed and digital capability statement directory</li> </ul>
Signed understanding with all levels of government	<ul style="list-style-type: none"> <li>• A draft 'understanding' proposal to take to all levels of government regarding local procurement</li> <li>• Meet with all levels of government to settle and sign an understanding</li> </ul>	<ul style="list-style-type: none"> <li>• Signed understanding with Local, State and Federal Government with local contractor engagement guidelines</li> </ul>
Development Welcome Kit	<ul style="list-style-type: none"> <li>• Encourage first meeting policy</li> <li>• Develop developer process and engagement checklist</li> <li>• Develop FAQ's of developers with answers</li> </ul>	<ul style="list-style-type: none"> <li>• 5 developer/developments to receive welcome kit.</li> <li>• 2 developers to complete full process</li> <li>• 2 developer feedback and testimonials received</li> </ul>
Development Engagement Process	<ul style="list-style-type: none"> <li>• A process that includes first meeting agenda, member directory, personal contacts, specialist advice.</li> </ul>	<ul style="list-style-type: none"> <li>• All development in Kingaroy to have made contact with KCCI, aiming for first engagement.</li> </ul>
Capability Statement Workshops	<ul style="list-style-type: none"> <li>• Half-yearly, or more regularly as required, Government led capability statement workshops.</li> <li>• Peer-review capability statement free advice</li> </ul>	<ul style="list-style-type: none"> <li>• 8 attendees per workshop</li> <li>• 4 peer-review assessors</li> <li>• 15 peer-reviewed capability statements</li> </ul>
'Get Better' Workshops	<ul style="list-style-type: none"> <li>• Quarterly workshops/day full of workshops to better businesses operating to make Kingaroy the commercial centre.</li> </ul>	<ul style="list-style-type: none"> <li>• 4 workshops per year</li> <li>• 4 variable topics.</li> </ul>
Preparing For Growth workshops	<ul style="list-style-type: none"> <li>• Work with co-provider to deliver workshops aimed at supporting businesses making growth decisions</li> </ul>	<ul style="list-style-type: none"> <li>• 2 workshops per year</li> </ul>



# Our Plan

## Business Unity & Identity



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Live, Work and Play in Regional Queensland

Task	Actions	Key Success Factors
SB Unique Identifier Project	<ul style="list-style-type: none"> <li>• Lead and support the SB Unique Identified Project</li> </ul>	<ul style="list-style-type: none"> <li>• Sub-region unification in message.</li> <li>• South Burnett wide USP</li> <li>• South Burnett ID induction</li> </ul>
Identity in Practice workshops	<ul style="list-style-type: none"> <li>• SB Identified launch function</li> <li>• Lead 1 day workshop with option of second workshop for businesses to uptake 'identity in practice'</li> </ul>	<ul style="list-style-type: none"> <li>• 200 attendees at launch function</li> <li>• 100 businesses at workshop</li> </ul>
Data capture schedule	<ul style="list-style-type: none"> <li>• Identify annual data capture schedule of KCCI and allocate them into a calendar.</li> </ul>	<ul style="list-style-type: none"> <li>• 50% return rate from members.</li> </ul>
Data-based Media Release to media outlets	<ul style="list-style-type: none"> <li>• Send monthly media release based on member survey data to all media outlets.</li> <li>• Conduct 3 out-of-the-ordinary surveys per year to measure current political/newsworthy issues</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly media releases to media list</li> <li>• Monthly release of data to government stakeholders</li> <li>• 2 direct media enquires per month</li> <li>• 2 Major media outlet coverages</li> </ul>
"The South Burnett, Queensland's Oasis" Live, Work and Play in Regional Queensland	<ul style="list-style-type: none"> <li>• Review and risk mitigate barriers to success. Develop campaign based on findings.</li> <li>• Develop partnership prospectus in Work Regional campaign.</li> <li>• Develop Campaign material for campaign.</li> <li>• Launch event for campaign.</li> <li>• Deliver &amp; measure campaign</li> </ul>	<ul style="list-style-type: none"> <li>• 10 major employer partnerships</li> <li>• \$10,000 PR Coverage major news outlets</li> <li>• 50% of South Burnett HR advertisements pay tribute campaign.</li> <li>• Measurement report</li> </ul>





**To complete this  
work, we need you.**

**How can you help  
us achieve:**

- Funding a paid position to drive projects**
- Local business partnerships, incentives and exchanges to fund positions and projects**
- Government funding to drive initiatives**
- Access professional external resources as required**
- Utilising our local members skills**



## Join Us, enquire now:

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