

# Chamber of Commerce Strategic Plan: 2017 - 2018



**VISION** Tairawhiti: Inspiring great business people

**MISSION** To inspire and influence business vitality in Tairawhiti, to positively influence the environment in which businesses operate and to provide opportunities, products and services that will improve the prosperity of the region

**STRATEGY**

ADVOCACY	CAPABILITY BUILDING	NETWORK BUILDING	POSITIVITY OPPORTUNITIES
Take positions on important issues for the district and our members, taking account of the majority view of our membership, and respecting the views of all members.	Inspire and upskill local businesses through providing and connecting with training opportunities.	Provide leadership and be proactive in improving the region's image and business environment	Be proactive and take a leadership role in supporting and influencing business connections



**KEY PERFORMANCE AREAS AND PRIORITIES**

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| <ul style="list-style-type: none"> <li>• Meet with members</li> <li>• Insight to membership</li> <li>• Relationship with media</li> <li>• Identify key regional issues and advocate strongly where appropriate.</li> </ul> | <ul style="list-style-type: none"> <li>• Work with key partner organisations - NZTE, AT, ECT, GDC, EIT, TPK</li> <li>• YES Program</li> <li>• Innovation Speaker Series</li> </ul> | <ul style="list-style-type: none"> <li>• High quality website and communications.</li> <li>• BA5 events</li> <li>• Under 35 Network</li> <li>• Innovation Speaker Series</li> </ul> | <ul style="list-style-type: none"> <li>• BA5 Events</li> <li>• Under 35 Network</li> <li>• Innovation speakers</li> </ul> |
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**Advice, Advocacy, Business Promotion, Business Support, Inspiration, Networking, Training**

**Sharing success across our business community**