

Fremantle Chamber
of Commerce



FREMANTLE CHAMBER OF COMMERCE

STRATEGIC PLAN

2018 - 2021



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Fremantle Chamber of Commerce (FCC) is focused on the economic development across our region to build and sustain strong business activity and growth.

As an advocate for our member businesses, FCC has been part of the fabric of the Fremantle region for well over a century and is committed to its future.

Fremantle has an eclectic mix of economic sectors including one of the State's major tourism destinations, main street retail and commercial centre, a key hub for port, marine, trade and logistics, a University town, an innovative industrial zone and a centre of creative economies.

Fremantle is important to the heritage of our State and a wonderful place to work and live.

For Fremantle, a robust business sector is a conduit to develop its economy and workforce and grow its community.

FCC is about building on our collective strengths to make Fremantle and its region a better place to do business.



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OUR VISION

Connecting, uniting and growing a successful and vibrant business community

OUR PURPOSE

A strong united business leadership voice to build economic growth across the Fremantle region

OUR VALUES

Leading business first and foremost

Acting with integrity and transparency

Partnership and engagement

Proactive and adaptable



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STRATEGIC OBJECTIVES



1: LEADERSHIP

Making Fremantle the place for business

We will achieve this objective by:

1.1 Representing the business community to influential stakeholders

1.2 Leading the region's business community by promoting a robust business environment and enhancing economic activity throughout the Fremantle region

1.3. Recognising new avenues for future economic growth

We will know we are achieving this objective by:

- Being the first point of contact for the business community consultation and networking
- Being the voice of the business community of the Fremantle region
- lead contributor on public policy and economic development to Government
- Attraction of resources dedicated to building business capacity and profile
- People choosing Fremantle to conduct business and live

Key Targets

1. Contribute to and report on major industrial, commercial and relevant planning projects impacting the economic development of the Fremantle region.
2. Represent the Fremantle business community to local, State and Federal Government.
3. Partner with stakeholders to lead the delivery of the Greater Fremantle Action Plan.
4. Increase the representation of industry sectors across Chamber activities and advocacy to build the reach of the Chamber. Through the formation of an Industry Committee and Small Business Retail.
5. Active member subcommittees advising Chamber advocacy.



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STRATEGIC OBJECTIVES



2: MEMBERSHIP & BRAND

Provide relevant services and products to our members

We will achieve this objective by:

- 2.1 Providing a clear message to our Members
- 2.2 Strengthen and build membership networks and resources
- 2.3 Building our identity as a regional business advocate

We will know we are achieving this objective by:

- Being recognized in the business community as a leadership organisation for advocacy
- Increasing business and corporate membership across the Fremantle region
- Increasing engagement with members and the region’s business community in chamber events, services and partnerships
- Providing value to our members

Key Targets

1. Target the distinct business precincts of our region, including O’Connor, Hilton, Henderson, to build network and membership opportunities.
2. Creation & delivery of a marketing and communication strategy including brand development, member activities, events, social media, website, newsletters and blogs.
3. Deliver an events program that engages and builds the network and profile of Chamber.



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3: SUSTAINABILITY & BUSINESS GROWTH

To strengthen our economic sustainability

We will achieve this objective by strengthening our three business revenue streams:

- 3.1 Membership development
- 3.2 Building management
- 3.3 Export documentation

We will know we are achieving this objective by:

- Building stronger revenue sources from our core business units in Membership, Building Management and Export Documentation
- Developing and marketing new sustainable revenue streams
- Building networks and partnerships to increase value proposition for members

Key Targets

1. Strengthen and increase existing revenue streams through project delivery or commercial service provision business development and export services.
2. Deliver membership marketing strategy to retain existing and build new membership and partnerships
3. Increase tenancy rates by reviewing and improving tenancy product and competitive rates for the building and parking.



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STRATEGIC OBJECTIVES



4: GOVERNANCE

Maintain organisational integrity

We will achieve this objective by:

- 4.1 Adopting and managing a constitution as required by the Incorporated Associations Act 2015
- 4.2 Reviewing the composition of the Board to ensure diversity and optimum performance
- 4.3 Maintaining a critical oversight to ensure continuity of strategy
- 4.4 Undertaking an enterprise-wide risk management strategy and introducing mitigation strategies
- 4.5 Ensuring the Board's governance responsibilities are undertaken

We will know we are achieving this objective by:

- Achieving best governance practice
- Achieving best management practise of Member's assets
- Having all governance policies and procedures in place

KEY TARGETS

1. The ratification of the new Constitution
2. Establish a Board Charter and provide Governance training
3. Best practise governance
4. Bi-Annual review of Strategic Plan

