

## MRCCI Strategic Plan 2017 – 2019

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### Who We Are

The MRCCI is a not-for-profit, member-based organisation, actively representing, networking and supporting the Margaret River business community, under the leadership and management of a voluntary Committee and part-time paid Executive Officer.

#### VISION

*To be the leading voice of a thriving Margaret River Region business community.*

#### MISSION

*The MRCCI passionately represents the diverse and vibrant business community of the Margaret River region.  
Through strategic engagement, we enhance sustainable economic development.*

#### CORE VALUES

**COMMUNITY:** Environment | Local Businesses | Members | Region

**CREDIBILITY:** Honesty | Integrity | Reliability | Respect

**LEADERSHIP:** Adaptable | Innovative | Proactive | Visionary

**REPRESENTATION:** Courage | Dedication | Strong Voice | Tenacious

# MRCCI Strategic Plan 2017 – 2019

## Background

For the past 12 months the MRCCI has been assessing and adjusting the organisation’s direction in response to a changing environment. In recent years the MRCCI upheld a strong focus on leading the region’s digital economy, successfully implementing a free public Wi-Fi project, online directory and digital marketing training workshops. Moving forward, the Chamber would like to maintain these projects, however the organisational direction will expand to include additional key focus areas.

In order to determine the direction and focus areas, the MRCCI undertook a comprehensive strategic planning process.

### The Strategic Planning process was as follows:

Step 1	Engaged a professional strategic planning facilitator, Andrew Horan, Ultimate Growth	Step 6	Identified Key Focus Areas to support our Vision, Mission and Objectives
Step 2	Identified Key Stakeholders	Step 7	Formed Subcommittees to develop strategies for each focus area and identified actions to deliver the strategies
Step 3	Identified the MRCCI’s Core Values	Step 8	Presented key focus areas to members with an invitation to comment at the 2017 AGM
Step 4	Reviewed the Chamber’s Objectives	Step 9	Developed a Communications Plan
Step 5	Completed Vision & Mission Statements	Step 10	Completed a 3 Year Strategic Plan

## MRCCI Strategic Plan 2017 – 2019

CHAMBER OBJECTIVES	
1.	Advocate and represent on behalf of the business community on issues relevant for sustainable economical growth.
2.	Promote strategic partnerships and networking between groups and individual businesses in the Margaret River region in order to share expertise and promote business interaction.
3.	Play a lead role in formulating strategic plans and policies for economic sustainable development of business in the Margaret River region.
4.	Promote the Margaret River region as a location for sustainable economic development to encourage additional investment, ideas, expertise and employment for the benefit of the community.
5.	Promote and support activities and schemes that will help businesses in the Margaret River region operate more effectively, efficiently and sustainably.
6.	Assist businesses in the Margaret River region in finding relevant information and training resources from local, regional and national sources.
7.	Promote and support activities and schemes that develop a grater awareness and understanding of businesses and industries in the Margaret River region.

### 7 KEY FOCUS AREAS IDENTIFIED (Alphabetical order)

**Advocacy | Buy Local | Environment | Governance | Innovation & Technology  
Margaret River Business Awards | Membership Development**

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7 FOCUS AREAS	OBJECTIVE	2017-2018 ACTIONS
<b>1. Advocacy</b>	To represent the membership with stakeholders locally, statewide & federally To lobby on behalf of the membership	Increase MRCCI representation on all community reference groups, external CCI's and relevant Boards Communicate with members on issues affecting businesses
<b>2. Environment</b>	To encourage environmental excellence within the businesses community To recognise local businesses environmental excellence To forge stronger relationships with local industry leaders	Introduction Excellence in the Environment Business Award Annual environment themed special networking event MOU Nature Conservation Margaret River Region
<b>3. Governance</b>	To maintain a well run organisation To ensure good governance	Development of a new up-to date Constitution Introduction of software to streamline processes Development of internal subcommittees
<b>4. Innovation &amp; Technology</b>	To build capacity within businesses to embrace the digital economy To enhance the digital capacity of the community	Digital marketing workshops Attendance at Innovation summits Continuation of free public Wi-Fi
<b>5. Membership Development</b>	To enhance membership benefits and engagement To increase membership base by 25%	Benefits survey to members Dedicated subcommittee to examine and review benefits
<b>6. MR Business Awards</b>	To celebrate and showcase the local business community To recognise the achievements of local businesses	Create a community wide event, increase sponsorships Showcase all finalists, Representation at the WARSBAs
<b>7. Buy Local</b>	To encourage the community to think small business first To encourage the community to shop locally To support members first	WA Small Business Day celebrations Member to member benefits program MRCCI members first policy

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MRCCI STAKEHOLDERS			
<b>Core Stakeholders</b> <i>Who do we work with?</i>	<b>Secondary Stakeholders</b> <i>Who supports us?</i>	<b>Benefiting Stakeholders</b> <i>Who do we support?</i>	<b>Stakeholder Consultation</b> <i>Where do we advocate?</i>
<p>MRCCI Members</p> <ul style="list-style-type: none"> <li>• Gold</li> <li>• Silver</li> <li>• Bronze</li> </ul> <p>Event Hosts and Sponsors</p> <p>Shire of Augusta-Margaret River</p> <p>South Regional TAFE</p> <p>Rotary Club of Margaret River</p> <p>Media Partners - Augusta Margaret River Times, Austereo</p> <p>Margaret River Busselton Tourism Association</p> <p>South West CCIs – Augusta, Bunbury, Busselton, Dunsborough-Yallingup</p> <p>Cowaramup Retailers Association</p> <p>Business South West</p> <p>Margaret River Wine Association</p>	<p>Regional CCIWA</p> <p>CCIWA</p> <p>Small Business Development Corporation</p> <p>South West Development Commission</p> <p>Regional Development Australia</p> <p>Local Members of Parliament</p> <p>State Government</p> <p>Federal Government</p>	<p>The Business Community of the Margaret River Region</p> <p>Residents of the Margaret River Region</p> <p>Visitors to the Margaret River Region</p> <p>Events and Festivals in the Margaret River Region</p> <p>Cape to Cape Catchment Group</p> <p>Arts Margaret River</p> <p>Margaret River Regional Producers Association</p> <p>Margaret River Primary School</p> <p>Margaret River High School</p>	<p>Parliament House</p> <p>Regional Chambers Meetings</p> <p>Augusta-Margaret River Industry Leaders Meetings</p> <p>Vision 2036 Reference Group</p> <p>South West CCI</p>

## **MRCCI Strategic Plan 2017 – 2019**

### **Conclusion**

The MRCCI 2017 – 2019 Strategic Plan was developed over a 6-month period with the appointment of a professional, experienced facilitator and full engagement of the MRCCI Board and Executive Officer. We are excited to have completed this process and be moving forward with strong governance and direction, to deliver greater benefits for our members and business community.

The MRCCI is dedicated to continuing being your leading voice for local businesses in the Margaret River region and embracing the economic, social and environmental challenges we face head on. We will deliver the best outcomes for our members and local businesses with our passionate dedication to advocacy, networking and relationships with key stakeholders locally, statewide and federally.

If you have any questions or feedback pertaining to the Plan or the Chamber, please contact:

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