



Uralla Business Chamber
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Uralla Business Chamber

Business Plan

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Summary

Uralla Shire Business Chamber aims to work with local businesses and engage our community to keep Uralla District as the best place in New England to do business and live.

The Chamber will work closely with, and provide services to, businesses to enhance business performance and promote the Uralla District.

Business Plan

Our Vision

To be the meeting place for business and community growth.

Our Mission

To support business development to keep the Uralla District as the best place in New England to do business and to live

Our values

1. Creative
2. Ethical
3. Connected
4. Respectful

Our Standards and Expectation

Uralla and district is a close knit integrated community. Many businesses are family operated. We depend on each other. Strength is in unity.

Therefore we need to:

- Have an open circle
- Be Transparent and respectful
- Walk the talk
- Treat others as you want to be treated
- Make sure everyone is a winner

Our Goals

As a fledgling organisation our first steps are aimed at establishing our role in fostering, attracting and supporting businesses. To do this we need to:

- Build membership
- Develop a productive mutually beneficial relationship with Uralla Shire Council
- Develop a productive mutually beneficial relationship with Community groups
- Promote business expansion
- Develop a sustainable funding stream
- Effectively engagement with and encourage community input
- Grow tourism through business.
- Be a destination by developing, growing and retaining businesses
- Develop a program of education/advice/information for our business community and prospective businesses.

Our Strategy

To establish and grow Uralla Business Chamber as a key organisation that promotes and supports businesses in our district, our strategy is to:

Engage

Become an effective organisation working with all businesses in Uralla Shire.

- Be recognised as leaders (the go to group) in the business community
- Build relationships with Uralla Shire Council, community groups and local institutions
- Be seen to be delivering

Educate

Provide a board forum by which existing and prospective businesses can proactively improve business performance.

- Have a well-informed business community
- Provide business access to industrial relations and HR information
- Identify and address local businesses needs

Advocate

Overcome key constraints to business development in Uralla Shire.

- Have Uralla Shire more widely recognised as a good place to live and do business
- Develop effective relationships with all levels of Government, and the media
- Have businesses bring constraints to the business chamber for resolution

Engage

Become an effective organisation working with all businesses in Uralla Shire.

- Be recognised as leaders (the go to group) in the business community
- Build relationships with USC, community groups and local institutions
- Be seen to be delivering

Program	Resources	Actions	Success	Who	When
Build membership		<ul style="list-style-type: none"> • General meeting every month • Implement strategic plan • Produce USBC flyer 	<ul style="list-style-type: none"> • 	Teresa French	
Networking Business directory Welcome to Uralla package - for businesses - for residents	Advertising revenue	<ul style="list-style-type: none"> • Produce business directory 	<ul style="list-style-type: none"> • Directory produced 	Colin Hull Fran Welbourn Iain Mackintosh	By December meeting
Engage with media TV campaign		Keep InTouch with Newspapers and TV Produce USBC media releases	Media presence at least once per month	Teresa French Bob Crouch	
Communicate - Newsletter - Website - Facebook		Produce newsletter Website and facebook Page updated	Newsletter produced after every general meeting At least once per week	Natasha Ledger Corrine Annetts Teresa French	

Educate

Provide a board forum by which existing and prospective businesses can proactively improve business performance.

- Have a well-informed business community
- Provide business access to industrial relations and HR information
- Identify and address local businesses needs

Program	Resources	Actions	Success	Who	When
Local business awards		Organise and hold business awards	<ul style="list-style-type: none"> • Business awards held 	<ul style="list-style-type: none"> • To be discussed At GM following AGM 	Oct 2018
Welcome to Uralla events			<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	
Determine business needs IR, HR etc)		Discuss with Joe		Teresa French	
Address business needs		Presentations on key topics	<ul style="list-style-type: none"> • \$ per year, starting February meeting 	Corrine Annetts	
Link with NSW business chamber		Discuss with Joe		Teresa French	

Advocate

Overcome key constraints to business development in Uralla Shire.

- Have Uralla Shire more widely recognised as a good place to live and do business
- Develop effective relationships with all levels of Government, and the media
- Have businesses bringing constraints to the Business Chamber for resolution.

Program	Resource	Actions	Success	Who	When
Identify key constraints current businesses have experienced/are experiencing		Combine with development of business directory			
Develop action plans to address identified constraints			Action Plans developed and implemented	Committee	
Engage with State and Commonwealth local members		Invite local members to Key events and meetings. Provide local members with briefings on progress and achievements	Local members aware of and well informed about UBC. Local members engaging with UBC	Teresa French Bob Crouch	
Engage with Council		Invite Council to Key events and meetings. Provide Council with briefings on progress and achievements	Council well informed about UBC Council engaging with and supporting UBC	Teresa French Iain Mackintosh	