



Uralla Business Chamber
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Uralla Business Chamber

Business Plan

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Contents

Our Vision, Mission, and Values

Our standards and expectations

Our Goals

Our Strategy

- Engage
- Educate
- Advocate

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. Respectfull

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

After three years of active operation we have established a viable Business Chamber actively engaging with businesses in Uralla Shire. We now need to continue to foster, attract and support businesses. To do this we need to:

- Build membership
- Have a productive mutually beneficial relationship with Uralla Shire Council
- Have a productive mutually beneficial relationship with Community groups
- Develop a sustainable funding stream
- Effectively engage 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.
- Attract residents

Our Strategy

To 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, local institutions and State and Commonwealth Governments.
- Be seen to be delivering

Educate

Provide a broad 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 to be shared and resolved.

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 • Invite and promote guest speakers • Promote UBC flyer • Have meetings at various times eg breakfast/lunch meetings 	<ul style="list-style-type: none"> • Have at least 15 individuals attend each meeting 		
Networking Business directory Welcome to Uralla package - for businesses - for residents	Advertising revenue	<ul style="list-style-type: none"> • Promote business directory • Produce and distribute "Welcome to Uralla" package • Christmas carnival • Christmas lights/tree 	<ul style="list-style-type: none"> • Directory being widely used 		
Engage with media TV campaign		<ul style="list-style-type: none"> • Produce media releases • Keep in touch with media 	Media presence at least once per month (Wordsworth)		
Communicate - Website - Facebook		<ul style="list-style-type: none"> • Website a social media kept up to date • Source funding for administration and community functions. 	Website kept up to date Regular facebook posts		

Educate

Provide a broad 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 human resources 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"> • 	
Welcome to Uralla events		Organise events	<ul style="list-style-type: none"> • At least one event every six months 	<ul style="list-style-type: none"> • 	
Determine business needs IR, HR etc)		Survey	Suvey businesses every twelve months		
Address business needs		<ul style="list-style-type: none"> • Presentations on key topics • Membership only part of web site 	<ul style="list-style-type: none"> • Presentations well attended • Membership only web site developed 		
Link with NSW Business Chamber		Discuss with Joe			

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
Address Key Constraints		Develop and implement Action Plans to address identified constraints.	Action Plans developed and implemented		
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		
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		