

The background of the cover is a photograph of a wide river at dusk or dawn. The sky is filled with soft, white and grey clouds, and the water reflects the light from the sky and the distant city lights. On the right side, a city skyline is visible with several buildings illuminated. In the foreground, the dark, silty banks of the river are visible on the left. Overlaid on the top left and bottom right of the image are large, thin, white spiral lines that curve around the text.

Whanganui Chamber of Commerce

Strategy 2019–2022

W H A N G A N U I
CHAM**b**ER OF COMMERCE

Business Vitality

Background

As the ultimate success network for business, the 30 Chambers of Commerce in New Zealand support over 20,000 business members and are active in the business environment, nationally and internationally.

As incorporated society business membership associations, the New Zealand Chambers of Commerce promote, support and encourage sustainable, profitable business growth. We do this by positively influencing the environment in which businesses operate, by providing training, advice, information, support and great networking opportunities. The New Zealand Chambers of Commerce also act as a voice to advocate on behalf of member businesses and provide members with excellent deals and savings across a variety of products and services.

Originally established in 1889, the Whanganui Chamber of Commerce and Industry is an accredited NZ Chamber of Commerce and is a credible source of knowledge and information for other organisations. We enjoy close relationships locally and nationally, with industry bodies, government, institutions, associations and media. We use our influence across these organisations to support our business members.

Whanganui Chamber of Commerce and Industry is affiliated with 22,000 Chambers of Commerce globally – the International Chambers of Commerce (ICC) - providing members with access to the largest business network in the world.

The Whanganui Chamber of Commerce and Industry was successfully re-established in Whanganui in 2015, as we recognised our business community needed strong local support. We are growing our offerings and our membership base and this strategy sets out our goals and focus for the next three years.



A scenic landscape of a forested mountain with a rainbow and people canoeing on a river. The mountain is covered in dense green forest, and a vibrant rainbow arches across its midsection. In the foreground, a river flows, with three people in red and black canoes paddling towards the left. The sky is a pale blue with soft, wispy clouds. Faint, concentric white circles are overlaid on the image, centered around the rainbow.

Our Vision

To be the recognised centre for
**business excellence, innovation
and collaboration.**

Our Purpose

To support local businesses and promote
business vitality in Whanganui.

NGAIO

Professional

Working with the highest integrity in all situations

KAIRANGI

Excellence

Creating a climate for others to succeed

KAUANUANU

Respectful

Honouring every individual as equal

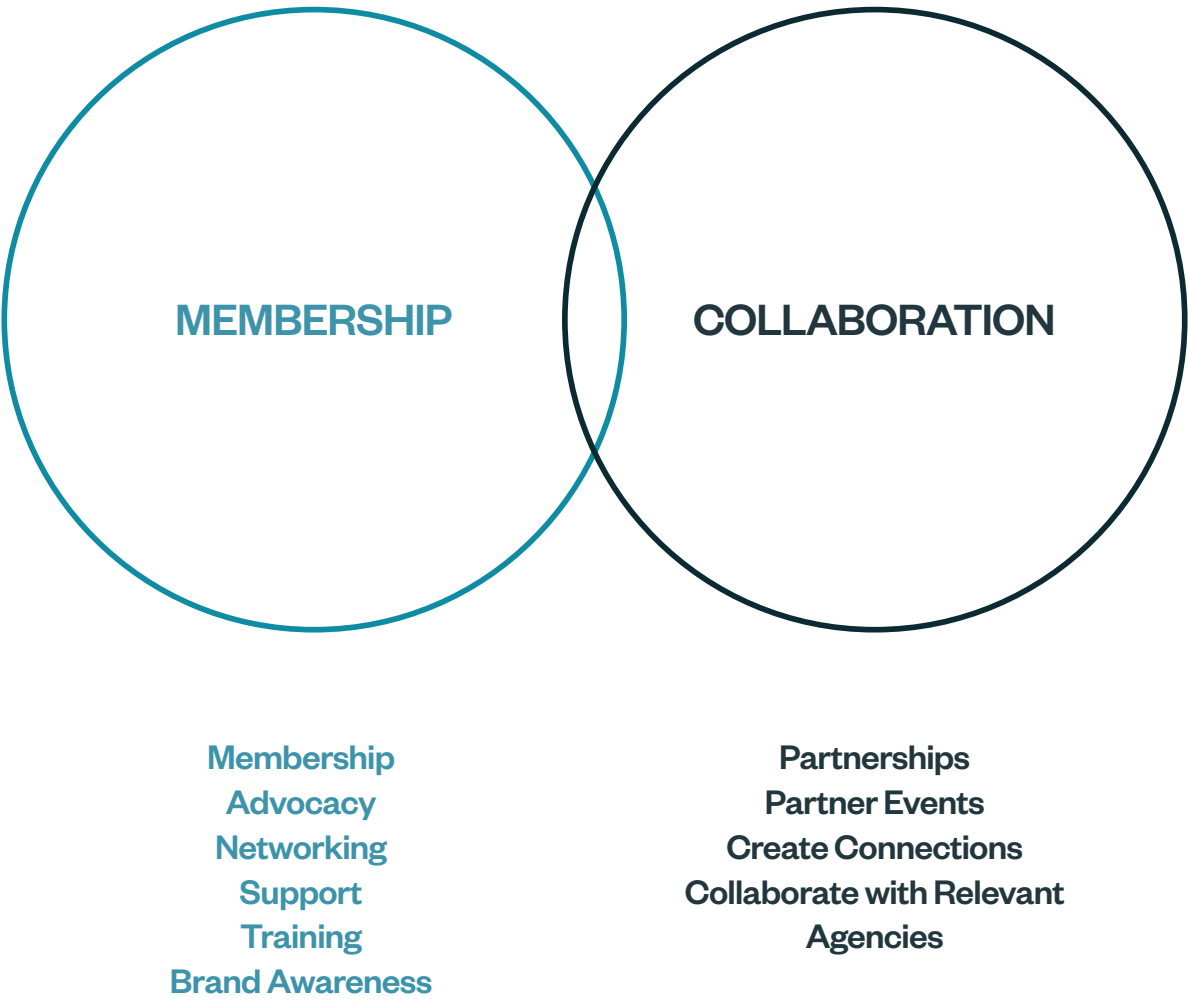
MAHI TAHI

Collaborative

Forming lasting relationships

Focus Areas

The Chamber is focusing on two priority areas over the next three years, with the vision of building an even stronger membership base and forming valuable relationships with key partners, to benefit our members. Our overarching vision is to provide value to our members, so that they can be successful in their businesses.



2019 Membership

GOAL	METHOD	OUTCOME
Increase membership by 100 members per annum	Implement the Membership Strategy and work with key partners to increase membership	Increased membership, increased funding, increased attendance at events, Increased value for members, Increase in brand awareness
Advocate for business	<p>Making the most of every opportunity to participate on submissions where possible.</p> <p>Establish portfolios for each board member to lead.</p>	<p>Whanganui businesses' voice is heard Local and central government policies take business needs into account.</p> <p>Chamber retains official accreditation Areas of interest to business have leaders within the Chamber of Commerce and Industry.</p>
Networking	Continue to host regular events for members: Business breakfasts, BA5s, Industry tours and biennial Business Awards.	<p>Chamber members know each other and businesses find ways to work together.</p> <p>The community knows their local businesses and what they do.</p> <p>The Chamber is known as the principle networking organisation in the region.</p> <p>Chamber retains official accreditation</p>
Support	<p>Listen to our members, be available for support and advice where needed.</p> <p>Refer businesses to partners, members and organisations that can assist them.</p>	<p>Members have the support they need to run successful businesses.</p> <p>Partners and Members are connected with their customers via the Chamber</p>

2019 Membership

GOAL	METHOD	OUTCOME
Training	Continue to offer a variety of regular training courses and keynote speakers	<p>Our partners and members have the skills they need to run successful businesses.</p> <p>Chamber revenue will increase.</p> <p>Chamber retains official accreditation.</p>
Brand Awareness	<p>Continuing with advocacy and networking in all opportunities.</p> <p>Investigate options for advertising in magazines that promotes Whanganui business, locally and nationally.</p>	<p>Membership will increase with the increased value perception. We will be known as the centre for business excellence, innovation & collaboration</p> <p>Our businesses will be promoted regionally and nationally</p>

2019 Collaboration

GOAL	METHOD	OUTCOME
Build category, regional, national, training and media partnerships	Work with member organisations to build a network of category partners	The Chamber has a series of key partners that add value to members, while enhancing partners' business Increased Chamber revenue
Host two Partner events per year	Work with hospitality partner to host high quality partner events twice a year	Partners will forge stronger connections and feel appreciated by the Chamber
Create connections	Develop a brief strategy for each partner to understand their specific needs, how they can assist members and how the Chamber can best assist the partners.	Partners needs are understood and met. Members needs are understood and met.
Collaborate with relevant agencies	Build on relationships with key agencies including Whanganui and Partners, Te Manu Atatu, Thrive Whanganui and CEDA	Agencies understand each other's vision, purpose goals and work together to promote and support Whanganui.