



WINGHAM  
— CHAMBER OF —  
COMMERCE

# Wingham Chamber of Commerce

## Strategic Plan 2019-2021

**President** - Elizabeth Jarvis

**Vice President** - Kevin Ellis

**Treasurer** - Simon Brown

**Secretary** - Vacant





*“making connections and building  
our business community”*

# **Wingham Chamber of Commerce**

## **Strategic Plan 2019 - 2021**

21 May 2019

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## **Wingham Chamber of Commerce Strategic Plan 2019 - 2021**

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### **Mission**

The Wingham Chamber of Commerce is a voluntary organisation dedicated to being a strong and effective advocate for the local business community.

We will be the voice of our members and work closely with all levels of government in representing the issues of importance to our members.

### **We aim to achieve our Mission through:**

- Providing leadership to build a vibrant business community
- Actively stimulating business growth and development
- Supporting the overall economic and social wellbeing of the local and LGA community
- Building our numbers and diversity in memberships

### **Purpose**

We are a voluntary partnership of business and professional people working together to promote a vibrant local economy for those who live and work in Wingham and the surrounding areas.

We work with, and lobby local, state and federal governments to achieve improved parking, streetscape beautification and upgrade of our Wingham CBD, greater town branding and signage, together with improvements to our infrastructure and services.

### **Objectives**

- Support our Members
- Support Local business
- Strengthen the Chamber
- Create and improve our town environment for locals and tourists
- Improve our environmental credibility
- Support the local community and LGA



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## Vision

The Wingham Chamber of Commerce primary purpose is to support local businesses, enabling them to be successful and to grow.

We do this by being an advocate and a voice on the behalf our members and broader business community.

We will represent the interests of local business to promote the economic and social wellbeing of the Wingham area and proactively lobby all levels of government and other key stakeholders for the benefit of our business community and broader Wingham community.

## Stakeholders

The primary stakeholders of Wingham Chamber of Commerce are our Chamber Members, on behalf of whom we represent and advocate on behalf of.

We recognise other Wingham businesses and commercial landlords as being integral to the activities of the Chamber in support for our membership.

## Community Partners

We identify our community partners for the Wingham Chamber of Commerce as being:

- MidCoast Council (MCC)
- NSW Business Chamber (NSW BC)
- MidCoast Business Chamber (MCBC)
- Other local Business Chambers
- Wingham Rotary
- Manning Valley Historical Society
- Regional Development Agency (RDA)
- Manning Valley Tourism
- Wingham Advancement Group (WAG)
- Funding Agencies
- Event Organisers
- Department of Lands & Industry
- National Parks and Wildlife Service
- Potential Members
- Local community members
- Tourists



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### **Current Projects**

#### **Wingham CBD Street Beautification**

We continue to lobby MidCoast Council, State and Federal representatives to progress this long standing project.

The upgrading of Isabella and Bent Streets has been an ongoing discussion for over 20 years which will see an upgrade in drainage, paving and road condition along Isabella Street and assist in the avoidance/reduction in flooding at the junction of Isabella and Primrose Streets.

Whilst we acknowledge the financial impost requires the involvement of all levels of government, there has been an underlying lack of priority and importance placed on this necessary and important infrastructure project by MidCoast Council.

This remains an ongoing project for Wingham Chamber of Commerce

#### **Wingham Activation Committee Autonomy**

Wingham Activation Committee was formed in 2018 with the successful implementation of the Wingham Place Making activity which saw the implementation of a variety of projects based on community input from a series of public forums.

Projects included a community and business noticeboard and directory, installation of street seating, planter boxes, public murals and annual community events such as the annual lantern walk.

The committee still operates under auspice of the Wingham Chamber of Commerce however the intention is for it to become a fully autonomous group separate to the Wingham Chamber of Commerce by July 2020.



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## Review

28 August 2019—Tabled at General Meeting

29 October 2019—Distributed to Executive Committee