

PORT HEDLAND



Chamber of Commerce Inc



**2020 - 2021
BUSINESS PLAN &
BUDGETED
INITIATIVES
SUMMARY**

PORT HEDLAND CHAMBER OF COMMERCE & INDUSTRY 2020 - 2021 BUSINESS PLAN

GOAL	KEY ACTIONS	KPI	DATE DUE
GOVERNANCE	<p>Manage the PHCCI (including the WEB) to be financially sustainable and accountable to Members, Partners & Funders</p>	1.1 Implement new PHCCI Structure including employment of a CEO	New structure implemented and positions filled 31/03/2020
		1.2 Ensure the long term financial sustainability of the PHCCI and the WEB including identifying new revenue streams, maximising existing revenue streams and reducing costs	10% year on year revenue increase 30/11/2020
		1.3 Implement governance framework for the PHCCI and WEB as required by funding bodies	Governance Framework in place 28/02/2020
		1.4 Develop a 5 year strategic plan in consultation with key stakeholders	Strategic Plan Completed 30/11/2020
		1.5 Develop and implement a robust reporting framework to be accountable back to members	6-Monthly and Annual Reports sent to members 31/7 (Mid) AGM (Annual)
		1.6 Streamline PHCCI procurement processes and implement a local buying policy	Policy approved by Management Committee 31/03/2020
		1.7 Elected Committee members to assist to raise the profile of the PHCCI / WEB	Committee KPIs for participation to be developed 30/06/2020
MEMBER & PARTNER SERVICES	<p>Grow PHCCI (including the WEB) membership & service offerings to business community</p>	2.1 Develop a strategy to substantially grow the PHCCI and WEB membership and usage	Growth Strategy approved by Management Committee and partners 30/06/2020
		2.2 Market and promote PHCCI & WEB offerings to current and prospective members and the wider community	Marketing plan developed and execution commenced 30/03/2020
		2.3 Maintain website to act as portal for members to access important information and services e.g. special discounts, tender opportunities, airfare information etc.	Website continually updated Ongoing
		2.4 Develop and implement regular SHOP LOCAL campaigns to benefit PHCCI members	1-2 campaigns completed 31/12/2020
		2.5 Identify future Port Hedland projects and lobby proponents (eg: Government, Industry) for appropriate local content	Local content representation by Chamber (3 projects/year) Ongoing
		2.6 Regularly refresh the PHCCI Events and Web event programming in consultation with members, partners and funders	Annual program in place by Q1 each year 31/03/2021
		2.7 Generate regular press releases and newspaper articles to improve visibility of PHCCI and Web activities and programs	Monthly press release generated Ongoing
		2.8 Survey members (and non-members) to better understand challenges, expectations, engagement opportunities and services they require	Annual member survey conducted Bi-annual non-member survey conducted 30/10/2020
		2.9 Negotiate member discounts and special offers with key suppliers and service providers	>2 new member discounts added annually 31/12/2020

INNOVATION, SUSTAINABILITY & TECHNOLOGY		GOAL	KEY ACTIONS	KPI	DATE DUE
		To position the WEB and the PHCCI to be at the forefront of business support, development and innovation in the Pilbara	Grow and develop the Web to its maximum potential in collaboration with members, partners and funders	3.1 Develop criteria and evaluate annually with partners	30/11/2020
			Elected committee members to be drivers of innovation and regional development by participating in and promoting WEB activities and services	3.2 Committee KPIs for participation to be developed	30/06/2020
			Identify and progress new commercial and/or strategic partnerships to achieve WEB and PHCCI objectives	3.3 Identify and progress 1-2 opportunities per year	31/12/2020

BUSINESS, ADVOCACY & SUPPORT		GOAL	KEY ACTIONS	KPI	DUE DATE
		To be the peak body for SMEs in Port Hedland as recognised by Government, Industry and Community	Map / identify the National, State, Regional and Local opportunities for PHCCI to promote Port Hedland commerce and enterprise	4.1 Establish mechanism to identify and track opportunities	30/11/2020
			Be a voice for Port Hedland with peak Government bodies to highlight the issues faced by local business	4.2 Lobby on critical issues common to members	Ongoing
			Promote PHCCI as a liaison for major projects and infrastructure in Port Hedland with Federal, State and Local Government	4.3 Send PHCCI Intro letters to all key government bodies	30/04/2020
			Facilitate and/or provide educational opportunities for members in relevant areas e.g. tender or grant applications	4.4 Provide 2-3 (member identified) training events annually	30/11/2020

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Contact the Port Hedland Chamber of Commerce for more information on the following Chamber initiatives:

Free access to the WEB Business Hub
Community Membership
Port Hedland Business & Community Directory
Business of the Year Awards
Hedland Economic & Resources Forum
Annual State Budget Announcements
Business After Hours Networking Functions
Small Business Management Courses
Gateway Village and Landing Resort
Accommodation bookings

For a copy of the full business plan, please contact PHCCI

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