

# BROOME CHAMBER OF COMMERCE AND INDUSTRY STRATEGY 2024

## VISION



An adaptable, diverse and multi-industry business community driving a strong economy

## MISSION



Support member development by:

- Actively promoting communication and collaboration between members and stakeholders
- Building business confidence inside and outside of Broome
- Demonstrating and fostering business leadership that benefits our community
- Identifying and responding proactively to emerging business trends

## FOCUS AREAS



**Membership** - Be the business association of choice by advocating for and supporting membership development across sectors

**Collaboration** - Build relationships to promote economic advancement in business and industry growth

**Confidence** - Maintain and enhance business confidence and promote Broome as a business destination

**Future** - Communicate emerging business trends and conditions to support business innovation and resilience

## STRATEGIES

### Membership



- Initiate business recruitment program
- Redevelop and enhance membership model
- Implement and develop Grow Local

### Collaboration



- Maximise visibility outside Broome
- Define the narrative to gain regional recognition
- Identify and lead initiatives to raise the profile, capacity and resourcing of the region

### Confidence



- Provide access to key business indicators for Broome
- Promote competitive advantages and opportunities from investment in Broome
- Showcase and celebrate business endeavours and achievements in Broome.

### Future



- Provide access to training and expertise to build local business capability
- Foster inter-business collaboration to encourage growth and resource sharing.
- Support business innovation and growth for Broome