



Devonport Chamber of Commerce & Industry

**2024 STRATEGIC
PRIORITIES &
ANNUAL ACTIONS**

Strategic Priorities & Annual Actions



LIVING CITY BUSINESS
DEVONPORT
Chamber of Commerce & Industry Inc.

Supporting Devonport to Prosper



Living City Business
Helping businesses thrive,
so Devonport prospers.

OUR VISION

Devonport, the preferred
regional city for investment in
Tasmania.

OUR MISSION

DCCI is the “independent voice”
of the business community
– leading, supporting and
encouraging business growth
and advancement in the region.

RESPONSIVE

We are approachable, continuously improve and adapt quickly and easily, in response to change.

COLLABORATIVE

We leverage others' strengths, listen with the intent to understand and actively engage with our stakeholders.

BIPARTISAN

We are committed to establishing effective working relationships with all levels of government, the alternative government and other representatives.

TRANSPARENT

We communicate regularly with our members, and invite open dialogue with all our stakeholders.

Strategic Priority

01:

Advocacy

The image features decorative dashed lines. A large, wide arc spans across the middle of the page. To the right, there is a spiral pattern of dashed lines that starts from a small circle and expands outwards.

Represent the views, and
advocate on behalf, of our
members, business and
industry.

STRATEGIC INTENTION

- 1.1** Facilitate collaboration with like-minded organisations (e.g., other chambers, Geelong business community) to make Devonport an even better place to do business.

- 1.2** Be the authoritative, independent, voice for business and industry in Devonport to inspire business growth.

- 1.3** Collect and disseminate information on all matters of interest to the business community.

- 1.4** Develop an effective working relationship with relevant stakeholders, built on defined roles and collaborative work.

- 1.5** Proactively attract, and support, investment in our city.

ANNUAL PLAN ACTION(S)

- Establish a partnership with the Geelong business community / Chamber.

- Develop a list of regional advocacy priorities and initiatives.

- Continue to evolve e-news content, and regularity.

- Continue to build on relationships with stakeholders where relevant. Participate in Events Reference Group / Working group to have input into major events and identify opportunities to collaborate.

- Advocate for projects and initiatives as per our list of priorities. Work with Business Events Tasmania and other stakeholders to identify and attract business events to Devonport.

Strategic Priority

02:

**Business
& industry
support and
development**



Grow our business community
and people, market share and
internal capabilities.

STRATEGIC INTENTION

- 2.1** Deliver and facilitate networking opportunities and a diverse range of events to build our business network.

- 2.2** Identify and develop targeted product development including cultural tourism and agri-tourism.

- 2.3** Promote the growth and success of our members – engage with members to speak at, and host, events.

- 2.4** Support relevant industry groups to facilitate industry forums, events, communication and / or other industry support programs.

- 2.5** Collaborate with stakeholder groups to align priority projects.

- 2.6** Review and reactive our Sub-Committee focus areas to increase our influence and advocacy.

ANNUAL PLAN ACTION(S)

- Develop an annual calendar of events which provides a diversity range of opportunities for members to engage including e.g., two major events, training & development opportunities (i.e., partnering with TCCI), new member cocktail party.

- Develop and deliver initiatives like the Tourism Magazine and Multi-cultural Cuisine Festival.

- Develop marketing and engagement strategies to promote DCCI along with the growth and success of our members.

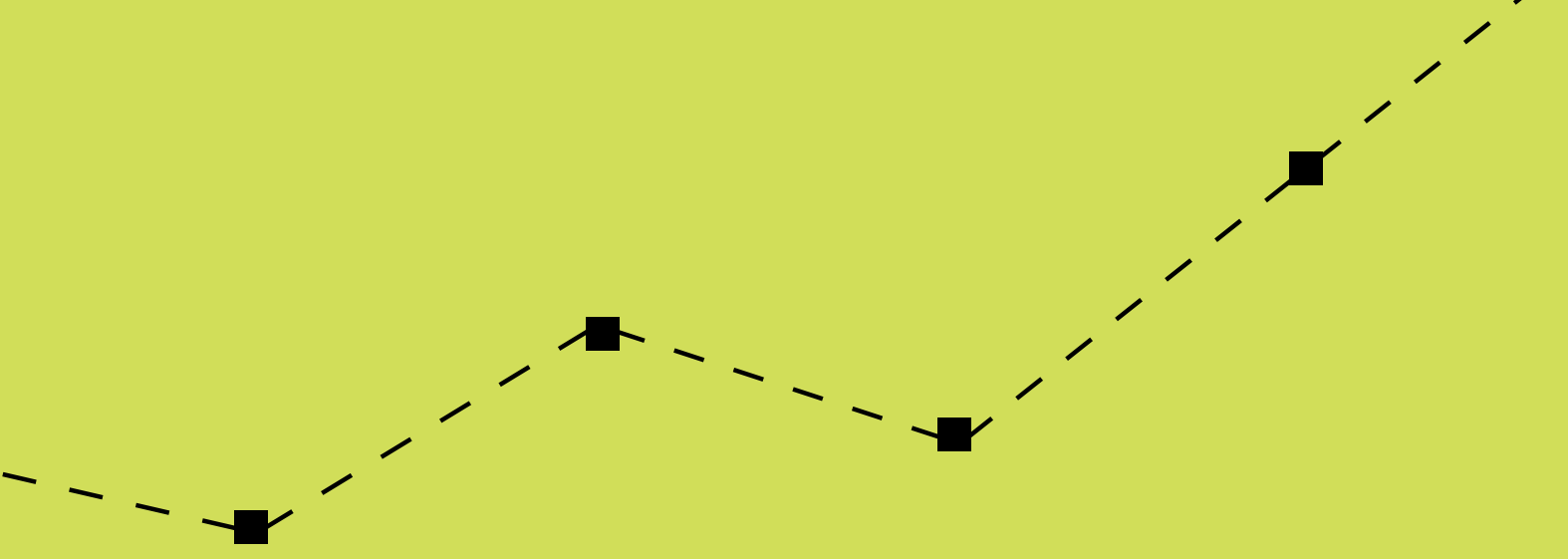
- Facilitate round table forums with retail and industry representatives.

- Continue to identify opportunities to collaborate with stakeholder groups around priority projects.

- N / A (FY25)

Strategic Priority

035



Marketing

Ensure our marketing efforts align to achieving strategic objectives and support the identity of Devonport as a destination.

STRATEGIC INTENTION

- 3.1** Ensure consistent branding, communications and stakeholder engagement across the organisation.

- 3.2** Align digital marketing resources with Council and other key stakeholders e.g., regional tourism bodies, and facilitate local tourism visitor information services where possible and appropriate.

- 3.3** Develop targeted marketing for prospective new members and introduce welcome packs.

- 3.4** Refresh our marketing and messaging strategies to better articulate member benefits, increase our digital reach and engagement.

ANNUAL PLAN ACTION(S)

- Finalise the website and marketing collateral refresh, explore updating our logo.

- N / A (FY25)

- Develop and implement new member welcome packs.

- Implement Business Pulse Survey (per KPI) and gather regular feedback from members following events.

Strategic Priority

04:

**Financial
sustainability**



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Ensure our organisational structure and funding is sustainable and responsible.

STRATEGIC INTENTION

- 4.1** Develop plans to secure funding for the life of the Strategic Plan.

- 4.2** Identify opportunities for revenue diversification including corporate sponsorship arrangements and grant funding.

- 4.3** Review the organisational / governance structure including role of Sub-Committees.

- 4.4** Alter our business model, so our capability can be maintained, and we have long term financial stability.

- 4.5** Increase our membership base through targeted growth opportunities.

- 4.6** Review and refresh membership structures and corporate partnerships.

- 4.7** Explore collaborative event opportunities to deliver more profitable events.

- 4.8** Make the most of technology to improve process effectiveness and efficiency.

ANNUAL PLAN ACTION(S)

- Actively pursue alternate funding opportunities, including grant funding relevant to specific projects/ initiatives identified within the annual plan.

- Pursue corporate sponsorship arrangements and grant funding opportunities.

- N / A (FY25)

- Review membership structure along with fees including corporate sponsorship packages.

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- N / A (FY25)

- Implement automatic renewal and online payment gateway for new member registration.

PHOTOS COURTESY OF IAN MACLEOD PHOTOGRAPHY



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