

BOTANIC

COLAC
CHAMBER
OF COMMERCE

Key Deliverables Scorecard
AGM October 2021

GARDENS

"In the toughest trading conditions in decades, the resilience, creativity and ingenuity of our local business community has been truly exceptional, and we are proud to have played a part in supporting our local businesses in some measure through out this time."

Ingrid Bishop, President Colac Chamber









In keeping with one of the key deliverables of the Colac Chamber of Commerce 2021-23 Strategic Plan – **Forging Ahead**, we are providing a record of performance against strategic goals and deliverables.

Our Scorecard details the Colac Chamber's performance & progress of Key Deliverables through the execution of our **Key Success Indicators** as defined in our strategic plan.



We will support **our members** to be resilient, connected, innovative & successful

Membership Success & Growth




Key Success Indicators	Target	Progress Against Target	
Provide support to our members from 7am to 7pm 7 days per week	7 7 7 Initiative		<ul style="list-style-type: none"> 7 day a week Continued until Apr 22. The demand decreased and the focus of the Chamber moved from 7 day focus on resilience, now moving to a focus on rejuvenation.
Member satisfaction rating via Annual Member Satisfaction Survey	85%		<ul style="list-style-type: none"> Member Satisfaction Feedback from events >85% Feedback included "Informative, well ran and valuable"
Member satisfaction rating achieved for all events and forums	85%		<ul style="list-style-type: none"> Feedback Survey results >85% Feedback included "Well attended, professionally run, good content"
Capacity attendance by Members/non-members to training & development activities	85%		<ul style="list-style-type: none"> Achieved – capacity attendance at all events. 3.5K Business Excellence Awards Live Stream Views via Facebook
Increase Grants Support, written, in person & via phone	Increase		<ul style="list-style-type: none"> Achieved >10x Increase in Business grants 10 written by Chamber (all successful) 60+ grant phone support enquiries & 6 written Community Grants (all successful)
Increase advocacy & representations on behalf of new & existing businesses	20%		<ul style="list-style-type: none"> Achieved (benchmark 12) 82 written advocacy representations, 12 in person meetings & 77 informal
Increase in events and forums delivered to our members	20%		<ul style="list-style-type: none"> Achieved: <ul style="list-style-type: none"> Business Excellence Awards delivered via Live Stream, 29 Sponsors inc. Major Sponsor Bulla, Fully customised online application & judging process, 3500+ views of live stream via Mixx FM platform Strategic Plan Event Launch, Funding secured & SME Business Excellence & Development Series Launched
Increase in Membership subscriptions across all categories	15%		<ul style="list-style-type: none"> 174 Colac Chamber Members

2021 Colac Chamber Business Excellence Awards







With a clear understanding of our local business & industry challenges, we will represent our members with a **strong united voice**.

Advocacy & Leadership

Key Success Indicators	Target	Progress Against Target
Increase collaborative initiatives with business & industry	Increase	 <p>Achieved – examples included but not limited to:</p> <ul style="list-style-type: none"> • Victorian Chamber of Commerce & Industry, Victorian Regional Chamber Alliance • Industry Expert Key Note Speaker Series / SME Business Excellence & Development Series • 29 Local business sponsorships for CCoC Business Excellence Awards • MIXX FM & 3CS partnership launched to promote events, messaging & awareness of business information and Govt supports <ul style="list-style-type: none"> • 10 daily high rotation ads plus fifty 45sec ads per month. • Secured \$2000 pro-bono advertising time via Vocal for a Local to promote Love Local Buy Colac • Colac Herald partnership launched, to promote events, messaging and awareness of business information and Govt supports • 87 Radio Interviews & highlighting local business and supports available – Mixx FM, 3CS, ABC Ballarat, Steve Martin Breakfast Show, 3AW, ABC Warrnambool • 62 Print Articles including interviews, event coverage, commentary - Colac Herald, Geelong Advertiser, Weekly Times
Increase in contact from members regarding strategic & operational matters affecting their business	Increase	 <ul style="list-style-type: none"> • Achieved, an average of 3 member phone contacts per day (7 days), • 100+ drop in contacts with businesses in Colac & surrounds
Increase purposeful & effective communications with all levels of Government	Increase	 <ul style="list-style-type: none"> • Achieved, Stakeholder engagement plan implemented and ongoing communications with stakeholders including: Colac Otway Shire, Victorian State Govt Departments, State & Federal Members as well Govt Departments including: GORT, RDV, RDA, SBMC, Small Business Vic, DJPR

We will **develop & foster** relationships at a local & national level that respond to our business, economic & social environments

Collaboration & Relationships




Key Success Indicators	Target	Progress Against Target
Participation in and support of key activities events and opportunities contributing to positive economic and community outcomes	Increase	 <p>Achieved – examples included but not limited to:</p> <ul style="list-style-type: none"> • Love Local Buy Colac initiative delivering to date \$82,490 in gift cards to be spent at targeted locally owned businesses in and around Colac CBD. Aim of project is to meet \$100K in Love Local Buy Colac gift cards. • 52 Weekends Campaign (GORT) highlighting Colac as a destination • A K A-Day Initiative \$20k Buy Local campaign (MIXX, & LGAs) • Key Worker Shortage Forum • Community Vision Consultation Panel • Colac Destination Action Plan (GORT & COS)
Initiate innovative projects that support thriving businesses as well as new concepts for the Colac Otway Region.	Drive	 <p>Achieved:</p> <ul style="list-style-type: none"> • Funding secured for Business Ready Project, launch Dec ¼ 2021. • Submissions made for funding: Sunday Trading, Regional Women in Business • Funding secured & Industry Expert Key Note Speaker Series Launched • Funding secured & SME Business Excellence & Development Series Launched
Leverage fellow Chambers' activities and initiatives to ensure our Members can access better practice, quickly and cost-effectively.	Access	 <p>Achieved – leverage activities, communications & events with</p> <ul style="list-style-type: none"> • Victorian Regional Chamber Alliance • Victorian Chamber of Commerce
Upgrade of Website and digital capability to better support the needs of local business.	Complete	 <p>Achieved</p> <ul style="list-style-type: none"> • Full website revamp including design, information and information portals i.e. need to know information, Online business awards portal, COVID-19 information. • E-news letter re-launch with contemporary design and timely and relevant info. Distribution to 1500+ with follow up on Radio to 30K+ listeners • Social Media alignment with e-news and timely and relevant business information. 1800+ followers

Love Local Buy Colac Initiative



We will ensure the organisation has the right governance structure in place, operates efficiently & effectively & maintains strong financial performance

Governance & Sustainability

Key Success Indicators	Target	Progress Against Target	
Revenue increase, and revenue streams diversified to support Member activities and Chamber operations	20%		<p>Achieved</p> <ul style="list-style-type: none"> • 2021/22 Net loss of \$1,841 (2020/21 Net profit of \$59,403.92) • This is extremely different to the financial result of the previous year however Covid contributed with Government Assistance which did make the year more profitable.
Grant funds have been obtained to support Member development and capability	25%		<p>Achieved</p> <ul style="list-style-type: none"> • 48% increase in grants received.
Completion of Chamber sponsorship package review	100%		<p>Achieved</p> <ul style="list-style-type: none"> • Major Sponsor Partnership proposal developed • Sponsorships for Business Excellence Awards developed and implemented
Board members have undertaken governance training as appropriate	100%		<ul style="list-style-type: none"> • No Board training requirement during the period.
Key stakeholders were engaged in the preparation of the new Strategic Plan 'Forging Ahead' (2021-2023)	100%		<p>Achieved – Stakeholders include for example:</p> <ul style="list-style-type: none"> • All Chamber of Commerce Members • Colac Otway Shire, Victorian State Members, as well Govt Departments including: GORT, RDV, SBMC, Small Business Vic, DJPR
Required audit, compliance and policies have been developed/reviewed	100%		<ul style="list-style-type: none"> • Achieved – including; • COVIDSafe Plan Developed • Record keeping via Xero • Board Meetings minuted

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