

STRATEGIC PLAN 2017-2022



The Cairns Chamber of Commerce is the peak representative body for business across the Cairns region.

We are here to help our members' businesses grow by connecting them to opportunities and to act in the best interests of the Cairns region business community.

OUR ROLE

We have prioritised Cairns region business issues on behalf of members since 1909, and will continue to be the only Cairns based business representative body that is exclusively Cairns-region focused.

We drive business success for our members via the development of a strong and resilient regional economy, the development of a constructive business environment, and by being the voice of business.

The Cairns Chamber is a key contributor to prosperity in the Cairns region and acts as an advocate for the business community, a conduit for information and a promoter of Cairns' position in the regional landscape.

Representing its members, the Cairns Chamber works in partnership with all stakeholders and all levels of government to constructively create conditions for business success in the Cairns region.

1 *Inform*

2 *Connect*

3 *Advocate*

4 *Listen*

OUR STRATEGIES & OUTCOMES

Inform our members of current projects and future projects of importance

Inform our members of relevant government policy matters

Inform members on business and industry trends

Leverage member expertise to inform members on local matters and key business skills

Connect our members with major businesses and new projects

Connect our members with government business opportunities

Facilitate 'buy local' programs to benefit local businesses

Connect businesses requiring resources and support

Be a connector for member business to business networking

Leveraging our extensive membership base, we will advocate for our members and on behalf of the Cairns region to all levels of government

Advocate for issues that arise from listening to our members

Work in partnership with other local partner stakeholders to drive positive outcomes for the Cairns region

Advocate and promote the Cairns region's capabilities and brand

Watch over and protect the interests of the business community across the Cairns region

Listen and respond to our members, the broader Cairns region business community and our partner organisations

Provide multiple feedback channels for our members to the Management Committee and Operations Team

Listen to the next generation of business leaders to drive the creation of the businesses of the future

