

2022 - 2025

STRATEGIC PLAN

The Cairns Chamber of Commerce is the peak representative body for businesses across the Cairns region. We exist to help our members' businesses grow by connecting them to opportunities and advocating on their behalf to all levels of government. We are voice of Cairns region businesses and have prioritised the issues of our members since 1909. We work in partnership with all stakeholders to create optimum conditions for business success.

STRATEGIES

OUTCOMES

Member Engagement

Listen and respond to our members through multiple feedback channels.

Inform members of current and future projects and government policy matters all whilst keeping them informed on business and industry trends.

Hold regular successful events to ensure that we are engaging with, while listening to, and informing our members.

- ✓ Increase membership
- ✓ Informed members
- ✓ Listen and respond
- ✓ Communications strategy
- ✓ Membership prospectus

Advocacy

Work in partnership with all stakeholders to achieve positive outcomes for Cairns.

Leverage our extensive membership database and advocate to all levels of government.

Advocate and promote Cairns region capabilities to create growth.

Continue advocating for DAMA who provide businesses with the solution to address skill shortages

- ✓ Engage with the business community to voice concerns through member feedback.
- ✓ Strategy for effective engagement with political stakeholders
- ✓ Deliver outcomes through policies adopted by the State and Federal Government, reviewed annually.

Financial Sustainability

Strategic and business planning, budgeting and strategy implementation and execution.

Financial reporting at each board meeting based on performance to budgeted income, expenditure and net profit.

- ✓ Increased membership of corporate and individual members
- ✓ Increase in revenue diversity
- ✓ Track annual organisational profit
- ✓ Achieve budget goals relating to income, expenditure and profit.