

Strategic Plan 2021-2023



*Inuvialuit District Chamber of Commerce
Industry and Tourism Inc.*

INNISFAIL DISTRICT CHAMBER OF COMMERCE, INDUSTRY AND TOURISM INC.



The Innisfail Chamber of Commerce is a united Chamber who works side by side with the business community to invest in the future of our economy and community. Working to stimulate economic activity and support in the growth of current industry as well as the attraction of new industry to the region. Aiming to ensure Innisfail and the broader Cassowary Coast is a vibrant, innovative and attractive area to be in business.

The Innisfail Chamber committee work behind the scenes to correspond, meet and provide representation with key stakeholders to continually lobby and provide a voice for our members.

The Innisfail Chamber of Commerce Industry and Tourism Inc. Have developed a strong strategic framework designed to understand the current business climate, the regions strengths, areas for improvement and opportunities.

Our Vision

A strong vibrant and sustainable business
community.

PURPOSE

The chamber's most fundamental purpose is to generate more business for its members. We support our members through the dissemination of key information and resources that assist local business needs, workshops, seminars, grants and trade displays to keep our members up to date on the issues affecting the business world. The chamber facilitates meetings and networking opportunities that attract high-quality guest speakers, many experts in their fields, to speak on topical issues. Topics range from business needs like training and human resources to hearing from stakeholders about projects, or political representatives.

CORE VALUES

Our core values guide our decision making and our interactions with members, stakeholders and our communities; they define our personality as a chamber.

Integrity.

Independent and apolitical, we are honest and clear in our interaction and communications, and in the way we engage each other and our members and stakeholders

Inclusivity.

We work within a richly diverse community and treat all fairly, equally and without bias

Collaboration

We believe the best decisions and outcomes are achieved by listening and working with others, both within the Chamber and externally with the many parts of our community

Vision

We develop progressive strategies while maintain a strong awareness of the key social and economic trends to continually build Innisfail's attractiveness as a place to live, work and do business

INNISFAIL SWOT ANALYSIS

STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS

Innisfail Economy SWOT Analysis

INNISFAIL SWOT ANALYSIS

Chamber Internal SWOT

STRENGTHS

Committed Executive Committee

Current Membership base of (168)

Strategic Direction

Collective Knowledge

Community Expectations

Network Strength

Access to Information

Flexibility and willingness to adapt

WEAKNESSES

Succession Planning

Reliance on Volunteers

Public perception

Lack of Digital Marketing

Member Engagement

Member representation that shows diversity

Communication

Financial Security

Governance

Executive Skill Base

Inability to understand and meet members needs

Relevance

Accessing Funding support

OPPORTUNITIES

Improved Member Engagement

Chamber Partnerships and relationship building

Provision of workshops, networks and seminars

Regular communication that target current trends, opportunities

Governance Improvement

Strategic Plan development

Auspicing role

Improved communication inc. digital

Comittee Development

THREATS

Economic Impacts of COVID- 19

Natural Disasters

Government Spending trends

Political Risk

Volunteer and Committee Resignations

Investing time and finances where we do not have a sphere of influence

Volunteer Capacity

Competition

Disengagement of Members

Burnout

OUR STRATEGIC GOALS 2020-2022

In October 2020, the Board reviewed and discussed the role of the Innisfail District Chamber of Commerce in the current climate.

The emerging business, political, social and technological environment. The impact of COVID-19 social media, the range of business networking opportunities, the cost of housing, the availability of skilled workers and the re-emergence of trade barriers create both opportunities and challenges for our members and for our community.

Overview of key issues discussed that prompted the strategies.

The Board is resolute that the Innisfail District Chamber of Commerce Industry and Tourism Inc. continues to advance its overriding purpose to accelerate Innisfail's economic growth and sustainability.

The following four strategic goals emerged as the Board's primary focus in the coming two years:

#1 CONNECT

#2 GROW

#3 INFLUENCE

#4 LEAD

STRATEGIC DIRECTION

#1 CONNECT

our stakeholders and members

- Strengthen relationships with key stakeholders and explore joint initiatives together
- Continue relevant networking events and expand into online and mobile networking opportunities
- Better connect our members to the benefits of their membership

#2 GROW

and evolve membership engagement

- Expand and enhance membership engagement
- Explore a new value-based system
- Establish a committee to enhance the Board nomination process, with a focus on diversity, representation and transparency
- Explore online engagement methods

#3 INFLUENCE

policy to support business

- Generate effective actions that support the interest of our stakeholders and members
- Survey members regularly to take their pulse on key issues
- Continue roundtable discussions with political and industry leaders

#4 LEAD

Innisfail as the clear voice for business

- Generate educational opportunities for business owners to share and gather knowledge
- Encourage investment in Innisfail
- Continue to be the leading advocate for business in the community

CHAMBERS ADVOCACY POINTS

A Tourism and Economic Strategy for our district including identifying new tourism opportunities

Pursuing a university and improved TAFE presence to ensure an accessible future workforce.

Advocating to see the planning rules for development, particularly in flood prone areas changed.

Liaising with DTMR to see a declaration on plans for a bypass and commit to landscaping upgrade to the Bruce Highway through town.

Ensuring Council's master plan, clean up and landscaping works are completed in a timely manner and to a standard that meets our members needs.

Opening up our rivers to a growing blue economy so boats, yachts and trawlers can get into our marinas and slipways and bring millions of dollars to the town's economy.