

Strategic Focus 2022 - 2027



OUR VISION To be the voice of regional business in WA

We are here to **support, inform** and **connect** all regional business organisations to ensure all businesses in regional WA have a voice and a network that is working hard to make it easier to do business.

<i>OUR GOAL</i>	<i>How We Will Achieve Our Goal</i>
MEMBERS - Be responsive and proactive to member needs; 100% member driven	S1.1. Connect members with each other and broader networks
	S1.2. Provide clear, concise, relevant and timely communication to members
	S1.3. Provide opportunities for members to grow their capacity and revenue streams
VOICE – Represent and advocate for members while building our reputation	S2.1. Develop advocacy positions with member input
	S2.2. Work collaboratively for positive outcomes
	S2.3. Promote and raise awareness of the strength of the regional chamber movement
FUTURE - Be sustainable, innovative and have sound finances, people and systems	S3.1. Develop robust organisational structure, governance and processes
	S3.2. Continue to identify and create diverse revenue streams
	S3.3. Test, access and promote catalytic digital business productivity tools and resources