

STRATEGIC PLAN 2025 - 2027

*Building a Stronger Business Community Through
Collaboration and Vision*



1. Vision Statement

To foster a thriving, connected, and resilient business community in Wauchope & Hinterland by supporting local businesses, facilitating strategic collaboration, and driving economic growth through events and initiatives.

2. Mission Statement

The Wauchope Chamber of Commerce is committed to:

1. Supporting local businesses through advocacy, networking, and resources.
2. Organising events that promote economic and social engagement.
3. Strengthening the local economy through strategic partnerships and initiatives.
4. Enhancing community spirit and encouraging business innovation.

3. Core Values



4. Strategic Goals & Initiatives

Goal 1: Strengthen Business Support & Advocacy

Initiatives:

- 1. *Provide training, supported connections, and networking opportunities.***
 - a. Events –
 - a. Businesses Brews
 - b. Business Awards
 - c. Annual Golf Day
 - d. Tourist Map
 - e. Collaboration with Hastings Business Women’s Network
 - f. Collaboration with Combined Chamber events
- 2. *Advocate for business-friendly policies with local government.***
 - a. Regular communication with key stakeholders in council, state and federal members.
 - b. Attend The Hub Meetings each month with 2 members
 - c. Local Flooding of the CBD and coordinated a plan to get action.
 - a. Letter to Michael Kemp
 - b. Action points needed and how can we assist
 - c. Report to council request information and progression plan
- 3. *Offer support programs for startups and small businesses.***
 - a. Funding sources to be identified.
 - b. Run a survey to ask what is needed for small businesses regarding courses, programs etc
- 4. *Offer support by promoting businesses through WCC social media, website and membership board.***
 - a. List of businesses to approach with a targeted approach
 - b. Improve location of - Find a Wauchope chamber member on website
 - c. Launch event for Stronger Together: Uniting Wauchope for Growth
 - d. Survey as part of the Launch and Additional Survey Monkey

Goal 2: Enhance Collaboration & Connectivity

Initiatives:

- 1. Launch Stronger Together initiatives to encourage joint ventures and partnerships.**
- 2. Facilitate monthly business networking events.**
 - a. Business brews with speaker for valued information frequently
 - b. First Aid Courses
 - c. Develop a list of events from survey to roll out in calendar
- 3. Create an online platform for members to share resources and opportunities.**
 - a. Share documents from any events with relevant important information through website, e-news and social media.
 - b. Snapshot of information to general businesses of what we are doing

Goal 3: Organise Impactful Events for Economic Growth

Initiatives:

- 1. Host an annual Wauchope Business Launch focused on strategic growth of the Chamber**
- 2. Develop seasonal markets and community events to boost local commerce.**
 - a. Investigate market plan and idea
 - b. Investigate Country Music Festival/ rodeo – speak to Show society for use of venue in support.
 - c. Investigate possible event plans and ideas with aligned funding
- 3. Support industry-specific forums to address sector challenges and opportunities.**
 - a. Hold forums on industry specific challenges, eg. Flooding etc
 - b. Industry nights – look at what is needed – information gained through survey – roll out in calendar

Goal 4: Promote Wauchope as a Thriving Business Hub

Initiatives:

1. *Implement a marketing campaign highlighting local success stories.*

- a. Video each business and share – 1 per week (2 – 3 people to coordinate) Chamber Administration Officer to look at this and go and implement with chamber members.
- b. Use videos and start a YouTube channel, Short YouTube, LinkedIn – look at funding for this.
- c. Share members post regular through chamber social media. Tag WCC in post to so it can be shared.

2. *Collaborate with tourism and regional development bodies to attract investment*

- a. Co Collaboration of the event with Greater Port Macquarie to assist with marketing.
- b. NSW Business – link with them to coordinate how we can benefit and utilise skills that maybe available to cross collaborate at our events.

3. *Encourage shop-local initiatives to retain spending within the community.*

- a. Small videos to promote
- b. 3 parks pass tourism initiative – connection with Billabong, Bago Maze and Wild Nets
- c. Sculptures on the river –look for funding and coordinate it as a sub event of the Artwalk hold a day either side of Artwalk.

Goal 5: Ensure Sustainability & Long-Term Growth

Initiatives:

1. *Develop sustainable funding sources through sponsorships and grants.*

- a. Identify grants
- b. Sponsorship
- c. Infrastructure what is needed and a wish list

2. *Measure impact and continuously refine strategies based on business needs.*

- a. Conduct a survey 12 monthly

3. *Look at events that we can attract to come to town.*

4. To define the structure, policy and future of the chamber

- a. Constitution finalised*
- b. Job Descriptions for all roles*
- c. Code of Conduct*

5. Implementation & Review

Quarterly Progress Reports “Track key performance indicators and adjust strategies as needed.

Annual Business Community Survey “Gather feedback to ensure initiatives align with business needs.

Regular Strategy Meetings “Ensure ongoing alignment with community and economic trends – meet 6 monthly to discuss changes needed.

6. Conclusion

By working together under a shared vision, the Wauchope Chamber of Commerce aims to create a stronger, more resilient business community. Through collaboration, events, and strategic support, we will drive long-term success and prosperity for all businesses in Wauchope.

Action Table: Wauchope Chamber of Commerce Strategic Plan (2025–2027)

Goal 1: Strengthen Business Support & Advocacy					
Initiative	Action Points	Responsible Person/Team	Deadline	Priority	Status
1.1 Provide training, supported connections, and networking opportunities.	Organise Business Brews.				
	Organise Business Awards				
	Create a calendar of events for networking and training.				
1.2 Advocate for business-friendly policies with local government.	Regular communication with key council, state and federal stakeholders				
	Address flooding issues 1. Letter to Michael Kemp. 2. Action points needed and how can we assist 3. Report to council request information and progression plan				
	Attend The Hub meetings with 2 assigned members.				
1.3 Offer support programs for startups and small businesses.	Identify funding sources				
	Survey local businesses for program needs				
1.4 Offer support by promoting businesses through WCC social media, website, and membership board.	List of businesses to approach for promotion to join chamber				

	Improve website's "Find a Wauchope Chamber Member" section.				
	Plan and launch "Stronger Together" event.				
Goal 2: Enhance Collaboration & Connectivity					
Initiative	Action Points	Responsible Person/Team	Deadline	Priority	Status
2.1 Launch Stronger Together initiatives to encourage joint ventures and partnerships.	Organise events for cross-collaboration. a. Hasting Business Women's Network b. Combined Christmas Party				
	Promote joint venture opportunities. a. River Festival maybe link with Artwalk (meets action point 2:1:2 and 2:1:5 in Community Plan 2021)				
2.2 Facilitate monthly business networking events.	- Plan Business Brews with guest speakers.				
	Organise First Aid Courses, promote to larger organisations				
	Develop a list of events based on surveys.				
2.3 Create an online platform for members to share resources and opportunities.	Set up a resource-sharing platform.				

	Share event documents and updates via website, e-news, and social media.				
Goal 3: Organise Impactful Events for Economic Growth					
Initiative	Action Points	Responsible Person/Team	Deadline	Priority	Status
3.1 Host an annual Wauchope Business Launch focused on strategic growth of the Chamber.	Plan annual business launch event.				
	Focus on strategic growth and attracting new members.				
	Snapshot of what the WCC is doing and how to become involved and support the chamber				
3.2 Develop seasonal markets and community events to boost local commerce.	Investigate plan for farmers market and ideas. a. Action point 2:1:3 council support				
	Explore the possibility of collaborating with Country Music Festival/Rodeo.				
	Investigate and plan for a Christmas Tree and Event.				
	Investigate possible event plans and ideas with funding aligned.				
3.3 Support industry-specific forums to address sector challenges and opportunities.	Hold forums on topics like flooding and industry-specific challenges.				

	Collect information through surveys to identify sectors in need.				
Goal 4: Promote Wauchope as a Thriving Business Hub					
Initiative	Action Points	Responsible Person/Team	Deadline	Priority	Status
4.1 Implement a marketing campaign highlighting local success stories.	<ul style="list-style-type: none"> - Video local businesses weekly. - Start a YouTube channel for weekly business spotlights. - Promote through social media channels – Tag WCC 				
4.2 Collaborate with tourism and regional development bodies to attract investment.	<ul style="list-style-type: none"> - Collaborate with Greater Port Macquarie for marketing. - Engage/ Collaborate with NSW Business to utilise skills for event collaboration & Forums. 				
4.3 Encourage shop-local initiatives to retain spending within the community.	<ul style="list-style-type: none"> - Create small promotional videos. - Launch "3 parks pass" tourism initiative. - Organise Sculpture on the River event as part of Artwalk. Link with Action point 2:1:2 & 2:1:5 in the community plan 2021. 				
Goal 5: Ensure Sustainability & Long-Term Growth					
Initiative	Action Points	Responsible Person/Team	Deadline	Priority	Status
5.1 Develop sustainable funding sources through sponsorships and grants.	Identify potential grants and sponsorships.				

	Focus on finding new sponsors such as for street cleaning initiatives - Eire				
	<p>Infrastructure what is needed and a wish list</p> <ol style="list-style-type: none"> 1. Develop additional parking in CBD Railway area. (Links to Action 1.1.1, 1.1.3, 2.1.6 & 5.1.2 (request Audit from PMHC, from the Community Plan 2021) 2. Footpath and connectivity to CBD, cycleway etc - 5.1.1 – Request CCAT Footpath Audit from PMHC, 5.1.12 from the Community Plan 2021. 3. Apply for funding for event infrastructure such as a visitor information centre. Link to 3.1.10 & 3.1.12 Community Plan 2021 4. Research and implement signage for "Heart of the Hastings." Link Action 3.1.3 Community Plan 2021 5. Coordinate a fence line for town beautification 6. Stadium Infrastructure for sporting event – Air Conditioning to stadium Link to Action 2.1.4 Community Plan 2021 7. What’s on events projected to wall – look funding grant to apply for this. 8. Lights, Power, Infrastructure for Bain Park for events. Link to Action Point 2.1.8, 6.1.6 request Bain Park Master plan Community Plan 2021 9. Regional Sports Fields link to action point 4.1.9 Community Plan 2021 -Request Regional Action Plan 2017 – 2036. 				

5.2 Measure impact and continuously refine strategies based on business needs.	Conduct an annual business survey to measure impact.				
	Refine strategies based on feedback.				
5.3 Look at events that can attract visitors to town.	Research and develop ideas for new events to attract tourism. Link to Wauchope App – Action 3.1.12 community Plan 2021				
5.4 Work with Port Macquarie Hasting Council Economic Dept to attract businesses to Wauchope	Initiatives for Wauchope to be a hot spot for local business. Link to Action 6.1.2 community Plan 2021				
5.5 Structure, policy and future of the Chamber	Finalise constitution and roles within chamber executive with descriptions and polices				

This table helps you track the progress of each initiative, assign responsibilities, set deadlines, and keep tabs on priorities and status.