



**Cooktown Chamber of Commerce & Tourism Inc**

# **Strategic Plan 2016 - 2020**

## **Vision**

We believe in a vibrant and prosperous Cooktown and region economy fulfilling the needs of a growing regional community.

## **Mission**

Our purpose is to provide strong leadership and advocacy for the business community in the Cooktown region.

We will do this by gathering and disseminating information, developing extensive relationships, facilitating business development opportunities and organising regular networking events for members..

## **Objectives:**

1. Build and maintain a broad membership representing all industry sectors;
2. Provide strong advocacy by developing and maintaining strong relationships with members and key stakeholders, including all levels of government;
3. Source and disseminate relevant information to members and key stakeholders;
4. Facilitation of programs and activities to encourage business growth and development; and
5. Facilitate or manage promotional activities, including events that benefit businesses in the Cooktown region.

**Objective 1:** Build and maintain a broad membership representing all industry sectors

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Time</b>
Develop and maintain business database	Update member database and build broader business database	<b>Sec</b> , PS	Nil	Ongoing
	Develop process for updating database including new businesses	<b>Sec</b>	Nil	Mar 16
Increase CCCT membership	Promote CCCT membership through media	<b>Pres</b> , Sec	\$500	Ongoing
	Promote CCCT membership through promoting website	<b>Sec</b> , MC	Nil	Ongoing
	Recruit CCCT champions to promote CCCT	<b>Pres</b> , MC	Nil	Jun 16
Promote CCCT membership benefits	Promote CCCT activities and success stories through media	<b>Pres</b> , Sec	Nil	Ongoing
	Conduct quarterly business events to promote CCCT	<b>MC</b>	Income earner	Ongoing

Pres: CCCT President, Sec: CCCT Secretary, MC: CCCT Management Committee

**Bold = lead**

**Objective 2:** Provide strong advocacy by developing and maintaining strong relationships with members and key stakeholders, including all levels of government

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Time</b>
Develop and maintain strong links with CSC and state government agencies	Invite councillors and senior officers to CCCT member meetings	<b>Pres, Sec</b>	Nil	Ongoing
	Send copies of CCCT minutes to regional managers of government agencies	<b>Sec</b>	Nil	Ongoing
	Jointly organise annual business forum with CSC and government agencies	<b>MC</b>	Nil	Oct 16
Develop and maintain strong links with local representatives	Hold bi-monthly meetings with members for Cook and Leichhardt	<b>Pres, Sec</b>	Nil	Ongoing
	Hold quarterly meetings with local councillors	<b>Pres, MC</b>	Nil	Ongoing
Regularly gather information on business issues and opportunities	Develop a process for encouraging local business to provide information on local issues and opportunities	<b>MC</b>	Nil	Jun 16

Pres: CCCT President, Sec: CCCT Secretary, MC: CCCT Management Committee

**Bold = lead group**

**Objective 3:** Source and disseminate relevant information to members and key stakeholders

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Time</b>
Distribute information to businesses	Source relevant information from CSC and government agencies	<b>CSC</b>	Nil	Ongoing
	Develop and maintain section in CCCT website for business information	<b>Sec</b>	Nil	Mar 16
	Promote website through media and membership database	<b>Pres, Sec</b>	Nil	Ongoing
	Prepare and distribute quarterly e-newsletter to CCCT members and stakeholders	<b>Pub</b>	\$500	Ongoing from Apr 16
Organise face-to-face information and feedback events	Host annual business forum focussed on business development	<b>MC</b>	Nil	Oct 16
	Facilitate consultation forums for CSC initiatives and issues affecting local businesses	<b>MC</b>	Nil	Ongoing

Pres: CCCT President, Sec: CCCT Secretary, MC: CCCT Management Committee, Pub: Publicity Officer, CSC: Cook Shire Council

**Bold = lead group**

**Objective 4:** Facilitation of programs and activities to encourage business growth and development

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Time</b>
Initiate a Main Street Revitalisation project with CSC	Form a project steering group to oversee project	<b>MC</b> , CSC	Nil	Mar 16
	Develop project scope and timelines	<b>PT</b>	Nil	May 16
	Implement project	<b>PT</b>	Nil	Jan 17
Increase amount of DSD programs accessed by local businesses	Promote DSD programs through e-newsletter and CCCT website	<b>Sec</b>	Nil	Ongoing
	Facilitate DSD program information seminars	<b>Sec</b>	Nil	Ongoing

Sec: CCCT Secretary, MC: CCCT Management Committee, CSC: Cook Shire Council, PT: Project Team  
**Bold = lead group**

**Objective 5:** Facilitate or manage promotional activities, including events, that benefit businesses in the Cooktown region

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Resources</b>	<b>Time</b>
Facilitate regular promotional activities	Prepare annual promotional program	<b>MC</b>	Nil	Apr 16
	Develop promotional branding and collateral	<b>MC, CSC</b>	\$5,000	May 16
	Implement promotional program	<b>MC</b>	\$10,000	Sep 16
Facilitate regular events to attract more visitors to Cooktown	Identify potential new events and existing events that can be utilised	<b>MC, CSC, TTNQ</b>	Nil	Jul 16
	Prepare project plans for new events	<b>MC, CSC</b>	Nil	Sep 16
	Form individual events working groups or utilise existing groups	<b>MC</b>	Nil	Oct 16
	Implement annual program of events	<b>MC</b>	Nil	Jan 17

MC: CCCT Management Committee, CSC: Cook Shire Council, TTNQ: Tourism Tropical North Queensland

**Bold = lead group**

**Cooktown Chamber of Commerce & Tourism Inc**

**Budget Jan – Dec 2016**

**Income**

**Total Income**

**Expenses**

**Total Expenses**

**Surplus/(Deficit)**