

Chamber of Women in Business

STRATEGIC PLAN

2007 - 2010

MISSION STATEMENT

Practical Support for Women in Business

VISION

To help working women in the ACT and region achieve success in their role as business owners, professionals, or government and private employees

KEY RESULT AREA 1: Becoming the Organization of Choice

Objective

Develop a recruitment and retention system which produces 25% growth annually in our membership

Strategies

- Member Profile
- Identify and Target New Business Categories
- Increase Member Benefits

KEY RESULT AREA 2: Defining Core Services

Objective

Clearly define our core services, current contractual arrangements, and highlight future potential services

Strategies

- Asses member needs and wants
- Explore Potential Services
 - Mentoring Young Women
 - Providing Shared Office Space

KEY RESULT AREA 3: Funding

Objective

Increase capabilities to apply for a wider range of grant and funding opportunities from public and private sector sources

Strategies

- Proactive searches for grants and philanthropic projects
- Refine funding application processes and skills
- Seek ad hoc funding and in kind services

KEY RESULT AREA 4: Building Strong Links

Objective

Increase the range of potential government and private organizations with which to develop professional relationships

Strategies

- Utilize member contacts
- Explore joint business ventures for training, venue and office space

KEY RESULT AREA 5: Branding and Promotion

Objective

Achieve community and government recognition as the premier organization impacting on the success of business women in the ACT and region

Strategies

- Continue building strong relationships with key media personnel
- Develop a PR and Marketing Campaign

VALUES

Provide MEMBERS with:

- Opportunities to promote their businesses
- Web presence through our online Members Directory
- Ready access to peers and mentors
- Links to other appropriate government and business services
- Help to achieve business success in a supportive environment
- Practical know-how on the business issues that matter
- Great networking opportunities with like-minded women

- Regular functions and workshops that focus on business skills and sharing information
- Self-confidence to start new business or grow existing ones
- Recognition for accomplishments
- Opportunities to gain leadership skills by serving on the Management Committee and provide input to a range of ACT Government and business task forces.
- Special member rates for functions
- Regular and informative Member Ezines
- Member discounts (e.g. car hire, stationary, etc.)

Provide the Community with:

- Access to an online directory of women offering a range of business skills and services
- Mentoring and peer support young women
- Regular functions and workshops that focus on business skills, sharing information and networking
- A holistic online portal to websites with information about living in Canberra and the immediate region, owning and operating a business, where to find help, networking opportunities, business organizations and government support
- A strong appreciation of the Chamber of Women in Business' reputation as a committed and professional organization

Provide our Funding Bodies with:

- Verification that our service provision meets quality assurance standards
- Reporting requirements on time and in full, meeting all contractual obligations
- On-going and open communication about demographic changes in the role of women in the work force