

Strategic Focus 2016 - 2021



OUR VISION To be the voice of regional business

We are here to **support, inform and develop** all regional Chambers of Commerce and Business Associations in Western Australia 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>
Be recognised as the voice of regional business	<p>S1. Our priority is timely and consistent communication with members</p> <p>S2. Continue to be the first point of contact for regional business related issues</p> <p>S3. Clear position statements that are member driven</p> <p>S4. Leverage with other organisations to influence key issues affecting members</p>
Develop greater strength and consistency of local chambers	<p>S1. Facilitate the sharing of tools, resources and knowledge within the network</p> <p>S2. Increase membership and financial value leading to commercial opportunities that underpin sustainable businesses</p> <p>S3. Strong, relevant information</p>
Be sustainable	<p>S1. Increase financial sponsorships and partnerships</p> <p>S2. Identify and manage key people-based, resource and financial risks</p> <p>S3. Structure and governance ensures RCCIWA is member-driven and focused</p>
Have all regional chambers involved and engaged	<p>S1. Provide tangible value to our members and their membership</p> <p>S2. Clear and timely two-way communication</p> <p>S3. Members are valued and understood and have a need to belong to RCCIWA</p>
Have all three tiers of government referring & listening to RCCIWA as the regional business experts	<p>S1. Develop and maintain high-level strategic relationships</p> <p>S2. Leverage the networks of RCCIWA members to maintain influence</p> <p>S3. Maintain the independent and apolitical integrity of RCCIWA</p>