



Share N Learn Overview Notes

Membership & Sponsorship Structures

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Membership Structures

Key Takeaway: Sole Traders is the largest growing sub sector of the small business sector. Many of our members have created a specific membership or event for them.

Caity and Clare from EKCCI gave us an update of their membership levels as they have just gone through a membership tier and offering restructure:

- Just reviewed entire membership offering as we were not catering to all businesses, and the memberships offered did not necessarily reflect what our businesses want from their membership. We utilised the RCCIWA resource portal as part of this process, and it was very helpful
- We used to have two membership categories and now we have six
- Each category has been created with the businesses in mind – offering them the services they will require and are looking for
- <https://www.ekcci.com.au/membership/memberships-available-with-the-ekcci/>
- Make it very clear what each level receives
- It is run for the July to June Financial year, and we offer a 10% discount if they pay by July 31st
- Our membership numbers have grown as has our membership revenue as a result of our new tiers. Our businesses appreciate that they are being catered for
- As we have two main large organisations who we usually approach several times throughout the year for sponsorship of various events, we tied in their sponsorship with the Diamond Membership. Making that sponsorship a part of the membership. This has made it much easier for budget planning and means we do not have to do separate sponsorship proposals throughout the year. They prefer it this way as well
- Participating members gave an overview of their membership structures and gave example of unique membership categories they offer:
- KBCCI offers a flat membership fee of \$355 to all businesses, regardless of their size. Our larger organizations and resource companies are approached separately to sponsor specific events. They can join any time of the year. <https://www.kbcci.com.au/membership/benefits/>
- DYCCI offers four membership tiers, including free membership for local NFP's. They have just reviewed their membership structure as well. They also have a reciprocal membership arrangement with the Margaret River Tourism Association and the Margaret River Wine Association <https://dycci.com.au/plans/membership/>
- Onslow CCI have five membership tiers including a membership category for NFP's, Community Organisations and Individuals with is \$110 per annum <https://www.onslowcci.com.au/membership.aspx>



- Esperance CCI have six membership categories including a membership category for retired business owners as they still want to be involved and contribute. <https://www.esperancecci.com.au/membership-1>
- There was general discussion about whether each of our members Local Government Authority was a member or sponsored events. Broadly yes, they are all members, and the majority work in collaboration with their Chamber on a variety of events and programs, including sponsoring events. All agreed that the relationship between the Chamber and their LGA was one of the most important stakeholder relations to develop and look after
- Northam CCI is the only Chamber that has a differential rating arrangement with their LGA. Businesses in the CBD are charged a differential rate and the differential amount is given to the Northam Chamber. This happens annually. This means all of those businesses are members of the NCCI. <https://northamchamber.com.au/membership/>
- We discussed what our members do with people that own multiple businesses. Each registered business with its own ABN requires a separate business membership for most of our members. Otherwise, if it is the overarching company that is a member, they only get one listing in all communications and directories. MWCCI have an additional member rate for people that own more than one business. <https://mwcci.com.au/membership-levels/>

Sponsorship

Key Takeaway: Create bespoke sponsorship proposals for that individual corporation that aligns with their values and objectives.

- Many of our members have sponsorship tiers, usually silver, gold, platinum etc that are an annual membership with specific benefits for each one.
- KBCCI does not have overall organisation sponsorship, however every event has sponsorship tiers which are created once the budget has been established for each event. Because they are well known for their events, organisations approach them to be involved. Event Sponsorship – tiers, add more if necessary. Create packages to your target market. Ensure you have fully costed your event prior to creating the event sponsorship packages for that event. Ensure you have your key stakeholders on board for each event as a sponsor – Shire/council, RDA and your development Commission. They all have KPI's to meet – so find out what they are – ie: women in business, small business, innovation etc
- Newman CCI is currently reviewing their membership and sponsorship structures. They received funding from resource companies for specific programs, but are looking at how they create sponsorship levels, which are separate to these funded programs
- It is important to note that sponsorship of an event or funding of a program is not actual membership. Memberships should be a separate arrangement.
- Onslow CCI has sponsorship levels – 1 Principal Partner, 2 platinum, 2 gold and 6 silver. For each one they create proposal based on what program and activities they would like to deliver, that fit in with the objectives and values of that organisation. <https://www.onslowcci.com.au/sponsors.aspx>
- Esperance CCI has Platinum, Diamond, Gold, Silver and Bronze sponsorship levels. All sponsors are members as well. <https://www.esperancecci.com.au/sponsors>
- BGCCI offer a Gold Membership - which is a fixed amount for all – they currently have eight gold members. They contribute a significant amount annually and receive



bespoke benefits and access. <https://www.bgcci.com.au/members/gold-membership/>

→ Most of our members do offer sponsorship or partnership status, of their whole organisation. Some examples below:

<https://dycci.com.au/plans/sponsorship/>

<https://kdcci.com.au/about-us/#our-sponsors>

<https://www.peelcci.com.au/corporate-sponsors>

<https://www.peelcci.com.au/premier-sponsors>

<https://www.peelcci.com.au/platinum-sponsors>