

STRATEGIC PLAN

DUBBO CHAMBER
OF COMMERCE
& INDUSTRY INC.

2020 – 2021



OUR VISION

The Dubbo Chamber of Commerce & Industry Inc is the unified voice of business advocating for a progressive, innovative and sustainable economic climate in the Dubbo region.

OUR VALUES

- Leadership
- Support
- Independence

KEY FOCUS AREAS

- Retain, build and engage with an active membership base.
- Promote to our members and potential members the benefits and value of membership in our Chamber.
- Support of our local business community is our top priority.
- Conduct Chamber activities that are relevant and offer value to ensure that our member's time is a wise investment.
- Facilitate educational opportunities including business skills training.
- Promote stories of success of local business on an ongoing basis.
- Educate members on developing customer service improvement to the highest level.
- Be aware of issues and seek feedback facing local business and provide support as appropriate.
- Maintain a professional board membership by embracing diversity and enhancing the skill level of board members.
- Liaise with other Chambers and local business advocacy organisations.

AREAS OF CONCENTRATION

Membership Growth

Membership Value

Rhino Business Awards

Membership Communication

Membership Retention

9 Member Breakfasts

Business training & education

SCANNING THE DUBBO HORIZON 2019 - 2021

NSW and Federal Governments have a strong commitment to spending significantly more in infrastructure and services in mid-tier cities such as Dubbo, to grow them to 100,000 population as soon as possible to relieve the pressure on metropolitan areas. Dubbo is ideally situated to take advantage of this growth focus for regional areas. Dubbo is a diverse service centre for western NSW.

The Internet is seen as a major threat to business, in particular local retailers. The upside to the internet explosion is the cost of many goods have decreased in price, giving room for the discretionary spend space, such as food, entertainment and consumer goods. Many local retailers and local business in all industries are already embracing the information technology explosion and threats from online competition, developing their business models utilizing information technology.

Major infrastructure projects in Dubbo region

- Relocation of XPT service centre
- Ongoing development of Dubbo airport precinct Inc. Royal Flying Doctor Service, Rural Fire Service Training Centre & Police Training Facility
- Macquarie Homestay
- River Street Bridge
- Newell highway upgrades
- Continued development of Dubbo Base Hospital
- Inland Rail
- Western Region Institute of Sport
- Large commercial/residential developments in Dubbo CBD
- Drought Proofing of the city
- Continued major land and housing subdivisions

Matt Wright

President

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