



QUORN
Business Group

STRATEGIC PLAN 2021 - 25

VISION

**Quorn and District,
a vibrant, thriving
and prosperous
business
community.**

GOAL

**We aim to grow the
Quorn business
economy.**

MISSION

**To provide
advocacy,
development and
networking
opportunities to the
Quorn and District
Business
Community to
support sustainable
business growth and
make it easier to do
business.**

PURPOSE

**To further and
protect the interests,
needs and
aspirations of
business owners and
operators of the
Quorn District.**

BUILDING AND PROMOTING BUSINESS

OBJECTIVE	ACTIONS
We will advocate and lobby on key issues	<ul style="list-style-type: none">• Create strong relationships through quarterly meetings with key stakeholders - Council, RDA Far North, PIRSA, Business SA, Adelaide Business Hub, SATC, Regional industry groups, neighbouring Chambers of Commerce.
We will promote member businesses	<ul style="list-style-type: none">• All paid members to have allocated promotion / support.• Develop social media marketing strategy• Schedule regular spots on local media

WORKING TOGETHER

OBJECTIVE	ACTIONS
We will enable membership networking and information sharing	<ul style="list-style-type: none"> • Manage two (2) networking events per annum.
We will become the key contact point for local business	<ul style="list-style-type: none"> • Provide multiple platforms and points of contact that can provide information to members – current and aspiring.
We will reach out to potential members	<ul style="list-style-type: none"> • Actively grow membership by 10% per annum • Promote membership benefits. • Engage potential members with direct contact. • Facilitate events that openly encourage non-members to attend, then join.
We will support member learning	<ul style="list-style-type: none"> • Facilitate two (2) workshops / training opportunities throughout the calendar year. • Engage keynote speakers that can present on issues or initiatives that are current and relevant to the membership base (quarterly) • Regularly distribute updates to members on workplace legislation and changes to laws that affect businesses. • Share business tips and advise and share information of government funding programs.

STRATEGIC FOCUS 2021-2023

OBJECTIVE	ACTIONS
We will focus on tourism growth	<ul style="list-style-type: none">• Seek membership and engagement/representation on FRTOA and FROSAT• Focus on the bush food branding for Quorn Businesses• Actively engage with Pichi Richi Railway Preservation Society
We will focus on emerging businesses	<ul style="list-style-type: none">• Actively approach new businesses to ensure that they have support and are aware of the benefits of joining the Quorn Business Group.
We will focus on member satisfaction	<ul style="list-style-type: none">• Survey members each year to identify needs
We will highlight our successes	<ul style="list-style-type: none">• Hi-lighting our successes and outlining our ongoing goals in both Quorn Mercury and Quorn out and about on a semi regular basis (quarterly or Bimonthly)

LONGER TERM OBJECTIVES

OBJECTIVE	ACTIONS
Annual Business Event	<ul style="list-style-type: none">• Annual event to showcase local business and industry.
Seek funding to drive identified key initiatives	<ul style="list-style-type: none">• Actively seek funding opportunities to advance business group activities• Engage with RDA Far North to ensure that Federal and State Government funding opportunities are identified.
Encourage 'local buy'	<ul style="list-style-type: none">• Develop a buy local campaign and buy local rewards system
Pursue the development of an effective business directory	<ul style="list-style-type: none">• Establishing a web site or link that becomes a “yellow pages” of Quorn Business Group members, available to locals and travelers alike.

CONTACT

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Website:

