



Strategic Plan



Revised March 2009

Vision – the Vision is the ultimate purpose of the association. The Vision seeks to describe “where we want to be”.

The Ceduna Business & Tourism Association will work to make Ceduna and districts the place to be in business and to do business in.

Mission – the Mission describes “who we are and what we do”.

The Ceduna Business & Tourism Association is the peak body representing business and tourism interests and is made up of a diverse membership of businesses.

The Association is a recognised and respected entity that delivers value for members through promotion, education, networking and advocacy.

Objectives – these Objectives are the broad outcomes the Association is working towards to achieve our Vision.

Objective 1

To assist member businesses growth by ensuring the Far West region develops into a busy, diverse and vibrant regional hub.

Objective 2

To grow the value delivered to its members and promote the benefits of the Association to all businesses.

Objective 3

To promote the Far West Coast as a tourist destination in its own right.

Objective 4

To serve our members with personal and professional development opportunities.

Objective 5

To co-ordinate and act as a central lobby group to represent the best interest of members

Strategies – these Strategies are the “To Do” tasks which will be undertaken to achieve our Objectives.

Objective 1

To assist member businesses growth by ensuring the Far West region develops into a busy, diverse and vibrant regional hub.

Strategies

- To jointly promote business for Ceduna traders by programmes to promote trading locally eg. shop locally campaigns.
- To liaise amongst the business community on such things as late night shopping, trading hours during holiday periods etc.
- Develop a full and comprehensive business directory for wide distribution and ongoing sales.
- Develop promotions for and in conjunction with our members eg. Xmas in Ceduna, Tradespeople Promotion, Sundowners.
- To undertake all things that the membership may from time to time deem as being in the Members mutual interest.

Objective 2

To grow the value delivered to the Associations members and promote the benefits of the Association to all businesses.

Strategies

- Welcome to Ceduna Business & Tourism Association Packs including business directory, member stickers, information about the Association, Membership Application, Current Committee Members details.
- To commence a tiered structure of membership offering marketing opportunities to our members for an increased fee.
- Create awareness of the Associations objectives to our members and to others eg. Develop website with more information re: Association.
- Increase member numbers and dollars generated.
- Investigate options to fund a part-time or full-time position.
- Heavily promote the Far West logo and brand, plus website address.

Objective 3

To promote the Far West Coast as a tourist destination in its own right.

Strategies

- Commence TV advertising, advertising outside of our region possibly via newspapers, run competitions including our members.
- Promote tourism to our own community, educate on the benefits of the tourist dollar to our community eg. Regular editorials in local paper.
- Develop a Marketing Plan for the Far West region including:
 - Research and implement alternative, cost effective ways to market the area
 - Review tourism infrastructure and services to identify future opportunities
 - Develop Marketing Officer/CBTA assistant position and define specific tasks and requirements
- Continue to support Oysterfest via improvements to Festival Friday with sponsorship and more hands on input into the day.
- Continue to produce Ceduna promotional publications eg. brochure, maps, website.

Objective 4

To serve our members with personal and professional development opportunities.

Strategies

- Build up a library of resources for members to access eg. Sales, motivation, business building, staff training, Business SA resources.
- Source free or minimal cost training opportunities eg. ERDB, TAFE.
- Continue with Business of the Year Awards to promote and reward excellence within our business community.
- To promote networking opportunities within our membership eg. Dinner meetings, guest speakers, motivational speakers, breakfast meetings, women in business networking luncheons.
- Reinvigorate/relaunch the “Sundowners” concept.

Objective 5

To co-ordinate and act as a central lobby group to represent the best interest of members

Strategies

- To lobby Council on the following points:
 - Increased street signage eg. Direct traffic into town, identify attractions, parking areas
 - Increased public toilets in the CBD
 - Finalisation of Streetscape projects eg. Banner poles, radio
 - Improved entrances to town eg. Gateways, arches
 - Affect public policy decisions which may impact our members
- To lobby other Departments/Organisations which can help promote Ceduna or assist our members eg. Tourism Eyre Peninsula, South Australian Tourism Commission, Eyre Regional Development Board.