

STRATEGIC PLAN 2014-2016



NAGAMBIE LAKES TOURISM & COMMERCE INC.

www.nagambielakestourism.com.au

Wine, Wetlands & Waterways!

Nagambie Lakes Tourism & Commerce Inc. Strategic Plan

Background

Having been an important voice of business in the Nagambie Lakes region, it is incumbent upon the Nagambie Lakes Tourism & Commerce Inc to actively support business; even more so during times of regional change and uncertainty. There has never been a more relevant and appropriate time than now for the group to take a stand for the business community and be a catalyst for driving positive change within the Nagambie Lakes region.

During 2013 and over the coming period, the Nagambie Lakes Tourism & Commerce Inc will forge and strengthen key partnerships and relationships within the commercial, industrial, community and local government sectors to work and act collaboratively for the collective good of this region. The group will continue to build on its collaborations and promote the interests of all sectors within the business community, especially small businesses that survive on tourism.

To achieve its goals, the group has had to review its key assumptions and values, and define its objectives and strategies needed to deliver its vision. The result is this Strategic Plan, which will set the foundation for annual plans, budgets, projects and future directions of the Nagambie Lakes Tourism & Commerce Inc.

President's Message

I am pleased to present the Nagambie Lakes Tourism & Commerce Inc 2014-2016 Strategic Plan. 2013 has been a year of transition and significant change for Nagambie, and for the Nagambie Lakes Tourism & Commerce group. I am honoured to lead and serve the business community's group of the Nagambie Lakes region during this time of significant uncertainty, transition and underlying change throughout the global economy, as well as the region's identity. This is the time for the region to propel itself forward through tourism and the reinvention of many of the traditional businesses in our area.

Of utmost importance is for the Nagambie Lakes Tourism & Commerce Inc to deliver value to its members. The group will strongly support and engage in continuous dialogue with many of the small businesses in the region, which are the cornerstone and lifeblood of the region. We recognise the solid connections and support that the larger organisations already provide to the group, and their equally critical role to the economic prosperity within this region.

This plan captures the design to succeed and build on the strengths of the region's dynamic business and tourism opportunities. But most of all, it is a plan for the members - to help members build, grow and flourish in our changing economy and landscape. *Jacqueline Brauman*



Our Mission

what we do

To be the voice of the Nagambie business community; working to protect, support and encourage business growth and opportunities in the Nagambie region, particularly through promoting Nagambie as a tourism destination.



Our Vision

what will we look like in the future?

To be the membership body of choice for business in the Nagambie Lakes region offering exceptional value to members and being recognised as a leading organisation representing and supporting business, particularly the tourism industry.

Our Purpose and Role

why we exist

Provide members with:

- networking opportunities and business connections
- a forum to promote their businesses
- business information and assistance
- opportunities to build key partnerships
- promote, support and encourage businesses running their own tourism events

Our Values

Nagambie First - unashamedly 'pro-Nagambie' and passionate about making a difference to businesses within the region.

Responsive - we value and serve our members by responding quickly and professionally to their needs.

Leadership - we are visionary and future-oriented in our thinking, decision-making and planning.

Integrity - we behave ethically and honour our commitments.

Our value proposition

Good for business

Our members are better informed and have access to the best networking and promotional opportunities in the Nagambie Lakes region to showcase and grow their businesses.

Key Strategic Themes

Key Strategic Theme 1 - Connections

Being connected is vital for business. The Nagambie Lakes Tourism & Commerce Inc promotes and facilitates business opportunities between members. We help provide important networking opportunities allowing businesses to connect and form strategic business-to-business affiliations, gain access to relevant areas of local government, and promote themselves within the region.

- Quarterly special general meetings/networking events
- Online discussion forum
- Members' directory and promotion on our website
- Introductions

Key Strategic Theme 2 - Information

Successful businesses are ones that move with the times, embracing knowledge and innovation so they can objectively look at what they do well - and learn to do it even better!

- The Nagambie Lakes Tourism & Commerce Inc is the vital link between businesses and local government. The group will pass onto business information about what is happening in the region, what local government is doing, and the status of various local government projects.
- As governments pass new legislation that relates to business, the Nagambie Lakes Tourism & Commerce Inc will post the bulletins on its online forum, providing a brief overview of the changes and where to find out more information.
- Submissions and funding opportunities. The Nagambie Lakes Tourism & Commerce Inc will make submissions on behalf of its members to government and non-government forums regarding issues that have the potential to affect business in the region. The Nagambie Lakes Tourism & Commerce Inc will stay on top of what funding grants are available to businesses and tourism activities, and pass on that information to the relevant interested parties.



Key Strategic Theme 3 - Tourism

Tourism is a major contributor to the economic and social wellbeing of the Nagambie Lakes Region

The Nagambie Lakes Tourism & Commerce Inc should provide opportunities and initiatives for the existing tourism industry to develop in terms of professionalism and capacity, and promote the benefits of a regional approach to tourism development. We will work closely with Goulburn River Valley Tourism as the peak regional tourism body for the region.

From the Goulburn River Valley Tourism (June 2013):

- Strathbogie and Mitchell received 261,000 domestic overnight visitors to the region: 2.3% of the market
- 82.7% were from intrastate. Interstate contributed to 17.3% of visitors
- Visitors stayed on average 2.3 nights
- 15-24 years of age was the biggest age group of visitors (19.9%) followed by 35-44 years (19.5%) and 25-34 years (18%)
- 'Friends or relative's property' (40.9%) was the most popular accommodation type, followed by 'caravan park or commercial camping ground' (25.4%). 12.5% stayed in standard hotels or motor inns below 4 stars.
- 593,000 domestic daytrips were made to the Strathbogie and Mitchell regions
- '45 to 54 years' (19.2%) was the biggest age group of daytrippers to the region, followed by '55 to 64 years' (18.5%)
- The main reason for daytrippers was to visit friends and relatives (48.4%) followed by 'holiday or leisure' (35.4%)
- The average overnight visitor spends \$148 per night and the average daytripper spends \$99 per visit



Key Strategic Themes & Objectives

Key Strategic Theme 1 Objectives

Connections - creating opportunities for growth and success

Membership

- Consolidate and grow membership
- Provide new opportunities for members to promote their businesses to other members
- Encourage members to 'buy local'

Events

- Improve the special general meetings and develop them into networking events

Networks and Partnerships

- Improve online networking and presence for members
- Become the focal point in the Nagambie Lakes region for generating business recommendations and referrals
- Collaborate with other businesses in the Strathbogie, Mitchell and Shepparton regions to develop offerings and connections

Key Strategic Theme 2 Objectives

Information - keeping you informed

Communication

- Provide regular updates directly and through partnerships to members on events in the region, and information from local government
- Improve communication between the group and members, through the online forum and direct contact

Social Media

- Develop social media channels to inform and connect with members and non-members

Business Advice

- Provide members with information and legislation changes, business tips and advice, government funding and grants programs

New Service Offerings

- Develop partnerships and products to create a diversified range of information service offerings

Key Strategic Theme 3 Objectives

Tourism - a major contributor to the economic and social wellbeing of the Nagambie Lakes Region

External marketing

- prioritise online marketing and building partnerships to increase partnership marketing
- strengthen and utilise marketing relationship - local government, Tourism Victoria, peak tourism bodies in the region

Product development

- determine mechanisms to build longer-term capacity for the staging of major events
- have a strong working relationship with the local Visitor Information Centre, and provide quality assurance on visitor facilities
- work with local businesses and authorities to further develop mainstream and niche product segments that will improve existing visitor experiences as well as assist to determine potential areas of growth
- assist existing businesses and operators to champion new product ideas and concepts, and to develop a broader range of distribution channels for packaged and bundled products

Communication

- ensure that businesses, stakeholders and the community understand that tourism is a vital driver of the region's economic and social well-being
- arrange, organise and encourage industry and community training in tourism
- present and analyse tourism trends, issues and performance
- conduct awareness and satisfaction surveys
- use industry, stakeholder and media communications to keep key audiences informed