

Business Port Pirie

Business Port Pirie Strategic Plan 2022 – 2025

1. Vision

A thriving business sector supporting positive change in Port Pirie and surrounding areas.

2. Purpose

To promote the interests of business in Port Pirie and surrounding areas by facilitating connections with and between businesses.

3. Objectives

The objectives of Business Port Pirie are to:

- 1) Understand the aspirations, perspectives and needs of businesses in Port Pirie
- 2) Advocate on behalf of business to further outcomes in areas of collective interest
- 3) Enable local businesses' activities through informing, facilitating, connecting and promoting business.

4. Focus areas

Business Port Pirie will prioritise activities in the following areas to ensure we are able to deliver on our objectives in pursuit of our vision, consistent with our purpose and maximising our impact with our available resources.

Information collection and dissemination

Business Port Pirie will work with stakeholders and partners to collect information relevant to local businesses, acting as a conduit between funding bodies, service providers, customers and other stakeholders, and the businesses that comprise our key constituency. We will act as an information aggregator, focusing on communicating information to local businesses in a way that enables them to make informed, effective decisions around their business.

Networking

Business Port Pirie will facilitate connections between businesses and their stakeholders to help them succeed in their business. We will do this through a number of channels, including through supporting networking events (directly and indirectly) and by making direct connections.

Advocacy

Business Port Pirie will represent businesses' interests with key stakeholders. We will do this through direct engagement with key stakeholders, engaging publicly in relevant forums, and through communicating relevant messages through media.

Commerce

Business Port Pirie will facilitate local commerce to benefit local businesses by working to promote local businesses' offerings and supporting local buying activities.

5. Strategic outcomes

- 1) Grow membership to comprise 25 per cent of local businesses to ensure effective representation of businesses.

KPI 1: 228 members by June 2025

- 2) Survey local businesses to inform understandings required to deliver work program effectively.

KPI 2a: Biannual surveys of local businesses

KPI 2b: 20 per cent completion rate on surveys

- 3) Maintain a comprehensive forward calendar of dates to inform businesses of relevant activities in Port Pirie.

KPI 3a: Work with Port Pirie Regional Council to maintain, publish and promote a business calendar.

KPI 3b: 100 unique web hits per month to the calendar site.

- 4) Develop a comprehensive, contemporary set of business intelligence insights that are curated and shared with businesses and stakeholders.

KPI 4a: Publish a monthly Business Port Pirie e-newsletter for distribution.

KPI 4b: 20 per cent open rate achieved across distribution lists.

KPI 4c: 50 per cent click through rate on opened emails.

- 5) Deliver an effective advocacy agenda to contribute towards positive change for business in Port Pirie.

KPI 5: Positive media coverage on positions taken by Business Port Pirie on topical issues affecting local businesses.

- 6) Support the development of a new brand for Port Pirie, as part of Business Port Pirie's efforts towards reshaping perceptions of Port Pirie as a place to do business, working in conjunction with other stakeholders.

KPI 6: Facilitate and support the business engagement activities as part of the Port Pirie rebranding project.

- 7) Deliver and support targeted networking events to support relevant and meaningful connections between businesses and their stakeholders.

KPI 7a: Quarterly networking events.

KPI 7b: 75 per cent occupancy rate achieved for the networking events based on venue capacity

- 8) Achieve financial sustainability for the organisation by covering recurrent operating costs from membership and sponsorship fees alone.

KPI 8: Achieve a cover ratio of annual membership and sponsorship fees / annual recurrent operating costs in excess of 1.

6. Monitoring, review and evaluation

The executive committee of Business Port Pirie will be responsible for monitoring, reviewing and evaluating this strategic plan through its regular committee meetings.

Activities being undertaken or contemplated will be continually reviewed against this strategic plan to ensure appropriate fit strategic fit with focus areas identified.

Progress in delivering the key strategic outcomes identified in this strategic plan will be reviewed quarterly by the executive committee. The strategic plan in aggregate will be reviewed annually to ensure it remains fit-for-purpose.

The efficacy of the strategic plan in delivering on its objectives will be subjected to an evaluation to have concluded by June 2025 through a process to be agreed by the executive committee of Business Port Pirie.