

### Our Vision

A vibrant and strong business community, that collaborates successfully, is connected to opportunities, shares knowledge and is well supported by its local community.

### Our Purpose for this Strategic Plan

To deliver a 3-year Strategic Plan focussed on securing a sustainable Business Association.  
This framework provides the platform for Association to deliver our purpose; That is to

***Develop a cohesive business community to drive positive social and economic outcomes.***

### Our Strategic Areas of Focus

Four strategic areas of focus have been identified. Our objectives stem from these strategic areas.  
Our key stakeholders are the Members, Thames Coromandel District Council (Council) and the Thames Community Board (TCB)

Foundation <i>The solid platform we grow upon.</i>	Collaboration <i>We are a synergetic business community, connected and well informed.</i>	Advocacy & Partnership <i>Our collective voice creates partnerships crucial to the advancement of business.</i>	Business Context <i>We drive initiatives which improve social and economic conditions.</i>
<p><u>Objectives:</u> Our Members represent TCB area. Our Board has strong governance. We have a robust Strategic Plan. We develop a sustained funding mechanism. Our planning is effective and current. Our resources are maintained and developed.</p>	<p><u>Objectives:</u> We use efficient and effective communication channels. We offer our Members an opportunity to upskill. Our Members have access to a resource centre. There is synergy within the Thames business community. Our Members are engaged with the Association.</p>	<p><u>Objectives:</u> We attract positive business interests to the TCB area. We provide informed contribution to the Council process. We foster and maintain partnerships that contribute to Member success. We seek new business opportunities.</p>	<p><u>Objectives:</u> We ensure the regulatory environment supports business. We enhance the physical environment to attract positive interest to the TCB area. We support initiatives that improve economic conditions. We enhance existing events and develop appropriate new opportunities.</p>

### Action Plan

To implement our strategies a comprehensive work plan for Year 1 has been developed.  
Our initial efforts will focus on the following activities.

- Develop and agree on a sustained funding mechanism.
- Build membership and further develop communication channels.
- Improve the profile of Thames, including managing the ThamesInfo website and developing a marketing strategy to encourage commercial investment.
- Collaborate and strengthen partnerships with key Stakeholders, agency partnerships and local community groups.
- Install and implement new security measures, lighting and improvements to the physical environment.

### What success looks like

Below describes what our success will look like:

Our Members represent 75% of TCB area potential. A sustainable funding mechanism is in place. The Board and Manager are visible.	Our Members regularly attend business training, networking events and use Association resources. 50% or greater response to the annual Member survey.	A comprehensive marketing strategy for Thames is in place. There is a financial commitment for business opportunity and improvement in Council plans. New business opportunities in the TCB area.	Visible change in the business environment – more lighting, better security and improved urban design. Key economic indicators show improvement.
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