

Regional Integrated marketing

For Bottom Line Profitability

The Organisation

The Central West Business Chamber assists businesses to build knowledge, activity and profit by being a one stop shop for information on regional and macro business issues, statutory regulations and as a lobbying arm for issues affecting business on a regional level. The organisation leverages the strengths of existing groups/chambers and provide additional services to those not all ready serviced by a town/city based business group.

The key focus is medium to large sized businesses.

The Idea

This was business start up and to gain the funding from the NSW Business Chamber required a business plan.

The Process

A business plan was completed for the Central West Business Chamber with particular emphasis on

- ♦ Defining target markets which included businesses, existing chambers, local, state and federal government, the NSW Business Chamber, sponsors and media
- ♦ Developing individual positioning against each target market
- ♦ Identification of sponsors
- ♦ Membership structure
- ♦ Organisational structure and start up funding

Once the plan was approved by NSW Business Chamber, RIM was integral in the implementation, through launch roadshows, promotional material generation and support to the president.

Hurdles

A start up entity requiring both corporate and membership based support before it could act - chicken & egg syndrome. The marketing material really needed to deliver.

Results

- ♦ Gained the support and membership base of Orange and Cowra Chambers
- ♦ Received funding from NSW Business chamber
- ♦ Held successful seminars on IR changes in Orange and Cowra

Case Study Business Planning Central West Business Chamber

Central West Business Chamber



Thorough analysis that enabled us to hit the ground running, gain buy-in from potential stakeholders and 'competitors' plus gain the support of the NSW Business Chamber. Insightful, showing a clear understanding of what motivates businesses in our region.

Ellie Brown, President Central West Business Chamber



