

## PURPOSE

To be the *champion* of the local business community

## OUR VISION

To create connections, discover through learning, and influence others to help businesses flourish.

## VALUES

- We fiercely protect our independence
- Our members' success is our success
- Silence is approval, blame is forbidden
- We model the masters
- Return on investment depends on personal investment

## LONGER TERM GOALS

### GOALS

The Toowoomba business community are *connected* to the Chamber and each other and their individual and b2b profiles are boosted due to their Chamber membership.

The Toowoomba business community utilise the Business Centre for Excellence as a shared *learning* environment to grow and develop their businesses and see the Centre as a fundamental source of their success.

The Toowoomba business community benefit from the Toowoomba Chamber's ability to cultivate the collective power of our membership to create change and are recognised as a primary source of *influence* and advocacy by government at all levels.

### In 2025, success looks like:

- Every Toowoomba business has received a Welcome to Toowoomba Business Pack from the Toowoomba Chamber.
- Chamber Membership exceeds 1000.
- Outreach messages reach 300,000 people in total, each month, across all platforms and utilising all media available to us.
- Toowoomba Chamber What's On platform is the "go-to" for what's on in the Toowoomba business and social calendar.
- Chamber initiatives and advisory groups continue to facilitate prosperity in strategic segments of the business community.
- We celebrate with the business community at the Business Excellence Awards with more than 800 guests
- There is a direct correlation between future Leader's network and Toowoomba's future success and growth.
- The Toowoomba Chamber Business Centre for Excellence is operational.
- The Toowoomba Chamber Business Short Courses is booked out a year in advance.
- All learning events deliver at least one practical tool or resource to implement in the workplace.
- Members utilise our digital platforms to share their stories and learnings.
- Membership, partnership, and event income continues to grow year on year.
- Income is derived by a diverse portfolio of asset classes.
- The Toowoomba Chamber is recognised as a micro and macro influencer.
- The Toowoomba Business Performance Index drives government policy change and investment.
- Our Why Toowoomba Campaign is recognised nationally.