

## The Chamber's Charter

The Chamber is a voluntary membership association of companies, organisations and individuals engaged in commercial activity in the Rotorua region. It is dedicated to the development of regional, national and international business for our members through:

- freedom of enterprise for those who contribute through their personal and business efforts to the economic, social and cultural wealth of the community.
- the development of a market economy in which there is minimal interference from central and local government.
- the strengthening of Rotorua's position as a strategic business centre.
- participating in the development of the region by creating a desirable commercial and industrial environment.

## The Rotorua Region

The Rotorua District has a population of 67,200, or 1.8 percent of the New Zealand population. Its estimated GDP is \$2 billion per year, or 1.4 percent of the national GDP. Economic growth of the region is currently 3.5 percent per year. Rotorua's median household income is \$38,200 per year - just slightly lower the national average of \$38,600. Unemployment is at an all-time low of around 2,300 registered unemployed. Thirty-one percent of the Rotorua population holds a tertiary qualification. The population has a median age of 33 years, younger than the national average of 35 years. Home ownership stands at 67 percent while the median house price of \$151,500 is well below the national average of \$225,000.

Rotorua has a diverse industry base – tourism, forestry, agriculture, manufacturing, retailing, research and development, and education with the major industries being tourism and forestry. Rotorua attracts 1.8 million visitors a year.

### The Rotorua Chamber of Commerce

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## Strategic Plan 2004 to 2007

*To inspire and influence business vitality*

### Our Chamber of Commerce

The Rotorua Chamber of Commerce is one of 30 within New Zealand. It has been part of our community for 96 years. The current membership is about 350 businesses, representing a large cross-section of business owners and employers in the Rotorua region.

The Chamber is funded from membership, sponsorship and the delivery of business support services and contracts. We have a collaborative relationship with the NZ Chamber of Commerce.

The Chamber works closely with the Economic Development Unit of the Rotorua District Council to attract businesses to the Rotorua region and to keep them here. The Chamber provides its members with services and programmes that assist them to grow. The Chamber is a focal point to facilitate interaction across the community's businesses and to provide increased awareness of the diversity of the business environment. This is achieved through:

- offering **business networking** events such as our monthly Business After Five functions which are one of the best-attended Chamber functions per head of membership in New Zealand. The Chamber has recognised the desire and need of business people to network more efficiently and effectively, and the BA5 functions create the environment for this networking. The Chamber's annual golf tournament offers the business community another enjoyable business networking opportunity.
- **lobbying** both nationally through the NZ Chamber of Commerce and locally to ensure the promotion of an environment that is supportive to sustainable and profitable business.
- providing **business support services** such as BIZInfo, referrals to a free business mentoring service managed by the Economic Development Unit, seminars, workshops and motivational speakers. These support services encourage the development of new businesses and support existing businesses.
- managing the **Rotorua Business Awards** that recognise and encourage the business community's pursuit of business excellence.

The Chamber of Commerce is governed by an Executive Board comprising a President, Vice-President and up to nine other members including the Chief Executive. The Chamber's team includes an Office Manager and part-time and contracted providers employed as appropriate.

## Key result areas and goals 2004 to 2007

Key result area	Membership	Advocacy and information	Networking	Business training and services	Management and governance
<b>Goal 1</b>	More than 20 percent annual net growth in membership.	Recognised as the voice of business for the region and the point of reference for public comment on business matters.	An environment where members can identify opportunities for business development, new members are inducted and business issues are discussed.	Timely and relevant business training and other services, particularly for small, medium size and start-up businesses.	Best practice governance.
<b>Goal 2</b>	More than 95 percent retention of members from year to year.	Increased awareness within the community of the value of business and its impact on social prosperity, growth and development.	The majority of members attend at least three business networking events per year.	Services exceed the quality requirements of our clients and customers.	Best practice management.
<b>Goal 3</b>	Membership represents all sectors of the region's business.	First point of contact for business information for the media, business people and government.	An expanded and effective cooperative relationship with the Chambers' network nationally and internationally.	The Chamber's website, Tabloid and other media are used to keep members informed on business developments and opportunities.	Management capable of delivering on strategic and operational objectives.
<b>Goal 4</b>	Most key businesses in the region are members.	Provider of a unified and well-informed public view on behalf of members.	Effective representation on and linkages with other organisations impacting on business growth and development in the Rotorua region.	Business excellence in the region recognised through the Rotorua Business Excellence Awards.	Positive financial outcomes.

