



GREATER OSHAWA CHAMBER OF COMMERCE

2017 - 2020

Strategic Plan



MISSION STATEMENT

“To continuously support and promote the economic prosperity of our members and our community by being the informed voice of business for Greater Oshawa”.



VALUES (NEW)

- Respect
- Transparency
- Integrity
- Innovation
- Inclusivity
- Education

GOALS (NEW)

- Maintain our Accredited Status with the Canadian Chamber of Commerce.
- Provide services that bring value to our members.
- Increase the number and activity level of our members.

GOALS (CONT.)

- Create an environment that supports existing business and attracts new businesses.
- Constructively influence governments in support of our members and business.
- Encourage new entrepreneurs.
- Provide support and mentorship to all members.

HOW / WHO / MEASURE / REVIEW ?

Maintain our Accredited Status with the Canadian
Chamber of Commerce.

- How - Canadian Chamber.
- Who – CEO / Exec.
- Measure - Re-certification.
- Review –Yearly.

HOW / WHO / MEASURE / REVIEW

Provide services that bring value to our members.

- Promote Affinity programs e.g. (group insurance , Grand and Toy).
- Chamber publications, website, social media, events/ networking.
- All Chamber staff, Board Committees.
- Program uptake, Member / Committee feed back.
- Semi-annually (6 months).

HOW/ WHO / MEASURE /REVIEW

Create an environment that supports existing business and attracts new businesses.

- Working with local and regional governments.
- By encouraging new entrepreneurs, providing mentorship, and constructively influencing regulatory bodies.
- Create community awareness and champions of business.
- CEO , Board.
- Heightened awareness, new memberships, positive feedback through survey results.

HOW/ WHO/ MEASURE/ REVIEW

Constructively influence governments in support of our
members and business.

- Educating membership on policy, regulatory issues.
- Advocating policies that support all businesses at all levels of government in concert with the O.C.C. and C.C.C.
- Government Relations Committee, C.E.O and Board.
- Regulations and legislation affected.
- Ongoing.

HOW/ WHO/ MEASURE/ REVIEW?

Increase the number and activity level of our members

- Encourage all members to participate on committees.
- Broaden the variety of events and promotions to increase the participation of business owners and their staff.
- Institute new marketing initiatives.
- All Board members and committees, CEO, staff.
- Financial results , increased attendance.
- Ongoing.

HOW / WHO / MEASURE / REVIEW

Encourage new entrepreneurs

- Partner with educational institutions and area organizations i.e (Sparks Center, B.A.C.D., Ontario Tech University, Trent University Durham GTA and Durham College).
- Review our rate structure (s) to make them attractive to student entrepreneurs
- Design events of higher value to this market i.e. start-up seminars.
- Board committees , CEO, staff.
- Uptake of new entrepreneurs/ increased event attendance.
- Bi Annual

HOW / WHO / MEASURE / REVIEW

- Provide support and mentorship to all members.
- Enhanced value seminars and programs.
- Board committees, members and CEO.
- Uptake of events, growth in participation.
- Semi annual.