



# Strategic Plan 2025-2028



**SMBI Chamber of Commerce - a business for business**



# Strategic Identity



## Purpose

To foster a thriving business community that drives economic growth on the Southern Moreton Bay Islands.



## Vision

To be the leading advocate and resource for businesses on the Southern Moreton Bay Islands, promoting sustainable growth and innovation.



## Mission

To support and empower local businesses through advocacy, networking, education, and strategic initiatives that enhance economic prosperity.



## Values

**Collaboration:** We believe in the power of working together to achieve common goals and create a supportive business environment.

**Integrity:** We conduct our activities with honesty, transparency, and accountability.

**Innovation:** We encourage creativity and forward-thinking to drive business success.

**Inclusivity:** We are committed to fostering an inclusive environment where all businesses feel valued and supported.

**Sustainability:** We promote sustainable practices that ensure long-term economic health for our community.

**Excellence:** We strive for excellence in all our programs, services, and initiatives to deliver the highest value to our members.

# Planning Process

**Strategic Plan  
(3 year)**

**Operational Plan  
(1 year)**

**Economic Development  
Plan  
(3 year)**

# Stakeholder Groups



# Stakeholder Groups



## Small & Medium Enterprises

Businesses, Trades and Service Providers

-seeking advocacy, networking, resources-

## Entrepreneurs & Startups

New and growing businesses

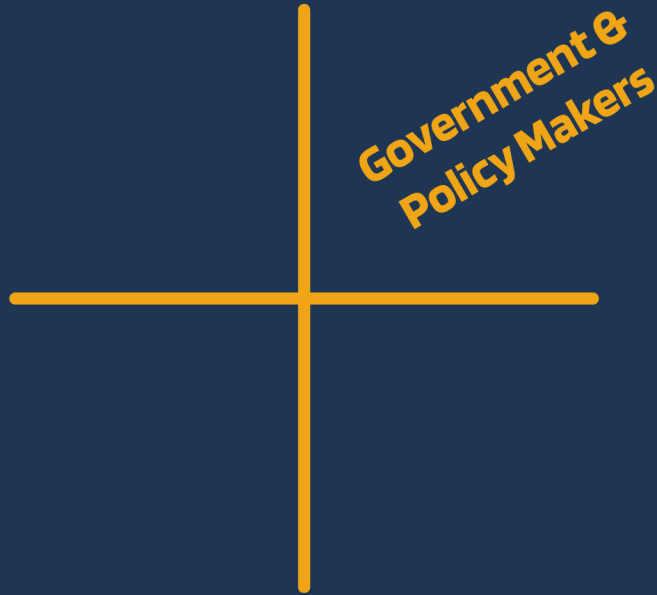
-mentorship, business support-

## SMBI based Industry Sectors

Marine , Hospitality, Tourism, Community

-tailored economic strategies-

# Stakeholder Groups



## Local Government

Redland City Council

-business development, infrastructure, regulatory partner-

## State & Federal Governments

Local Members, State & Federal Departments

-agencies overseeing transport | economic development | employment |  
tourism, funding programs-

## Economic Development Bodies

Regional Devt Authority & Industry Bodies

-policy and investment influencers, advocacy partners-

# Stakeholder Groups



Community &  
Advocacy Groups

## Residents Associations

RIPA, MIPA, LIPA, KRRA

-alignment with business & community priorities-

## Community Services

NFP's & For Profit Community Services

-alignment with business & NFP priorities-

## Local Leaders

Indigenous, cultural, industry leaders

-consultation & advocacy voice partnerships-

# Stakeholder Groups



## Private Investors & Developers

-those considering commercial projects, tourism ventures, or infrastructure investment-

## Land & Property Owners

-advocacy re: zoning, planning frameworks and real estate growth opportunities-

## Industry Partnerships

-Corporate or other stakeholders supporting workforce | employment programs and sustainable business initiatives-



# Strategic Pillars

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1

## advocate

The Chamber advocates for the interests of local businesses who are Chamber members at government and industry levels. We work tirelessly to influence decisions that foster favorable business and economic growth for members in our unique region.


## facilitate

We facilitate valuable connections and provide resources to help member businesses thrive. Through networking events, workshops, & access to industry insights, we provide members with the tools they need to succeed.

A large orange circle containing a dark blue circle with the number 2 in white.

2

## partner

A large orange circle containing a dark blue circle with the number 3 in white.

3

The Chamber partners with member businesses, community leaders, and government entities to create collaborative opportunities. By fostering strategic alliances. We help our members expand their reach and impact.

# Strategic Priorities



1

## advocate

The Chamber advocates for the interests of local businesses who are Chamber members at government and industry levels. We work tirelessly to influence decisions that foster favorable business and economic growth for members in our unique region.

### Business Friendly Policies

Champion regulatory reform that supports local business

### Infrastructure & Connectivity

Support improvements that enhance business viability

### Economic Growth

Implement strategies that build economic development

### Community Safety

Support strategies that promote safe business operations

# Strategic Priorities

## facilitate

We facilitate valuable connections and provide resources to help member businesses thrive. Through networking events, workshops, & access to industry insights, we provide members with the tools they need to succeed.



2

### Networking

Foster initiatives to promote member collaboration

### Structured Business Support

Conduct activities to promote business best practice

### Skills Development

Implement initiatives that develop business skills

### Workforce Development

Support initiatives with local job creation outcomes

# Strategic Priorities



3

## partner

The Chamber partners with member businesses, community leaders, and government entities to create collaborative opportunities. By fostering strategic alliances. We help our members expand their reach and impact.

## Drive membership

Implement strategies to grow our member base

## Sustainable Growth Strategies

Work with groups to develop business resilience

## Cross Sector Collaboration

Strengthen partnerships to drive SMBI region business success

## Initiatives Support

Back activities & events that foster business outcomes