



Tamborine Mountain Chamber of Commerce & Industry Inc

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WHY YOU SHOULD BE A PART OF YOUR LOCAL CHAMBER OF COMMERCE

WHAT IS A CHAMBER OF COMMERCE?

It's actually quite simple – a chamber of commerce is a not-for-profit, voluntary group that's dedicated to protecting and promoting the local business community. The primary goals are:

- To be a strong advocate for all businesses, small and large, new and existing.
- To actively help business owners network and grow.

From a marketing perspective, the Chamber works alongside the Tourism, VIC and website sub-committees to develop strategies and actions which support our visitors and residents alike.

WHAT DOES AN EFFECTIVE CHAMBER OF COMMERCE DO?

Every Chamber sets up its own support structures and develops strategies to best meet its primary goals. The following are examples of strategies that are typical of effective Chambers of Commerce:

- Conduct surveys of member needs and perspectives.
- Maintain a user-friendly website for tourism and for business
- Organise networking opportunities for members
- Provide relevant and helpful workshops or seminars to keep business owners up to date on important commercial issues... online
- Business coaching / mentoring schemes (e.g. retired owners of successful businesses) online or face-to-face
- Provide information on funding opportunities for small business
- Ensure business owners understand the imperatives for innovation and how to improve the education of business owners
- Evaluate the Chambers own performance in meeting its goals and in continuously looking for ways to better serve its members.

HOW YOU CAN BENEFIT?

As a Chamber member you will benefit in many ways, including:

The Chamber of Commerce has a good reputation, and many consumers have a positive perception of members and their businesses:

- You will meet like-minded business owners at monthly networking meetings
- You will increase your visibility and create new business contacts
- You will gain access to a variety of resources, insights into business best practices and current trends from peers and visiting speakers

HOW YOU CAN BENEFIT? Continued...

- Community involvement will strengthen your ties and local reputation
- Your membership will increase awareness of your business within the business community and with the wider public
- The Chamber does the leg-work in bringing members together once a month so that you can grow your network
- You will be able to access the Chamber's database to effectively promote your business online
- Having your link on the Chamber's website is an authoritative reference point for search engine relevance
- Chamber websites are powerful, robust and high-traffic, so a direct link tells Google (by association) that your site is also important
- Creating relationships with other Chamber members generates word-of-mouth referrals, which in turn generate higher internet visibility
- Position your business as a local leader by adding your voice to your local Chamber of Commerce
- You will receive regular Industry alerts
- A key benefit is effective representation to government
- Buy local, sell local, support local and shop with Chamber Members. It is a great way in which business and professional people can work together for the common good of the business community

WHAT YOU CAN DO

- Network so that you will be connected to the right people and have the opportunity to further develop your networks and business with potential clients, customers, suppliers and other business owners.
- Promote your business/s at monthly meetings
- Purchase website advertising and banner ads for both the benefit of Chamber as well as the members
- Send promotions, photos, or promote events to our socialmedia@tamborinemtnc.org.au keeping members informed.
- Get involved with local events and show and support / sponsor - Tamborine Mountain Show, Scarecrow festival etc.
- Attend regular meetings or events.
- Bring business cards and brochures and tell your 'story' at meetings
- Help grow membership, encourage membership and increase attendance at meetings.
- Support local businesses
- Donate lucky door prizes which help to sponsor our annual Christmas Party and promotes your business



TO JOIN – download forms off our website tamborinemtnc.org.au or contact memberships@tamborinemtnc.org.au / secretary@tamborinemtnc.org.au