

Executive Officer's Report

This last year has seen the Greater Frankston Business Chamber continue to go from strength to strength. Our new Brand "**Frankston Business Network**" was launched in February 2014, and this is now widely recognized as our brand. We have seen a steady growth in numbers of Memberships and with your continued support this will only keep on increasing. Our aim this year was to reach a membership base of 275. We were able to achieve a membership of 274 for 2016.

In 2016 we again actively sought more sponsors, and to this end we put together a new Sponsorship pack which offered different levels of Sponsorship that would give businesses the ability to access all types of sponsorship opportunities. This year we also stopped having a Bronze Sponsorship level after a one year trial. It was with great pleasure that we welcomed the following new sponsors, Core 24, St John of God Frankston, and Anthony Thomas Menswear. I would like to take this opportunity to thank them for coming on board. Our focus this year again was to build on the ground work that has already taken place, and increase the number of sponsors to an even greater level.

We have Executive members who sit on various committees which included the Station Redevelopment Community Working Group. As your Executive Officer I have been very involved in a number of committees and Boards with the following committees working on achieving some major outcomes for the Business and local community.

- Frankston Station Redevelopment Task Force which changed its name to Frankston Revitalisation Board
- Alcohol and other Drugs Steering Committee of which I am the Chair

I represent all committees on behalf of you our members, and value your input on any matters which impact on Business.

The Executive have also been active in lobbying and raising issues with relevant authorities to ensure that the members of the business community have their concerns heard. On behalf of the Executive I would like to take this opportunity to thank all those members who sit on these committees and who give up their time to support the Business Community.

We did not hold any Business Awards this year, but are looking to see what opportunities we have for once again launching something in 2017.

To ensure that the Chamber keeps moving in the right direction the Executive this year worked on a new 3 year Strategic Plan. This Plan can now be viewed on our website. The points on the left side of the table below show the focus and the right side, the progress we have made during the last twelve months

<p>Governance</p> <ol style="list-style-type: none"> 1. Ensure that the FBN is compliant in all Government regulations 2. Recognise Business Excellence via sponsoring appropriate Business awards 3. Ensure the sustainability of the FBN 4. Develop effective Communications strategy to ensure Members are kept informed 	<ol style="list-style-type: none"> 1. Policy and Procedures are in place to ensure that the Greater Frankston Business Chamber (FBN) meets all of the Government regulations and reporting requirements 2. We did not run any Business Awards in 2016, but are looking to commence Awards in 2017 that are more in line with business expectations 3. The Board ensures that through sponsorship and growing membership the FBN is sustainable 4. Our Marketing Sub-Committee is continuously working on initiatives to develop stronger communication with members. <ul style="list-style-type: none"> • Our E Newsletter is very well received with an opening rate of over 80%.
<p>Operation/Growth of the Chamber</p> <ol style="list-style-type: none"> 1. To heighten awareness and appreciation of Chamber programs, activities and goals across the whole Community 2. Conduct a member drive and marketing campaign to encourage more members 3. Provide appropriate facilities for staff, 	<ol style="list-style-type: none"> 1. We have continued to hold the FMP Business Breakfast Series which we run in conjunction with Frankston City Council, Mornington Peninsula Council and Monash University. We are also continuing with our partnership with Dress for Success Mornington Peninsula by holding two Women Connect Luncheons every year. These were again very popular and helped raise awareness and funds for Dress for Success Mornington Peninsula. I would like to take this opportunity to thank everyone who assisted to make these events a success. A very big thank you to our sponsors for these events which were <ul style="list-style-type: none"> • CBA Frankston

<p><i>members and Board</i></p> <ol style="list-style-type: none"> 4. Develop and implement a succession planning process 5. Continue to develop and encourage broader representation through the establishment of sub committees 	<ul style="list-style-type: none"> • Bayside Shopping Centre <p>I look forward to another successful year in 2017</p> <ol style="list-style-type: none"> 2. 2016 Membership was 274 members – there is capacity to grow. We are also receiving more member referrals. If you have not already done so bring a guest to one of our Networking events. 3. Our premises which are sponsored by Telstra Business Frankston are well located and open Monday to Thursday for our members to come and see us. 4. This is an ongoing process 5. Sub Committee structure is effective. In 2016 we had 2 Sub Committees which concentrated on marketing and the Carrum Downs Industrial area. In 2017 we are looking to establish more Sub Committees representing IT and the Entrepreneurial sector.
<p><i>Relationship building</i></p> <ol style="list-style-type: none"> 1. To develop and maintain a strong and positive relationship with all levels of government 2. Further develop partnerships with local institutions for member education and training opportunities 3. Increasing opportunities for Sponsors to link with other sponsors and members to establish commercial connections 4. Providing regular feedback to all Sponsors 	<ol style="list-style-type: none"> 1. Now hold regular meetings with Frankston City Council Mayor, CEO, and actively strengthening relationships with new Councilors'. We also hold regular meetings with both Federal and State Members to raise issues that affect the Business Community, 2. We have also developed a close relationship with Chisholm which will assist businesses looking for apprentices. This year we made use of Students at Monash University to help with a Business survey. They also visited Businesses in Carrum Downs. Monash also had students that worked with 4 of our businesses to put together a business plan. This will once again be offered in 2017. 3. Our Sponsorship pack was changed to allow different levels of Sponsorship that give businesses the ability to access various types of sponsorship opportunities that meet their business needs. Our Sponsorships opportunities for 2016 were again well supported. We also gave members the opportunity to support via our

	<p>Trivia night which helped raise funds for our Not for Profits. Another sponsorship opportunity was offered by the Mornington Racing Club, where our members could sponsor a race which gave them great exposure to the public.</p> <p>4. Regular feedback was not always given to sponsors. This will be done in 2017</p>
<p><i>Member Representation</i></p> <ol style="list-style-type: none"> <i>1. Provide Education path for Members</i> <i>2. Provide Branding and Promotional opportunities</i> <i>3. Supporting Members with Start-up and Microbusiness support</i> <i>4. Increasing and diversifying membership to allow members to widen their network</i> <i>5. Further attract and improve on the marketing of member benefits and activities to both members and non-member</i> 	<ol style="list-style-type: none"> 1. By having a close relationship with both Chisholm and Monash. 2. Our E- Newsletter gives all members the opportunity to promote their business via offers or services. We are looking to do more in this space in 2017. 3. We are looking to offer more strategic help to members in this space. 4. We have been holding a joint Networking night with other organisations that allows our members to widen their networks. We will do this again in 2017 as it has proved very successful. 5. With our Social media we are in the process of being able to offer more ways to market our members to the public. With our IT partners this will be our main objective for 2017

One of our key goals in our Strategic Plan was to improve communication with our members. In 2014 we launched our new website which then allowed us to produce an e-newsletter to communicate with our members, and made it easier for our Members to promote events they were holding as well as special deals to all members. This has proved to be a great way to share and exchange information with all of our members, and has been a great success in showcasing our member's achievements, both personally and with their Businesses. In 2011 we joined Facebook and welcome all our members to "Like" us. Also in 2012 we joined Linked In for another way for us to communicate with our members and the Community at large. Make sure you visit us

and like us on these platforms. Extreme Networks as been working to make our Website more user friendly. We are looking for more improvements in 2017.

In 2016 we decided to again hold a Race Day at the end of the year where members could get together, but also invite clients or their staff for a day out. This was another great day with good weather and an ideal opportunity for our members to get their name out to the public. Thank you to our Race Day sponsors and to all our members who supported us on this day.

We also held our Trivia Night again which helps to raise much needed funds for our Not for Profit members. We were able to raise enough funds to be able to assist 8 Not for Profit members with goods that they otherwise may not have been able to purchase. Once again a huge thank you to all those members who gave us Auction items and to all those members and friends who attended and made the night such a success.

We have now been in our new premises for nearly 5 years and Allison and I always look forward to you, our members dropping in to see us at Suite 1, Level 1, 13-15 Thompson St Frankston.

The Executive Committee would like to acknowledge and thank our sponsors for 2016

Platinum Sponsors

- . Extreme Networks
- . Telstra Business Centre Frankston

Gold Sponsors

- . Core 24
- . Frankston City Council
- . Statewide Autistic Services (SASI)
- . The Schaefer Group

Silver Sponsors

- . Anthony Thomas Menswear
- . Flinders Partners Group
- . Mornington Racing Club
- . National Australia Bank

- . Quest Frankston on the Bay
- . Sign A Rama Frankson
- . South East Water
- . St John of God Frankston
- . Super Media

Without the continued support and ongoing contributions from our Sponsors we would not be able to run the Chamber to the standard that you, our members deserve and that we want to provide. I look forward to your continued association in 2017

Thank you to Allison, all the Executive Committee, with a special mention to the Marketing Committee who have worked so hard this year to ensure our continued growth, and to all members who have contributed to this year's achievements.

Karin Hann

Executive Officer