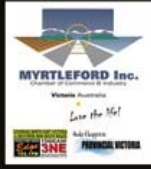


MYRTLEFORD



Love the life!

www.visitmyrtleford.com.au

MYRTLEFORD CHAMBER OF COMMERCE & INDUSTRY Inc

What is a Chamber of Commerce?

A Chamber of Commerce is a professional association of business people that has the prime purpose of advancing the business, commercial & industrial interests of the area while supporting the local community.

It is a lobby group that represents and defends the views of the business community to all levels of government as well as other authorities and organisations.

Chamber of Commerce is structured as like most committees, with a President, Secretary and Treasurer and Executive Committee and is not-for-profit organisation. As an incorporated body it is governed by statement of purposes and rules. Meetings are normally held after hours once a month and the Myrtleford Chamber keep all members informed by sending minutes of each meeting to all members.

Membership

Membership of the Myrtleford Chamber of Commerce is offered to every business. Membership ensures businesses have the opportunity to have a say to what happens in our town.

Vision

For the Myrtleford Chamber of Commerce to be the most effective organisation in the Alpine Shire that people can approach in order to facilitate the establishment and development of any idea, events and infrastructure, which assists the economic, employment and business growth in Myrtleford and the Alpine Shire community.

Objectives

1. To proactively raise and deal with the concerns of the members.
2. To encourage businesses to increase their levels of knowledge, training and performance in meeting today's challenges and those of the future.
3. To promote and support the town and businesses it represents and its community.
4. To develop and foster partnerships and affiliations with other Chambers of Commerce & like bodies.

Summary of Myrtleford's Chamber of Commerce Achievements - Past seven years (2003-10)

Raising and dealing with concerns of members

- Water - quality, flood mitigation, storm water management
- Land Management - Mobil Station, Police Station, residential land review, industrial land
- Economic Development Levy - supportive of the Alpine Shires Economic Development Unit and Tourism Body
- CSIRO Upper Ovens Sustainable Communities project - representative on steering committee
- Myrtleford Economic Development Initiative - through developing "Love the Life" a campaign to promote Myrtleford's *live, work, invest and visit* strategy
- Park Management - Jubilee and Cundy Park upgrades and creation of new open space.
- Myrtleford Master Plan & Framework Plan- traffic management, car parking, signage
- Bushfire recovery - Marketing campaign, counselling and seeking financial assistance.
- Post Tobacco - Assistance to growers, workshops, training opportunities
- Great Alpine Valleys - (previously Alpine Region Tourism) - Actively participated
- Local Safety Action Group - participant
- Business Vitality Index - Myrtleford was one of 5 towns in Victoria selected to participate
- Second Stage - Multi-function Children's Centre -
- Installation of Town Bicycle Racks

Increased business knowledge and training



- Supported Alpnet - flexible learning project
- Small Business Workshops:
 - Getting into Small Business,
 - Financial Controls for Small Business
 - Marketing for Small Business

and other training courses through various providers

- One on one in store retail advice provided through the Retail Association of Vic
- Communications with VECCL and Minister for Small Business
- Accreditation of Myrtleford Visitor Information Centre under the Better Business Program



Promotion of Myrtleford and its community

- Initiation and development of the Community Produce Market.
- Management of the Christmas Promotion and Annual Bush Market
- Development of Short walks brochure, town walking trail and interpretive information boards.
- Rescuing and managing of the Myrtleford Visitor Information Centre
- Support to Towns Festivals: THT Festival, Myrtleford Festival, Allegro International festival, Italian Car Connection
- "Love the Life" Campaign and recent Trade Mark approval of "Love the Life"
- Street Life Campaign - Business Network Initiative
- Lobbied for the establishment of town banner poles at entrance to town and then offered free banners to community organisations
- Development of a town map
- Support to major events - Great Victorian Bike Ride, Audax Alpine Classic,
- Awards and Recognition - semi finalist community of the year (population under 5000), Secretary Kerry Murphy Australia Day Award Recipient for local achiever Myrtleford 2008
- Auspecting body for la fieria - a new festival for Myrtleford in 2009 & continued in 2010

Develop and Foster Partnerships

- Chamber Chat in **The Myrtleford Times**.
- Reciprocal membership with the Bright and Mt. Beauty Chambers of Commerce and Alpine Valley Vignerons
- Memorandum of Understanding with the Alpine Shire to operate Visitor Information Centre with a licence to sell packaged wine from NE Victoria



🚩 EdgeFM-3NE partnership with "Love the Life" and Essentials Magazine

FINANCE:

Membership is currently \$150.00 (plus gst) per business

Total membership fees raise on average 25% of our total annual income.

On average the Chamber generates and spends close to \$40,000 per annum in operations, campaigns, support to festivals and events.

Why should you join the Myrtleford Chamber of Commerce?

To make your business better and more profitable, and in doing so develop the reputation of our town and community. Contribute your ideas and experience and make a difference. Every business has the opportunity to participate & join in!

Love the life!