



# Strategic Plan 2023-2026

## Acknowledgement of Country

Business Mount Alexander acknowledges and extend our appreciation to the Dja Dja Wurrung, the Traditional Owners of the land that we are on today.

We pay our respects to Elders past, present and emerging – for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung Peoples.

We express our gratitude in the sharing of this land, our sorrow for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

## The history of Business Mount Alexander

BMA was created in 2014 to strengthen communication between council and local businesses, to advocate on behalf of business to key stakeholders, to encourage networking, promote local business and share information and resources to assist support and grow local business.

Our Strategic Plan was prepared in July-October 2023, funded by Mount Alexander Shire Council and facilitated by Sharon Fraser of Clarion Call. It included business community & member survey, Board review and discussions and was approved by the BMA Board in October 2023.

### *Vision*

A vital, thriving and connected business and community

### *Purpose*

To connect, support and advocate for businesses across the Mount Alexander Shire



# STRATEGIC AREAS

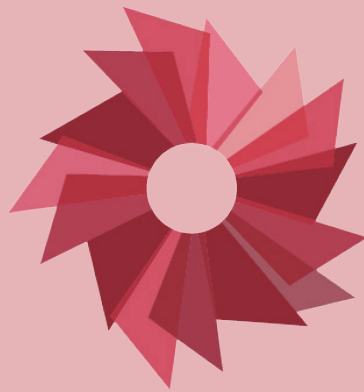
**GOVERNANCE**

**MEMBERSHIP**

**ADVOCACY**

**FINANCES**

STRATEGIC AREA	STRATEGY	OUTCOME	ACTION
<b>GOVERNANCE</b>	Develop an inclusive, diverse and engaged committee	A robust and diverse committee, with the capacity to fulfil our aims	Engage BMA committee members through regular meetings, clear communication of issues and involvement in decision-making
	Build a strong, healthy and transparent organisational culture	An organisation that local business people want to join	Clearly articulate and communicate our values, aims and activities through the website, newsletters and other modes of communication
		An approachable organisation	Schedule regular open committee meetings Ensure businesses know we exist, can find us and communicate with us
	Ensure consistency and continuity of representation	A pool of people willing to contribute to the committee and to members	Develop project- or interest-based working groups as needed
<b>MEMBERSHIP</b>	Grow the BMA membership to be representative of the numbers of businesses and sectors, across the council area	Healthy membership numbers	Define and communicate the identity and role of BMA to current and prospective members
	Understand the needs of members and develop effective ways to meet these needs	A membership body that can communicate their needs to BMA and which is heard	Plan a calendar of networking events or sector forums
		Clearly articulated and recognised benefits to membership	Develop and communicate a suite of membership benefits Work with MASC to cover capacity building needs and ensure our events are complementary
<b>ADVOCACY</b>	Advocate effectively to give small businesses across the council a voice	A clear voice with a well-developed and communicated message Strong relationships with all tiers of government	Make sure the committee is well informed, and that all relevant meetings are covered by committee members Maintain active memberships of advocacy organisations like Mainstreet Aust
	Ensure that we represent the membership	An executive that understands the range of needs of members	Connect regularly with member sectors to determine areas of advocacy
<b>FINANCES</b>	Maintain financial stability through diverse means	A sufficient base-level of funding to enable longer-term existence	Conduct an ongoing membership drive Pursue other funding sources to ensure ongoing viability (e.g. grants, the Special Rate Levy, etc.)
		Regular sponsorships of the organisation and its events	Assess and pursue sponsorship opportunities



**BUSINESS**  
MOUNT ALEXANDER

good business ↔ good community