

# Bayside Business Board – Business Plan Year 2008



## Attachment 2

### VISION

The Bayside Business Board has a dual role.

- a) Advisory to Council providing a link with Bayside Business Community through providing information, identifying issues and leads.
- b) Advocacy for Bayside Business providing informative events, networking and business development opportunities in the interests of growing Bayside businesses.

To assist Bayside business members to grow their businesses through the provision of information, networking and business development opportunities leading to a successful and integrated business community. A secondary objective is to promote and advance the desirability of Bayside as a place to live, work, invest and conduct business.

### PRIMARY BOARD GOALS (WE WILL BE SUCCESSFUL IF / WHEN.....)

- On behalf of Council we deliver a “value add” to ratepaying businesses
- Council has clarity about and confidence in the functioning of the Board.
- Board members have a sense of achievement when agreed goals are achieved.
- We connect with and are relevant to the business community with the key measure being membership growth.
- Sponsors achieve brand awareness through increasing numbers at events and their business increases accordingly.
- If we meet the objectives of our key stakeholders include....

### NOW

### TEAM ASSESSMENT

Strengths		Weaknesses	
• Financial position \$85,000 - Nov 07	• Well attended breakfasts	• Event Management	• Variable participation by Board members
• Board experience and expertise	• Successful women’s lunches	• Communication and marketing management	• Lack of resources to implement development plans
• Board commitment	• Well attended Seminar Series	• Website management	• Goals and objectives not sufficiently outcome focussed
• Known and respected brand	• Networking drinks well received	• Focused on past successes	• Lack of clarity on vision and role
• Market demand for events	• Membership slightly up	• Board is too large	• No representation of or plans to target other business demographics (eg Retail)
• Council support		• Minimal membership benefits	• No formal business plan in place and being followed.
• Networking opportunities provided to participants		• Minimal sponsorship benefits	• Represent only a small segment of business community

NOTE: This Business Plan is a summary of the most important business objectives. This Business Plan includes a more comprehensive set of strategies and actions in support of this.

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## THE FUTURE

## KEY TEAM OBJECTIVES

Create Benefits	Improve Efficiencies	Keep Doing but Improve	Grow
<ul style="list-style-type: none"> <li>Strong membership benefits</li> </ul>	<ul style="list-style-type: none"> <li>Website connects to members by providing information and communication.</li> </ul>	<ul style="list-style-type: none"> <li>Breakfasts</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership</li> </ul>
<ul style="list-style-type: none"> <li>Strong sponsorship benefits</li> </ul>	<ul style="list-style-type: none"> <li>Events booking.</li> </ul>	<ul style="list-style-type: none"> <li>Women's Events</li> </ul>	<ul style="list-style-type: none"> <li>Increase sponsorship</li> </ul>
<ul style="list-style-type: none"> <li>Buying group creates savings to members</li> </ul>	<ul style="list-style-type: none"> <li>Appropriate coordination of events and sponsorship.</li> </ul>	<ul style="list-style-type: none"> <li>Seminar series</li> </ul>	<ul style="list-style-type: none"> <li>Involve Retailers and other demographics (eg home based business) progressively.</li> </ul>
<ul style="list-style-type: none"> <li>Provide a voice for Bayside business</li> </ul>	<ul style="list-style-type: none"> <li>Regular and appropriate communication with members</li> </ul>	<ul style="list-style-type: none"> <li>Networking drinks</li> </ul>	<ul style="list-style-type: none"> <li>Consider promoting doing business in Bayside as a theme.</li> </ul>
	<ul style="list-style-type: none"> <li>Regular communication with Council based on outcomes from the Business Plan.</li> <li>Streamlined</li> </ul>	<ul style="list-style-type: none"> <li>Remain financially sound (say bank balance \$30,000 with excess funds placed in a provision account)</li> </ul>	<ul style="list-style-type: none"> <li>Promotion of Bayside business and community engagement</li> </ul>
	<ul style="list-style-type: none"> <li>Reduced Board numbers to improve efficiencies. (10)</li> </ul>		
	<ul style="list-style-type: none"> <li>Create sub Committees including Non-Board members with particular skills sets as required.</li> </ul>		

## 1. BENEFIT PRIORITIES

Objectives	Action Plans	Who	When	Measure/Targets
<ul style="list-style-type: none"> <li>Membership Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Cost</li> <li>Events</li> <li>Database access</li> <li>Networking</li> <li>Buying group</li> </ul>	<ul style="list-style-type: none"> <li>Board Representative</li> <li>Sub Committee</li> <li>Events Management Company</li> </ul>	<ul style="list-style-type: none"> <li>15/02/08</li> </ul>	<ul style="list-style-type: none"> <li>Re-sign 90% of last years members by 29/02/08</li> <li>Increase new membership to 200 by 01/05/08</li> </ul>
<ul style="list-style-type: none"> <li>Sponsorship Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Database access</li> <li>Promotion opportunities</li> <li>Cost/benefit</li> </ul>	<ul style="list-style-type: none"> <li>Sponsorship Management Company</li> <li>Sub committee</li> <li>Board Representative</li> </ul>	<ul style="list-style-type: none"> <li>15/02/08</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor brand awareness</li> <li>Sponsor achieves value for money</li> <li>Additional sponsors</li> <li>Retention of sponsors</li> </ul>
<ul style="list-style-type: none"> <li>Buying Group Benefits</li> </ul>	<ul style="list-style-type: none"> <li>Membership benefit</li> <li>Cost savings</li> <li>Link to sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>Board Representative</li> <li>Sub committee</li> <li>Sponsor Management Company</li> </ul>	<ul style="list-style-type: none"> <li>01/03/08</li> </ul>	<ul style="list-style-type: none"> <li>Provide potential cost saving equivalent or greater to membership fee</li> </ul>
<ul style="list-style-type: none"> <li>Provide a business voice</li> </ul>	<ul style="list-style-type: none"> <li>Issues</li> <li>Needs</li> </ul>	<ul style="list-style-type: none"> <li>Chairman</li> </ul>	<ul style="list-style-type: none"> <li>As arise</li> </ul>	<ul style="list-style-type: none"> <li>Business believe they have been heard</li> <li>Council listen to local business</li> </ul>

NOTE: This Business Plan is a summary of the most important business objectives. This Business Plan includes a more comprehensive set of strategies and actions in support of this.

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## 2. IMPROVE EFFICIENCY PRIORITIES

Objectives	Action Plans	Who	When	Measure/Targets
<ul style="list-style-type: none"> <li>Event Management</li> </ul>	<ul style="list-style-type: none"> <li>Appoint Manager</li> <li>Arrange event priority</li> </ul>	<ul style="list-style-type: none"> <li>Council</li> <li>Event Manager</li> <li>Board representation</li> </ul>	<ul style="list-style-type: none"> <li>30/01/08</li> <li>31/03/08</li> </ul>	<ul style="list-style-type: none"> <li>Achieve event priorities targets</li> <li>Membership \$18,178</li> </ul>
<ul style="list-style-type: none"> <li>Sponsorship Management</li> </ul>	<ul style="list-style-type: none"> <li>Appoint Manager</li> <li>Arrange sponsorship benefit</li> </ul>	<ul style="list-style-type: none"> <li>Council</li> <li>Sponsor Manager</li> <li>Board representation</li> </ul>	<ul style="list-style-type: none"> <li>30/01/08</li> <li>31/03/08</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor cash \$17,000</li> <li>Sponsor contract \$36,000</li> </ul>
<ul style="list-style-type: none"> <li>Web Management</li> </ul>	<ul style="list-style-type: none"> <li>Appoint Manager</li> <li>Re-design</li> </ul>	<ul style="list-style-type: none"> <li>Event Management</li> <li>Andrew Murrowood</li> <li>Consultant</li> </ul>	<ul style="list-style-type: none"> <li>Commence 01/02/08</li> </ul>	<ul style="list-style-type: none"> <li>Expenditure up to \$30,000</li> </ul>
<ul style="list-style-type: none"> <li>Communication and Marketing</li> </ul>	<ul style="list-style-type: none"> <li>Events</li> <li>Networking</li> <li>New business</li> </ul>	<ul style="list-style-type: none"> <li>Event Manager</li> <li>Board Representative</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>Commence 15/02/08</li> </ul>	<ul style="list-style-type: none"> <li>Event promotion min x 3</li> <li>.</li> <li>.</li> </ul>
<ul style="list-style-type: none"> <li>Council Communication</li> </ul>	<ul style="list-style-type: none"> <li>BBN activities</li> <li>Business voice</li> </ul>	<ul style="list-style-type: none"> <li>Chairman</li> <li>Board representation</li> </ul>	<ul style="list-style-type: none"> <li>Commence 01/03/08</li> </ul>	<ul style="list-style-type: none"> <li>Positive response from councillors</li> </ul>
<ul style="list-style-type: none"> <li>Sub Committee Creation</li> </ul>	<ul style="list-style-type: none"> <li>Events</li> <li>Web</li> <li>sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>Chairman to organise with Board</li> </ul>	<ul style="list-style-type: none"> <li>Commence 15/02/08</li> </ul>	<ul style="list-style-type: none"> <li>Successful implementation</li> </ul>

## 3. EVENTS PRIORITIES

Objectives	Action Plans	Who	When	Measure/Targets
<ul style="list-style-type: none"> <li>Breakfasts</li> </ul>	<ul style="list-style-type: none"> <li>Format</li> <li>Guest</li> <li>Event manage</li> </ul>	<ul style="list-style-type: none"> <li>Alistair Murray</li> <li>Event Management Company</li> <li>Sub committee</li> <li>Council Representative</li> </ul>	<ul style="list-style-type: none"> <li>04/03/08</li> <li>03/06/08</li> <li>02/09/08</li> </ul>	<ul style="list-style-type: none"> <li>Minimum attendance 250 people</li> </ul>
<ul style="list-style-type: none"> <li>Women's Events</li> </ul>	<ul style="list-style-type: none"> <li>Format</li> <li>Guest</li> <li>Event manage</li> </ul>	<ul style="list-style-type: none"> <li>Vicki Crowe</li> <li>Event Management Company</li> <li>Sub committee</li> <li>Council Rep</li> </ul>	<ul style="list-style-type: none"> <li>As per schedule</li> </ul>	<ul style="list-style-type: none"> <li>Minimum attendance 100 people</li> </ul>
<ul style="list-style-type: none"> <li>Networking Drinks</li> </ul>	<ul style="list-style-type: none"> <li>Format</li> <li>Guest</li> <li>Event manage</li> </ul>	<ul style="list-style-type: none"> <li>Events Management</li> <li>Board Representative</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>First Wednesday of month</li> </ul>	<ul style="list-style-type: none"> <li>Minimum attendance 25 people</li> </ul>
<ul style="list-style-type: none"> <li>Seminar Series</li> </ul>	<ul style="list-style-type: none"> <li>Format</li> <li>Guest</li> <li>Event manage</li> </ul>	<ul style="list-style-type: none"> <li>Events Management</li> <li>Board Representative</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>As per schedule</li> </ul>	<ul style="list-style-type: none"> <li>Minimum attendance people per seminar</li> </ul>
<ul style="list-style-type: none"> <li>Remain Financial</li> </ul>	<ul style="list-style-type: none"> <li>Balance sheet</li> <li>Profit &amp; Loss</li> </ul>	<ul style="list-style-type: none"> <li>Laura Copley</li> <li>Council</li> </ul>	<ul style="list-style-type: none"> <li>Monthly</li> </ul>	<ul style="list-style-type: none"> <li>Minimum cash balance \$30,000</li> </ul>

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### 4. GROWING PRIORITIES

Objectives	Action Plans	Who	When	Measure/Targets
<ul style="list-style-type: none"> <li>Increase Membership</li> </ul>	<ul style="list-style-type: none"> <li>Create membership benefits</li> <li>Include sponsors that guarantee an increase in members</li> </ul>	<ul style="list-style-type: none"> <li>Board Representative</li> <li>Event Manager</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>Commence 15/02/08</li> </ul>	<ul style="list-style-type: none"> <li>Re-sign 90% of last years members by 29/02/08</li> <li>Increase new membership by 50 by 01/05/08</li> </ul>
<ul style="list-style-type: none"> <li>Increase Sponsorship</li> </ul>	<ul style="list-style-type: none"> <li>Create sponsor benefits</li> <li>.</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Manager</li> <li>Board Representative</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>Commence 15/08/08</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor brand awareness</li> <li>Sponsor achieves value for money</li> </ul>
<ul style="list-style-type: none"> <li>Include Retail Traders</li> </ul>	<ul style="list-style-type: none"> <li>Include in buying group</li> <li>Potential sponsor</li> </ul>	<ul style="list-style-type: none"> <li>Board Representative</li> <li>Sponsor Manager</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>Commence 01/06/08</li> </ul>	<ul style="list-style-type: none"> <li>10 new retail members</li> </ul>
<ul style="list-style-type: none"> <li>Promote Bayside Business</li> </ul>	<ul style="list-style-type: none"> <li>Bring a friend</li> <li>Leader newspaper</li> </ul>	<ul style="list-style-type: none"> <li>Council</li> <li>Board</li> <li>Sub committee</li> </ul>	<ul style="list-style-type: none"> <li>01/06/08</li> </ul>	<ul style="list-style-type: none"> <li>Specified by project KP</li> </ul>

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