

Launceston Chamber of Commerce

Strategic Focus

Vision Statement

The Launceston Chamber of Commerce is committed to achieving sustainable economic prosperity for Launceston and the region.

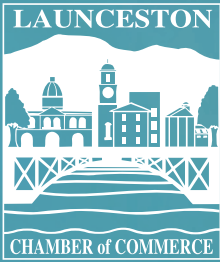
Our Values

In pursuing its vision the Chamber will:

- Act as an independent voice
- Foster innovation and promote business growth
- Be pro-active and professional
- Value its members and be responsive to their needs when issues arise
- Work collaboratively with our partners
- Be a source of strong leadership and independent thinking

Characteristics of the Region

- Healthy
- Well-educated
- Socially responsible
- Environmentally aware
- Dynamic cultural activity
- Innovative



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STRATEGIC FOCUS

Focus on growth opportunities across industries

KEY PRIORITIES

- Promote and support the advancement of business and industry in Launceston and the region
- Increase and reinforce the profile of Launceston and the region as an attractive and viable place to live, work and invest.

STRATEGIC FOCUS

Enhance strategic alliances and partnerships

KEY PRIORITIES

- Seek alignment with influential organisations that can assist in delivering positive benefits and outcomes to Launceston and the region.
- Respond to the media on issues and matters relating to business and industry

STRATEGIC FOCUS

Foster industry and business innovation

KEY PRIORITIES

- Encourage innovation readiness and capability
- Encourage skills development and training
- Mentor Young entrepreneurs/Young Chamber

STRATEGIC FOCUS

Improved planning and land use outcomes

KEY PRIORITIES

- Focus on key planning reforms
- Pro-actively involved in planning in the city and region

STRATEGIC FOCUS

Improve regional Infrastructure

KEY PRIORITIES

- Ensure Launceston and the region receives its fair share of state/federal infrastructure funding
- Improved access to regional transport services and infrastructure