

Case Study #2 Not-For-Profit Organisation

Overview of the Company

The Bowral Chamber of Commerce was a small member based not-for-profit organization in the Southern Highlands. It was competing with 5 other business chambers in the region. Many people had tried to amalgamate the chambers but had failed.

Mandate

- To unite the business community under one business chamber
- To develop alliance and affiliate partnerships to strengthen the chamber's influence.

Methodology and Process

Due to the skepticism of most key stakeholders and for others a case of self-interest 'what if' scenario workshops were facilitated over many months. The process included but not limited to reviewing past structured models; SWOT analysis; interview business people who had lived in the area for decades; met with a senior lawyer from the NSW Business Chamber to seek advice and discussions with the mayor and councilors of the Wingecarribee Shire Council.

Outcomes & Key Benefits

- 1) The Southern Highlands Chamber of Commerce Ltd (SHCCI Ltd) was founded on December 09, 2013 a milestone for the region.
- 2) 4 chambers were merged and the 5th became an affiliate member.
- 3) Direct and indirect business membership of 535. Strategic alliances developed and affiliate member organisations joined. The size of the organization has given it greater member value and influence.
- 4) Won 2015 State Chamber of the Year Award surpassing 270 chambers. This is a record for the chamber movement's 190 year history in NSW.
- 5) The model used by SHCCI Ltd has now been duplicated by the Lake Macquarie Business Chamber and other chambers are discussing how they will follow suit.
- 6) The SHCCI Ltd Structure is now recommended by the governing body of the NSW Business Chamber Ltd as the model for the chamber movement's future