

## **THE ASSOCIATION'S VISION AND MAJOR ROLES**

### **Vision**

The Apollo Bay Chamber of Commerce Inc. will be a trusted advocate for business, guiding and influencing sustainable growth while retaining a strong sense of place for the Apollo Bay community and our visitors.

### **Aims**

1. To foster a professional and collaborative business sector in Apollo Bay
2. To contribute to the economic, social, environmental and cultural well-being of Apollo Bay and surrounding area
3. To ensure visitors have a quality and memorable experience when visiting Apollo Bay

### **Key Roles:**

1. Provide advocacy, representation and leadership on issues that impact on our town and the business community:
  - i. Maintaining strong partnerships with key influencers (Council, GORRT, Various committees, State Govt agencies) and seek alignment with those organisations in delivering positive sustainable economic benefits and outcomes.
  - ii. Representing the broader community on strategic issues that impact on Apollo Bay – promoting a sense of community and contributing to their well being.
2. Promote Apollo Bay as a great place to live, work, invest and visit:
  - i. Ensure the provision of quality experiences for our visitors.
  - ii. Encourage tourism development which is in harmony with and which preserves and enhances Apollo Bay's environment and lifestyle.
  - iii. Provide opportunities where businesses can participate in marketing and promotional activities.
  - iv. Influence and encourage the commercial aspects associated with the physical, social and cultural environments of Apollo Bay.
  - v. Provide opportunities for visitor dispersal, both geographic and seasonal.
3. Provide and support networking opportunities and functions and professional development for members:
  - i. Encourage innovation, readiness and capability in business and the tourism sector.
  - ii. Support and promote new enterprises that add to the diversity of Apollo Bay's business sector.
4. Keep members, the business community and the media informed about the Association and its views on key issues impacting business and tourism.
5. Inform the broader community to the value and importance of the visitor economy.