



PRESIDENT'S REPORT ON BEHALF OF THE EUMUNDI CHAMBER OF COMMERCE MANAGEMENT COMMITTEE

AGM Meeting 1 Oct 2020

Greetings and a warm welcome to our members.

Acknowledge guest chair Andrew Fairbairn of Visit Sunshine Coast, and apologies as per attendance sheet.

A special thanks to our hosts tonight, The Imperial Hotel, for providing copious hospitality to our grateful organisation.

I am pleased to present my President's report to the 2020 AGM covering our achievements over the past year.

I'm proud to make this declaration on behalf of an incredible management committee, whom, without their dedication none of our achievements could have been made possible.

Some of our key achievements include:

Membership Growth & Networking

Continuing on from last year, we have seen a steady increase in new memberships from a diverse range of industry types over the last year.

This is a great achievement for chamber, especially in the face of numerous obstacles stemming from the COVID pandemic, as we have been able to represent a broader section of the business community when communicating to our regional partners and stakeholders.

From March of this year, our chamber breakfast functions transformed into a series of online Zoom meetings with a slew of economic updates from local, state and federal agencies. We soon realised that the two track effects on local businesses were evident in that some saw little change while others, especially hospitality businesses were in a fight for survival in the face of unprecedented regulations brought about by the virus.

We thank all of you for your attendance and we hope we helped deliver pertinent information to keep you abreast of the avalanche of changes we encountered throughout the year. We'll continue to keep you up to date as we move towards the end of a tumultuous year.

Recognition of Chamber

As a result of networking efforts of the management committee, Chamber has been able to build closer relationships with Sunshine Coast Council, State and Federal government as well as Visit Sunshine Coast and Noosa Tourism and especially the CCIQ.

We have also participated in the Eumundi Business Awards hosted by Eumundi Square with record nominations received as well as increased participation of member businesses resulting in joint winners for the Eumundi Business of the year.

As a consequence Eumundi Chamber is recognised as a key community group to connect local businesses with stakeholders as well as the wider business community.

We have also been engaging more with other regional chambers for the purposes of understanding common issues that are faced by others in the wider region, learning how to do things better.

We will be focusing on opportunities to build on these relationships more over the coming year.

Eumundi Identity & PlaceMaking Participation

In March 2018, Visit Sunshine Coast (VSC) expressed the desire to establish clear identities that could position + differentiate the sub-regions within the wider Sunshine Coast proposition.

Conscious of being defined by the stalwarts of Noosa + Mooloolaba, VSC's objective is to widen the appeal of the Sunshine Coast as a whole + provide more reasons for people to come back.

As competition for visitor numbers, OVE's + destination awareness increases, regions are digging deep to distinguish themselves from their competitors, both domestic + overseas. By recognising + defining what makes each sub-region special, we are able to take the traditional tourism demographic approach + align customer types with sub-region identities.

This report outlined the strategic process + outcomes for the development of the Sub-region Identity for Eumundi, set within the context of the Sunshine Coast destination.

The workshop and report was just the beginning. Now, in 2020, we are now entering the beginning of anticipated change to our community in collaboration with Council on the Placemaking Program to bring many of the insights generated in the Identity study into reality. The framework developed will allow the Eumundi Operators/Experience Eumundi and Sunshine Coast Council to carve out a clearer path in our built environment now and into the future. Pre planning work has already commenced and the rubber hits the road starting in November of this year to get community feedback and communications with Council underway on this exciting journey.

ECCO Ltd

In my third year as a chamber representative director of ECCO Ltd, it's been all hands on deck dealing with fallout from the lockdowns, Job Keeper issues, and how to address a bombshell effect of an immediate and continued loss of revenue from market closures. We doubled our efforts throughout most of this year focusing on administrative/financial issues, the reluctant demise of The Green publication as well as operating all other business units of ECCO in the face of mounting challenges.

I would like to thank my fellow chamber representative director Cindy Suters for her hard work on the ECCO board when we saw Craig Manly step down from that role earlier in the year.

Chamber Direction

Coming off of a year where we focused on investing in Chamber's internal communications, new website and logo and Lonergan Lane. We never dreamed how invaluable a communication tool such as the new website could be until tested under recent events.

We came to rely heavily on our new communication tool to expeditiously disseminate valuable information from various government organisations to our members as quickly and efficiently as possible.

We continue working with the Chamber Alliance and other stakeholders to gain insight as to what services might be of the most value to our members.

We have also continued working closely with ECCO's Experience Eumundi team to create opportunities for chamber members and to ensure matters such as our website and the promotion of member services is done as efficiently as possible and in a way that delivers the best value to our members.

Chamber Website

The development of our new website www.eumundichamber.com.au has been a tremendous improvement over previous sites. Specifically, members can now utilise our site to help promote their businesses as well as find out what's happening in the business community that affects them directly.

The management committee continues to invest countless hours honing our website to address today's constantly changing environment. We want this website to be that one place a business owner can go to get local information they need, whenever they want it.

Our Vice President continues to invest her time and effort to streamline our channels of communication and ensure we're getting the most from our investment. We are truly blessed to have Cindy on our Management Committee, with her skills and attention to detail as well as her contributions as a volunteer for the business community, which has been outstanding.

Nominations for Executive Positions

The current management committee has agreed to continue in their current roles.

We have had the opportunity to have John Stone complete his second year as our Treasurer and he has done an exemplary job in this position.

As no other nominations were submitted for the management committee positions or as representative directors on the ECCO board, I wish to thank all our members for having confidence in our ability to represent chamber and we all look forward to the year ahead and building on our past achievements.

Conclusion

In conclusion, I would like to acknowledge the dedication and contribution of our tireless executive committee, Louise Formosa, Cindy Suters and John Stone for their efforts and valuable contribution over the year. It makes the role of President a lot more pleasant when working with such a committed team.

I would also like to acknowledge the efforts throughout the year of volunteers and members that have helped make 2019/20 a very successful year. It has been an honour to be the President of the Eumundi Chamber.

I look forward to seeing 2020 continue the upward trend of success in our humble Chamber, even in the face of enormous challenges each and every day.

Thank you

David A. Perez
President
Eumundi Chamber of Commerce