

## Executive Report 2016/2017

Our main focus continues to be driving business to our membership. NICC remains the ideal forum for local small business to connect and develop and expand local commerce and industry. We have an outstanding on-line presence with our website [www.nicc.net.au](http://www.nicc.net.au) and active social media presence to promote member businesses. We see NICC as the “voice of small business in the Northern Illawarra” and have established significant and valuable relationships with other community entities such as Council, Police, Destination Wollongong, RMS and local politicians.

NICC demonstrates value to our members, prospective members and the other organisations with which we interact. Significant achievements this year were:

We launched our new website! It is outstanding, showcases our membership professionally and is the ideal complement to their own on-line presence and marketing initiatives. The NICC website continues to be a stable platform for members to showcase and promote their products, services, website and social media links, often returning as page one on Google when our members’ business names are searched. The website enhances the professionalism of our members to their customers, ensuring members have an online presence with our brand in comparison to their competitors. We continue to ensure website content is relevant and maintained on a regular basis. The Chamber also significantly increased our targeted social media / Facebook presence highlighting member activity.

NICC successfully worked with Wollongong City Council to have our web address included on public information signage at Bald Hill reserve. The success here cannot be underestimated – several meetings, presentations and continual contact over many months from the Exec built an excellent working relationship with WCC that resulted in our inclusion in the WCC Bald Hill Refurbishment Project.

The Stanwell Park Directory and location map opposite the corner store in Stanwell Park was redesigned and looks fantastic. This refurbishment project was driven by members Ocean Blue B&B and Fernleigh Cottage and designed by member business Flame Fish Designs.

We continued our focus on “buy Local / buy Chamber” initiative to bring business to our member businesses; conducting two promotions – (i) “tis the Season” voucher promotion and (ii) Xmas Must Have's promotional in 2508 and 2515 Mags.

Member business Flame Fish Designs launched “Boomerang Bags” locally with great success and funding from members Belle Property Thirroul, Hillen Staff Solutions and Symbio Wildlife Park.

NICC was a finalist in the 2016 IMB Bank Illawarra Business Awards Finalist (Local Chamber of Commerce) and a nominee in the 2017 Wollongong City Council Australia Day Awards for outstanding contribution & community involvement in the City of Wollongong. We see these achievements as formal recognition of the excellent standing of our Chamber within the wider Wollongong business community.

We also changed our meeting format from bi-monthly and general meetings to monthly and network meetings and committed to those meetings be held equally in both the North and South of our region. This has resulted in a significant increase in business and social connections being formed.

Executive Team 2016/2017  
July 2017