

Executive Report 2019/2020

NICC's mission is to drive business to our membership and to promote buying connections between members and other local small business to grow value for all.

Two issues dominated the agenda for the NICC Executive this membership year:
Road closure of Lawrence Hargrave Drive, Stanwell Park; and
The impact of COVID-19.

NICC Executive always knew that no road closure proposal was going to be wholly acceptable for our membership, particularly those North of the Sea Cliff Bridge. Impact on the community generally dominated public debate but NICC took up the issue and argued and gave a voice to our membership. NICC canvassed all affected members and lobbied NSW Roads & Maritime Services and convened one private, members-only meeting with members to voice our concerns. Members ultimately concluded that RMS's Option B was the best of the bad choices – full road closure for 7-8 weeks during winter and the less busy months of 2020.

Our response to COVID-19 initiated many projects to enhance our presence and focus on “buy local”, including:

Significant maintenance of the NICC website.

A significant focus on complimentary on-line initiatives on social media including regular sharing of member posts and promotions.

An invitation to members to provide a short video messages to be posted on the NICC website and social media pages.

Complete revamp of our Northern Illawarra Chamber private Facebook page to provide members with another on-line outlet for their business updates to the community.

Increasing on-line capability and linkages to other sites such as Instagram and Linked In.

Established an NICC PayPal account to enable payment by members via credit card etc.

Developed a draft policy for the use of the NICC logo by member's in their marketing and sales programs.

The Executive continued to champion the benefits to members of the NSWBC Member Alliance Programme.

Executive Team 2019/2020

July 2020