

PROMOTING COOLUM BUSINESS SUCCESS THROUGH CONNECTION AND COLLABORATION

CB&T supports Coolum businesses in a variety of ways:

- *By providing a united voice for local businesses,*
- *Advocating for local businesses with government,*
- *Identifying opportunities to keep your business competitive,*
- *Fostering networks and partnerships that give your business opportunities to grow,*
- *Nurturing relationships to attract businesses, investors and visitors to the region,*
- *Promoting local business as a key contributor to what makes the Coolum region such an appealing place to live, work and play.*

WHO WE ARE

Coolum Business and Tourism is a member-led organisation that supports, connects and promotes local business in the community and with government for a socially unique and economically successful region.

VISION

Our vision is to establish Coolum as among the most vibrant, progressive, and connected places to do business in regional Queensland.

GOALS FOR 2019

1. To engage, grow and activate our membership through:
 1. *more and varied member attendance at events,*
 2. *providing an enhanced suite of member benefits,*

3. *growing the membership base,*
 4. *simplifying the process for becoming a member,*
 5. *greater participation in and support of local community initiatives by members,*
 6. *championing the Coolum region with government,*
 7. *making it easier for members to engage with and support one another,*
 8. *Monetising visitcoolum.com to become a sustainable resource supporting tourist facing members;*
2. To develop a structured communications program which provides greater clarity of purpose and visibility of events by:
 1. *Timetabling and programming member events 3-6 months in advance,*
 2. *Developing specific plans to communicate consistently with each of our stakeholder groups - members, non-member businesses, sponsors, government, and the broader community.*
 3. *Exploiting available PR channels to raise Coolum's profile,*
 4. *Identifying and promoting member training opportunities,*
 5. *Identifying and promoting opportunities to support members to grow their business;*
 3. To represent a wider variety of Coolum businesses by:
 1. *more actively promoting CB&T to a wider cross-section of businesses, in particular the industrial estates and more broadly throughout the Coolum region,*
 2. *better understanding how CB&T can support the needs of these businesses.*