



Business Case and Funding Proposal for

KDCCI and City of Karratha

2015/16

KDCCI

The KDCCI is a not-for-profit organisation that represents the unique needs and aspirations of the local business community and provides a strong, active and independent voice for its growing membership base.

It provides high-quality support and advocacy services to its 400 strong members who include multi-national mining and resource companies, government and community service organisations and small-to-medium sized enterprise.

The KDCCI believes a robust local economy that provides outstanding education and training, employment and investment opportunities builds better communities with a brighter future.

Focused on delivering sustainable economic growth and diversification throughout the region, the KDCCI delivers a diverse range of projects, events and services to the benefit of its members.

The KDCCI is a proven and experienced event manager. It works in partnership with professional and well-regarded service providers including catering, venue hire, web developers, audio visual specialists to ensure it delivers an exceptional event.

All KDCCI events are meticulously planned and executed with a detailed plan/management strategy guiding the staged process.

We also conduct extensive post event feedback and consultation to identify areas for improvement etc.

The KDCCI has a proven history for managing professional, high-quality and well executed events to the benefit of its members.

Executive Summary of Initiatives and Funding Requests

	Requested funding
• KDCCI Diamond Sponsorship	\$ 5,000
• KDCCI Business and Community Directory	\$ 12,000
• KDCCI Business Excellence awards – Best Home Based Business	\$ 3,000
• Pilbara Business Boot Camp	\$ 15,000
• Career Central '15	\$ 7,000
• Small Business Briefing Breakfast / quarterly	\$ 10,000

The KDCCI are requesting a total amount of \$50,000 (+ gst) from the City of Karratha for the above initiatives.

DETAILED BUSINESS CASE FOR EACH REQUESTED INITIATIVE

- **KDCCI Diamond Sponsorship** **\$ 5,000.00 + gst**

Benefits to the City of Karratha:

- Corporate Logo displayed on all Chamber correspondence - (e-signature and banner on weekly news).
- Corporate logo printed on KDCCI banner which is displayed at all functions and events.
- Corporate logo displayed on all pages of the KDCCI website.
- Organisation description and website link on the KDCCI website "Sponsors" page.
- Corporate logo permanently displayed at KDCCI reception.
- Corporate Logo on all membership certificates.
- Two e-mail letters to the KDCCI membership per year.
- Two newsletter articles per year (supplied by the organisation).
- Acknowledgement at all KDCCI functions and events.
- 4 tickets to the Business Excellence Awards Gala Dinner (prime location).
- Opportunity to Sponsor one Category in Business Excellence Awards.
- Four days board room hire per year at no charge.
- Opportunity to host a KDCCI Business After Hours with a value of up to \$1000.00 – (maybe co-hosted invitation – depending on availability).

- **KDCCI Business and Community Directory** **\$12,000 + gst**

(\$ 6,000 Delivery of)
(\$ 4,000 Maps & Contact updates)
(\$ 2,000 Contents / City of Karratha Information)

The KDCCI publishes the City of Karratha Business and Community Directory on an annual basis.

Benefits to the City of Karratha:

The publication contains business and residential listings; information in relation to the City of Karratha; maps and tide charts; community listings and an advertising directory.

The City of Karratha receives prime positioning at the front of the Directory with a 10 + page feature.

The publication is widely distributed throughout the region and has become the primary source of local Information for the majority of businesses and residents in the City of Karratha.

- **KDCCI BEA Best Home Based Business Category** **\$ 3,000 + gst**

The annual Karratha & Districts Chamber of Commerce & Industry (KDCCI) Business Excellence Awards celebrates the achievements, innovation and enterprising spirit of small to medium sized businesses across the City of Karratha.

Businesses do not need to be members of the KDCCI to enter, and may nominate for more than one award, as long as the specific criteria is met. The awards offer a unique chance for local businesses to have their hard work, commitment and of course success recognised.

While the awards aim to highlight success in business, it is also a fantastic opportunity for participating organisations to review their market place performance and to identify future goals and objectives.

Our most vital asset is our members which are in excess of 400 including a large variety of organisations from resource and mining companies; government and community services to industry; retail; tourism and small business.

KDCCI focusses on continual improvement conducting surveys with both members and non-members to assist in improving the quality and direction for our organisation. This information is integral in developing long term strategic plans.

Our future objectives are a direct result in what our most important asset, our members, and future members deemed our role to be, within the business and general community thus enhancing the City of Karratha as a whole.

The overall goal of the Business Excellence Awards is to raise awareness and recognise outstanding achievement in the business community in the City of Karratha. The event has received overwhelming support from our sponsors and the community since 2007.

This is an event that the business community expect to take place on an annual basis, with positive benefits of winning an award for business expansion.

To achieve this goal the following objective has been defined:

- Use planned positive and targeted marketing and communication strategies to encourage support and participation of the Business Excellence Awards for the benefit of sponsors and category nominees.

Benefits to the City of Karratha:

- City of Karratha, as category sponsor of the “Best Home Based Business” will be acknowledged as an industry leader in supporting local and small business in the City of Karratha.
- City of Karratha will be provided with 4 tickets to the Business Excellence Awards Gala Dinner (prime location) to be held Saturday 12th September 2015.

- **Pilbara Business Boot Camp** **\$ 15,000 + gst**

Across the Pilbara region the local economy has shifted from a high-growth construction phase to a more consolidate operations mode, and local businesses need to transform and diversity to respond to these changes.

The Pilbara Business Boot Camp will provide an intensive, one-day training opportunity with expert advice from some of Western Australia's leading entrepreneurs and business specialists.

It will feature hands-on, how-to workshops that will tackle issues such as advertising and marketing; technology and innovation; sales and business development; leadership and web/digital.

The Pilbara Business Boot Camp will also help local businesses tackle the biggest challenges and issues they face in the day-to-day running of their business.

The KDCCI aims to work in partnership with key stakeholder groups to strengthen and empower the local business community and ensure they are a valued and growing contributor to the regional economy.

Assisting local business to achieve greater resilience and sustainability through increased and improved efficiency, productivity and creativity within their day-to-day business operations and planning. Providing expert knowledge; skills and advice to help the local business community turn obstacles into opportunities.

Despite significant gains in regional affordability including accommodation and remuneration the Pilbara is still the most expensive place in Western Australia to do business.

The high cost of doing business is constrains new business growth, have significant implications on existing businesses operating successfully and are damaging to regional efforts to achieve economic diversification.

Local businesses are doing it tough and we need to give them the tools to turn obstacles into opportunity. Across Australia small to medium enterprise is a major and valued contributor to the national economy and a major employer – it is time to support the Pilbara's local business community to help them achieve a similar status.

At last year's Pilbara Pulse Economic Summit post-event feedback showed that local business leaders overwhelmingly wanted practical, knowledge-sharing sessions that focus on driving business growth and activity.

The Pilbara Business Boot Camp aims to provide an exciting, inspiring environment that will promote business confidence and collaboration between towns and industry groups.

Benefits to the City of Karratha:

The City of Karratha will be seen as a key partner in supporting the Pilbara Business Boot Camp in delivering:

- Support and promote businesses across the Pilbara Region;
- Encourage local businesses to explore opportunities for economic growth and diversification;
- Provide a high-value learning opportunity for remote businesses across the Pilbara Region;
- Achieve better business outcomes through improved efficiency, productivity and creativity;
- Encourage increased regional engagement and collaboration to strengthen the Pilbara economy;
- Provide businesses with a reason to feel excited and confident about the future of business in the Pilbara.

All businesses operating in the Pilbara region from Karratha and Port Hedland, Roebourne and Wickham to Tom Price, Onslow, Newman and Paraburdoo will be invited to attend the Pilbara Business Bootcamp. The KDCCI will work with other regional chambers of commerce to activate the local business communities in nearby towns.

The Pilbara Business Boot Camp will be held on Thursday 23rd July 2015, at the Karratha Leisureplex , Dampier Highway Karratha.

Commencing with breakfast; workshops & guest speakers; with cocktail event for networking closing the event.

- **Career Central '15** **\$ 7,000 + gst**

Career Central '15 is an interactive, hands-on, expo-style event that aims to showcase the outstanding education, training and employment opportunities available in the City of Karratha.

It brings together local industry leaders, education and training providers and the business community to help launch the careers of hundreds of school leavers.

Career Central '15 will build on the success of last year's event which saw more than 1000 high-schooled aged students, their parents and educators from across the Pilbara region attend the expo over two days.

Career Central '15 will further extend its reach to students living in remote and inland communities including Tom Price, Onslow and Punmu to ensure distance is not a barrier to their success.

The overall goal of Career Central '15 is to raise awareness of and interest in the diverse education, training and employment opportunities available to people – particularly high school students, educators and their parents living across the Pilbara Region.

Career Central '15 contributes to the creation of a strong, sustainable residential population and gives young people the chance at a real future in the communities they know and love.

Career Central '15 will be presented in association with Pilbara Joblink.

The KDCCI and Pilbara Joblink anticipates more than 1000 people, including at least 400 high school students from across the Pilbara region, will directly benefit from Career Central '15.

Benefits to the City of Karratha:

- Support of the Career Central '15 meets the City of Karratha's objective 3.5.1 of creating a diverse, skilled and adaptable local workforce.

- **Small Business Briefing Breakfast / quarterly** **\$ 10,000 + gst**

The KDCCI will arrange four briefings to be held on a quarterly basis with dates and times, program content and guest speakers to be negotiated with the appropriate City of Karratha Officer.

They will manage the marketing and promotion of the event; invitations and accept RSVP's; along with arranging venue hire and catering.

Briefings will hold approx. 90 attendees, with full breakfast on offer.

The KDCCI will arrange the set up and pack down of the event, and will ensure all aspects of the event are included. Consisting of: reception of guests; allocation of name tags; set up of AV equipment which includes digital projector, screen, lectern microphone and amplifier.

Benefits to the City of Karratha:

- Meets the City of Karratha objectives of providing quality information to the small business sector.
- Retain control of theming, guest speakers and agenda.
- Prominent VIP table for the Mayor, CEO, Directors and Guest Speakers.