



# Montville Chamber of Commerce Inc.

## **WHY JOIN THE MONTVILLE CHAMBER OF COMMERCE?**

Ensure you have a voice in our future! The more diverse our membership, the better we are able to represent our business community. We invite business owners from Montville and nearby villages to become an active member.

### **Chamber membership**

The Montville Chamber of Commerce represents approximately 80 members in retail, hospitality, real estate, accommodation, wedding venue and service providers, professional services and the creative sector.

### **What is in it for you?**

- Listing on website including description of your business and direct link back to your website;
- Business and social networking opportunities with our members and joint networking opportunities;
- Regular meetings with informative guest speakers at a special member's price;
- Collaborative marketing opportunities;
- Training and business development opportunities usually at no charge;
- Regular newsletters and Facebook updates;
- A discount on exhibitor fees in the annual A Village Wedding Expo;
- Membership of Montville Chamber of Commerce also gives you access to Chambers of Commerce and Industry Qld (CCIQ) and information relating to legislative changes & issues affecting business generally as well as their webinars. The chamber is also a member of the Sunshine Coast Chamber Alliance.

### **Mission Statement**

To promote economic vitality and sustainability in Montville and the surrounding areas.

### **What has the Chamber done to achieve this?**

#### **KEY ACTIVITIES OVER 2019-2020**

##### **Marketing and promoting Montville as a tourist destination**

Active marketing and promotion of Montville through media coverage, advertising, radio ads, display ads at major events programs, newsletters to our database, our website and social media:

- Developing and publishing the "Welcome to Montville Village" shopping guide;
- Regular social media posts promoting Montville, media releases, contributions to local print & online publications;
- Valuable advertising exposure on national programs such as Sunrise, Channel 7 local and national news;
- Promoting Montville as a wedding destination through our annual A Village Wedding Expo;
- Providing regular information updates to members during the corona virus pandemic via newsletters;
- Participating in info sessions hosted by the Sunshine Coast Council, Chamber Alliance and Federal Member;
- Surveying and contacting members to get feedback as to the level of covid-19 support provided vs needs;
- Ongoing review of our Strategic Plan to enable us to take advantage of opportunities eg airport expansion;
- Organising volunteers, activities and banners to welcome the Sunshine Coast Velothon cyclists;
- Three interactive Facebook sites catering for members, visitors and wedding related guests;
- Increasing our Instagram following to over 2700. Regular Instagram posts over our three accounts @Montvillechamber @montvilleartisanvillage and @avillageweddingexpo;
- Developing the Montville Christmas campaign including shopping promotions from 2011-2019, including TV, print, email and radio ads as well as social media posts. Organising the donations of more than \$10,000 value of vouchers and items from businesses in Montville, Flaxton and Mapleton for the two Lucky Shopper draws;
- Organising the annual Festive Tree Lighting event including additional fairy lights and Christmas banners.

- Actively promoting Montville and surrounding areas as a premiere wedding destination via the annual Village Wedding Expo. Showcasing our event at our dedicated stand at the Maleny Wedding Festival run by Hinterland Tourism Sunshine Coast. (HTSC) Promoting exhibitors on our Village Wedding Expo Website;
- Sending a Letter of Support to the State Government to show our support for the HTSC proposal to enable venues to remain viable. This multi-million dollar industry supports many stakeholders and increases the visitor numbers and revenue for a range of businesses;
- Maintaining a website with updated news, blogs and events to help optimise web presence;
- Organising a Meet the Candidates Forum for the local SCC election enabling members to make an informed choice.
- Continued development of the Montville brand as an Artisan Village including branding on our Christmas banners and print ads, the promotion of @MontvilleArtisanVillage Instagram account. Supporting a local artisans' award through sponsoring Sculpture on the Edge. Initiating the development of an Arts Strategy;
- Electronic newsletter campaigns to our Member database of over 200 subscribers;
- Personally welcoming coached land excursion guests from Cruiseships;
- Working with other local associations such as joint meetings with Maleny Commerce, promotions with Hinterland Tourism Sunshine Coast, collaboration with Montville Village Association (MVA), the Blackall Range Woodies, Sunshine Coast Chamber Alliance and Sunshine Coast Council (SCC) to promote the Sunshine Coast Hinterland.

#### **Lobbying and Advocacy on behalf of local business and the local area**

- Lobbying our Federal, State and Local Government representatives to support local businesses eg. sole traders, accommodation, hospitality and wedding industry in response to the pandemic.
- Lobbying for the resolution of the parking issues in Montville; Surveying businesses support or otherwise to the possibility of timed regulated parking in Main Street Montville;
- Working with the MVA and the SCC on the streetscape plan including the proposed northern entry upgrade and improved pedestrian connectivity via an improved footpath from the Montville Mountain Inn Resort;
- Lobbying the State Government and Sunshine Coast Council to improve the quality of our scenic drive by successfully completing a trial project to clear up vegetation along a degraded vista to improve the scenic view:
- Supporting the Montville Village Association (MVA) in conducting the Montville Futures Project:
- Supporting the Glassy Business Awards initiated by Andrew Powell MP;
- Securing funding for projects such as the Velothon, A Village Wedding Expo and Christmas Campaign;
- Liaising closely with Visit Sunshine Coast, our peak tourism body facilitating social media and digital workshops. The inclusion of Andrew Fairbairn on our Executive Committee to ensure our region is well represented;
- Assisting the SCC in keeping our area presentable by scheduling a weekend collection by Remondis.
- Development of a local Disaster Plan to support business and the community in times of natural disaster;
- Membership with the Sunshine Coast Chamber Alliance enabling members to apply for the Mentor program:
- Working with Visit Sunshine Coast to keep the Visitor Info Centre open and recognizing our great volunteers.

#### **Bringing members together to capitalise on opportunities**

One of the key roles of the Chamber is to bring members together to work collaboratively on projects. As small businesses, our influence and marketing budgets are limited but by working together we can have a significant impact.

#### **MEET OUR ELECTED 2019/2020 MONTVILLE CHAMBER OF COMMERCE EXECUTIVE COMMITTEE:**

**President:** Shiralee Cooper, Illume Creations

**Vice President:** Otto Lechner, Aim to Be

**Treasurer:** Linda Jones, The Summit

**Committee:** Susan Brant, Brant and Bernhardt Real Estate; Wayne and Tracey Malkin, Montville Art Gallery; Julianne Maher, Montagues of Montville Tracie Sanim, Splash Marketing and PR; Lisa Brereton, Lisa Brereton Celebrant and Andrew Fairbairn, Visit Sunshine Coast

**Secretary/Admin Officer:** Kate Scrace, Ask for Kate