

LOXTON

CHAMBER OF COMMERCE

Membership Prospectus 2023/24





Who we are

The Loxton Chamber of Commerce is the representative body for local business.

We promote and unite the business community, playing a vital role in the vibrancy and economic growth of our town.

Our well-respected network of over 140 members work together to help raise Loxton's profile and shape a positive future for our local businesses.

Why join

You can take advantage of the many benefits that can help grow your business through marketing strategies that increase your exposure and reach new customers or clients.

We keep you informed and connected with like-minded businesses through networking events, training, newsletters, social media and emails.

When people look for reputable businesses, they begin with members of the Loxton Chamber.



How we work

We are a membership based, not for profit organisation. Our core business is wholly funded by membership income and 100% is reinvested back into projects that benefit our members and encourage people shop locally and support the business community.

The Chamber is governed by a volunteer Executive Committee and supported by a Business & Events Manager.

Key Partnerships

The Loxton Chamber of Commerce is a trusted and credible organisation that builds partnerships to empower local business, share specialist knowledge and gain access to skills development.

We enjoy a strong and collaborative alliance with the District Council of Loxton Waikerie and appreciate their commitment to the local business community through special project funding.

In addition we work closely with other strategic partners including Regional Development Australia Murraylands & Riverland, Business SA, Adelaide Business Hub and Destination Riverland.



Our Strengths

The new **Loxton Gift Cards** are already seeing a 36% increase in sales which means more money being spent back in local businesses!

Improvements in our **digital marketing strategy** have shown a 48% growth in both Facebook and Insta followers. Targeted online advertising has meant a reach of 7,826 accounts seeing the Loxton Means Business commercials. We are looking at ways to develop this further to benefit members.



New this year: Digital Development

This project involves 3 key components that will enhance members online presence:

- Upgrade the Loxton Chamber website as the trusted source for local businesses;
- Rebuild our Business Directory creating a more dynamic searchable listing for members;
- Conduct workshops to improve Google Business profiles for the local business community.

This Digital Development project is thanks to funding from District Council of Loxton Waikerie.

FREE Bronze Membership

To help establish and support new local businesses, we offer **FREE Bronze membership** to welcome you into our network for your first year.

If you registered and commenced operating a business between 1 July 2022 and 30 June 2023 you are eligible. Please contact us to join now!

Sonya Altschwager
Business & Events Manager
Ph: 0427 064 825
E: admin@loxtonchamber.com.au




Connect with us!

For more information about the Loxton Chamber of Commerce please visit our website:

www.loxtonchamber.com.au

 [@loxtonchamberofcommerce](https://www.facebook.com/loxtonchamberofcommerce)

 [Private Group for Members](#)

 [@loxtonsa](https://www.instagram.com/loxtonsa)

Memberships

There are three tiers of membership available for you to become part of the Loxton Chamber of Commerce Network.

Join as a Gold member for \$680 to receive the following benefits:

- **Loxton Means Business TV Campaign:** Your business featured in TV commercials shown in prime time on channels 7, 9 and 10 for a period of 12 months, rotated regularly.
- **Bonus Commercials:** Your business featured in a Gold Members only TV commercial (created from campaign footage above) shown on channels 7, 9 and 10 weekly filler list for 12 months, rotated regularly.
- **Digital Marketing:** Gold member bonus commercials used as paid adverts on Facebook and Insta over a 12 month period, rotated regularly.
- **Member Feature:** Your business featured independently on the Chamber's Facebook and Instagram pages, linked to your business socials and/or website.
- **Email Blast:** A direct marketing opportunity for you to send an email out to the extensive Chamber membership database (scheduled at the discretion of the Chamber).
- **Business Presentation:** An opportunity to present at a General Chamber Meeting to promote your business for increased awareness or special offers (scheduled at the discretion of the Chamber).
- **Free Christmas Dinner ticket:** One complimentary ticket to the special 'Combined Christmas Party' for the local business community, to be held at The Precinct Loxton in December 2023.
- **East Terrace PA:** Play your professionally recorded* adverts over the speakers in and around East Terrace. **Assistance can be provided to record new promotions.*
- **Partnerships:** Access to member-only discounts, special offers and other business opportunities through strategic Chamber partners.
- **Professional Development:** Access to training and skills development opportunities through Chamber alliances.
- **Loxton Gift Card:** Your business listed on presentation card holder (and website) as a participating business where Loxton Gift Cards can be used. **Redeeming cards is at your discretion*
- **Online Business Directory:** Web page dedicated to your business including content and images (provided by you) accessed through the Chamber's website and linked to your website (if applicable).
- **Social Media:** Cross promotion and broader reach of your posts and events when you tag the Loxton Chamber of Commerce.
- **Private Facebook Group:** Join like-minded business owners in a safe and private group setting to share information and insights or seek advice.
- **Chamber Chat:** Monthly e-newsletter where you can submit and share in news, events and key issues within the local business community.
- **General Meetings:** Invitation to join in 5 General Meetings held bi-monthly between March and November (including the AGM) and the opportunity to host a meeting at your business.
- **Cross Promotion:** We encourage you to promote your membership by displaying a Certificate of Membership (provided upon request) or by using the Loxton Means Business Logo in your marketing, social media or website etc.

[CLICK HERE TO JOIN NOW!](#)

Join as a Silver member for \$490 to receive the following benefits:

- **Loxton Means Business TV Campaign:** Your business featured in TV commercials shown in prime time on channels 7, 9 and 10 for a period of 12 months, rotated regularly.
- **Digital Marketing:** Commercials from the TV campaign (above) used as paid adverts on Facebook and Insta over a 12 month period, rotated regularly.
- **East Terrace PA:** Play your professionally recorded* adverts over the speakers in and around East Terrace. *Assistance can be provided to record new promotions.
- **Partnerships:** Access to member-only discounts, special offers and other business opportunities through strategic Chamber partners.
- **Professional Development:** Access to training and skills development opportunities through Chamber alliances.
- **Loxton Gift Card:** Your business listed on presentation card holder (and website) as a participating business where Loxton Gift Cards can be used. **Redeeming cards is at your discretion*
- **Online Business Directory:** Web page dedicated to your business including content and images (provided by you) accessed through the Chamber's website and linked to your website (if applicable).
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- **Cross Promotion:** We encourage you to promote your membership by displaying a Certificate of Membership (provided upon request) or by using the Loxton Means Business Logo in your marketing, social media or website etc.

[CLICK HERE TO JOIN NOW!](#)

Join as a Bronze Member for \$250 to receive the following benefits:

- **Loxton Gift Card:** Your business listed on presentation card holder (and website) as a participating business where Loxton Gift Cards can be used. **Redeeming cards is at your discretion*
- **Online Business Directory:** Web page dedicated to your business including content and images (provided by you) accessed through the Chamber's website and linked to your website (if applicable).
- **Social Media:** Cross promotion and broader reach of your posts and events when you tag the Loxton Chamber of Commerce.
- **Private Facebook Group:** Join like-minded business owners in a safe and private group setting to share information and insights or seek advice.
- **Chamber Chat:** Monthly e-newsletter where you can submit and share in news, events and key issues within the local business community.
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MEMBERSHIP FEES DUE: BEFORE FRIDAY, 11TH AUGUST 2023

Methods of payment:

Paypal, Stripe, Credit Card and Direct Deposit - via online form
A tax invoice will be emailed when your online application is processed.

Bank Details:

ANZ
BSB# 015 625
Account#
Account Name: Loxton District Chamber of Commerce Inc
Reference: Inv No
Remittance: Confirmation of payment to be emailed to admin@loxtonchamber.com.au

The Loxton Chamber of Commerce is not registered for GST.
The Membership fee is an allowable business expense for tax purposes.
ABN 33 308 317 752

Enquiries:

Sonya Altschwager
Business & Events Manager
Ph: 0427 064 825
E: admin@loxtonchamber.com.au



Testimonial:

The Loxton Chamber of Commerce is an industry leader in regional South Australia. Being a member of this remarkable chamber has truly highlighted the importance of such organisations in creating a more resilient region.

Loxton Chamber of Commerce's reputation as a well-respected business organisation is well deserved. Their years of experience and unwavering commitment to their members have made them a trusted resource in the community.

As industry leaders in regional South Australia, the Loxton Chamber of Commerce actively supports the development of other business organisations within the region. Their initiatives and forward-thinking approach have positioned them at the forefront of community and business development.

One of the most remarkable aspects of the Loxton Chamber of Commerce is their ability to empower businesses to work together. They foster a collaborative atmosphere where members are encouraged to share insights, support one another, and form partnerships. Through various networking events, the chamber facilitates connections and promotes synergy among local businesses.

Regional Development Australia, Murraylands and Riverland, are proud to recommend the Loxton Chamber of Commerce to any business owner seeking growth, success, and a chance to be part of a truly exceptional organisation.