

LOXTON

CHAMBER OF COMMERCE

2024 / 25

MEMBERSHIP PROSPECTUS



Who are we?

The Loxton Chamber of Commerce is a dynamic organisation committed to fostering the economic growth and development of our community. As a collective voice for over 140 local businesses, we provide invaluable support, advocacy, and resources to our members. Our mission is to create a thriving business environment through networking opportunities, shared marketing, workshops, and strategic partnerships. With a strong focus on innovation and collaboration, we strive to enhance the prosperity and well-being of Loxton's local business community.

We are a membership-based, not-for-profit organisation whose operations are entirely funded by local member businesses. 100% of membership income is reinvested into initiatives that support our members and encourage the community to support local businesses.

Why join?

Joining the Loxton Chamber of Commerce offers numerous benefits designed to help your business thrive.

- **Increase Your Visibility:** Our effective marketing strategies help you reach a broader audience and attract new customers;
- **Stay Connected:** Engage with a network of like-minded businesses through our regular networking events, training sessions, newsletters, social media, and email updates;
- **Build Your Reputation:** As a Chamber member, you'll be recognized as a reputable business within the community, making you the go-to choice for local customers.

Take advantage of these and many more benefits by joining our strong network committed to supporting and promoting the local business community.

Our Board

The Chamber is overseen by a dedicated volunteer Executive Committee of 9, and supported by a Business & Events Manager. Our commitment to best practice is demonstrated through:

- a skills-based and diverse Board;
- continuous improvement of governance standards;
- implementation of effective management, performance and reporting systems;
- evidence-based decision making and member feedback.

Ryan



Lew



Jade



Paul



Rosanne



Tanya



Lauren



Kiara



Joy



Sonya



Highlights from 2023 / 24

- **Membership growth:** Welcomed 144 local businesses as members, making us one of the most successful Chambers in regional South Australia.
- **Loxton Gift Card success:** Achieved nearly \$100,000 in Loxton Gift Card sales, doubling the previous year's sales. That's twice the amount of money being spent through member businesses!
- **Marketing impact:** Aired over 8,000 television commercials across 10 channels and over 250 social media posts promoting members businesses.
- **Networking and Education:** Hosted 18 workshops, training sessions and networking events facilitating skills development and collaboration among our members.
- **Community Events:** Managed three annual events (Easter Picnic, Arts on Terrace, Light Up Day) and donated \$600 in Loxton Gift Cards to support other community events and fundraising initiatives.

Additional project funding that was sourced by the Loxton Chamber in 2023 / 24 enabled us to:

- **Enhance Digital Presence:** Launch a new website optimised for SEO, serving as a comprehensive gateway to local business and services;
- **New Business Directory:** Introduce a custom-designed Business Directory with dynamic search capabilities, connecting customers with reputable businesses;
- **Community Development Initiative:** Establish 'The Collective, Loxton' a new shared retail space for small and micro businesses, set to open in July 2024.
- **Enhanced Member Engagement:** Increase participation at general meetings with convenient online options, and gather valuable member feedback through comprehensive surveys.



What's new for 2024 / 25?

Based on valuable insights gained through our recent Strategic Plan refresh, we are excited to introduce the following new initiatives this year:

- **Expanded Social Media Impact:** Double our social media advertising budget to significantly increase our online reach and grow our audience;
- **Consumer E-Newsletter Launch:** Introduce a new Consumer e-newsletter to build a valuable database of local supporters. This platform will promote our members, offer exclusive deals and share insights about our vibrant local business community.
- **Innovative Social Media Campaign:** Expand our digital marketing with an exciting new social media campaign to enhance the positive identity of our town and instil pride in our local business community.
- **Enhanced Training Opportunities:** Build on the success of our workshops, we will be offering a broader range of training and skills development opportunities, including access to online recordings for flexible learning.
- **New Image Library:** Continue to expand our library of high-quality images for promotional use, benefiting both the Loxton Chamber and our member businesses.

FREE Bronze Membership 2024 / 25

Discover the benefits of joining our chamber with a FREE Bronze Membership in 2024/25 for **new businesses!**

We're passionate about supporting new local businesses, which is why we're offering a free Bronze membership if you registered and began operating a business between 1st July 2023 and 30th June 2024. Join our network and give your business the best chance to succeed.

Key Partnerships

The Loxton Chamber of Commerce is a trusted and well-respected organisation that actively builds partnerships to achieve common goals and encourage collaboration in joint ventures.

These partnerships facilitate valuable knowledge exchange, fostering fresh ideas and innovative solutions. By working with strategic organisations, the Chamber strengthens advocacy efforts and increases its influence in supporting community initiatives. These alliances ensure the Chamber continues to lead in supporting local businesses and promoting economic development in Loxton.

Membership 2024 / 25

There are three tiers of membership available for you to join the Loxton Chamber of Commerce.

The Loxton Chamber of Commerce is not registered for GST.

Membership fees are an allowable business expense for tax purposes.

ABN 33 308 317 752

For further enquiries please feel free to contact :

Sonya Altschwager

Business & Events Manager

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E: admin@loxtonchamber.com.au



Membership Benefits 2024/25	Gold Member \$680	Silver Member \$490	Bronze Member \$250
Bonus Commercials: Your business featured in Gold Members only TV commercials, shown in prime time across the seven channels of 9 and 10 for a period of 12 months, rotated regularly.	✓		
Member Feature: Your business featured independently on the Chamber's social media pages, linked to your business socials and/or website.	✓		
Email Blast: Direct marketing opportunity to email the extensive Chamber membership database (scheduled at the discretion of the Chamber).	✓		
Business Presentation: Opportunity to present at a General Chamber Meeting to promote your business (scheduled at the discretion of the Chamber).	✓		
Loxton Means Business TV Campaign: Your business featured in TV commercials shown in prime time across the seven channels of 9 and 10 for a	✓	✓	
Digital Marketing: TV commercials used as paid adverts on social media over a 12 month period, rotated regularly.	✓	✓	
Loxton Business Hub: Enjoy free access to the facilities at the Loxton Business Hub per month up to for up to 4 hours per month.	4 hrs	2 hrs	
East Terrace PA: Play your professionally recorded adverts over the speakers in and around East Terrace.	✓	✓	
Partnerships: Access to member-only discounts, special offers and other business opportunities through strategic Chamber partners.	✓	✓	
Free Networking event: 1 complimentary family ticket (up to 2 adults, 3 kids) to a special networking event 'Christmas in July' on 27 July 2024.	✓	✓	✓
Professional Development: Access to training and skills development opportunities.	✓	✓	✓
Loxton Gift Card: Your business featured as a participating venue where Loxton Gift Cards can be used. <i>*Redeeming cards is at your discretion</i>	✓	✓	✓
Business Directory Listing: A dedicated page on the Chamber's website directory featuring content and images (provided by you) linked to your own online business presence.	✓	✓	✓
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 private group setting to share information and insights or seek advice.	✓	✓	✓
Chamber Chat: Monthly e-newsletter where you can submit and share news, events and key issues within the local business community.	✓	✓	✓
General Meetings: Invitation to attend up to 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: Promote your membership by using the Loxton Means Business Logo in your marketing, social media, website or e-signature.	✓	✓	✓

[CLICK HERE TO JOIN NOW!](#)