

## Executive Report 2020/2021

NICC's mission is to drive business to our membership and to promote buying connections between members and other local small business to grow value for all.

The main issue that dominated the agenda for the NICC Executive this membership year:

The impact of COVID-19. NICC Executive's response to COVID-19 initiated many projects to enhance our presence and focus on "buy local" and "support local" including: Significant maintenance of the NICC website.

A significant focus on complimentary on-line initiatives on social media including regular sharing of member posts and promotions.

Complete revamp of our Northern Illawarra Chamber private Facebook page to provide members with another on-line outlet for their business updates to the community.

Increasing on-line capability and linkages to other sites such as Instagram and Linked In.

We looked to generate more participation in our meetings, with members and guests combined. We achieved great numbers and success with these new event formats that we wish to continue when Covid lockdowns and rules lift.

Established an NICC PayPal account to enable payment by members via credit card etc. Along with a proper accounting software to handle our memberships more efficiently.

Developed a policy for the use of the NICC logo by members in their marketing and sales programs including a new fresh look

The Executive continued to champion the benefits to members of the NSWBC Member Alliance Programme and its activities.

We are looking forward to serving the local business community in a new way that will be sympathetic to what all are going through during these strange time.

Executive Team 2020/2021

July 2021.