

STRATEGIC PLAN



OUR VALUES

- 01 INTEGRITY
- 02 PROFESSIONALISM
- 03 COLLABORATION
- 04 RESPECTFULNESS

OUR VISION

To be the organisation that facilitates and supports economic development for Denmark and the region.

OUR MISSION

To empower, connect and advocate for sustainable business growth across the Denmark region, by providing our businesses with advocacy, networking, promotion and business support.

CONSTITUTIONAL **OBJECTS**

- a. To facilitate, network, advocate, protect and promote the interests of trade, commerce and industry in the region
- b. To provide opportunities for the region's businesses to pursue common goals and communicate with each other
- c. To promote high standards of education and training in the region and awareness within educational and training institutions in the business sector
- d. To communicate, work with, lobby and develop strategic partnerships with other bodies and people to achieve those objects
- e. To promote, encourage and assist the development of businesses which are in keeping with the character of the region
- f. To provide a centre in the region, to be known as The Denmark Chamber of Commerce, which provides assistance, information and advocacy to established and prospective businesses and thence the community.

AS A CHAMBER WE:

- 1. Respond to the needs of our members
- 2. Value and maintain our independent voice
- 3. Seek to build the capacity and resilience of the Chamber so that it can enhance the level of benefits to members and their families
- 4. Facilitate and support opportunities to provide year-round trade into Denmark and our region.