



**KALAMUNDA CHAMBER OF COMMERCE**

# ORGANISATION CHARTER

**INDEPENDENT • NON-PROFIT • SUPPORTING LOCAL BUSINESS**

[kalamundachamber.com](http://kalamundachamber.com)





# ABOUT US

The Kalamunda Chamber of Commerce (KCC) is an independent not-for-profit organisation that was established to represent the needs of the local business community.

KCC aims to create, promote and support a healthy network of interconnected local businesses that drive growth and prosperity within the City of Kalamunda.

KCC values the importance of local businesses and their crucial role in creating economic success. We believe that a thriving business community not only contributes to economic growth but also promotes the wellbeing of families and other institutions.

KCC is committed to fostering collaboration, innovation, and support within our community and championing positive change that drives our local economy forward.





# OUR VISION

*To be the driving force behind a flourishing local economy where businesses can thrive.*

*We aspire to build a vibrant, collaborative, and innovative business eco-system that fuels economic success and enhances the wellbeing of our whole community.*

*We envision a future where our region is recognised as a beacon of sustainable economic growth and community resilience.*



# WHAT WE DO

**WE EMPOWER AND UPLIFT THE BUSINESS COMMUNITY BY BEING THE LEADING ADVOCATE AND RESOURCE FOR LOCAL BUSINESSES.**

We are dedicated to:

- **ADVOCACY:** Being the strong voice for the local business community, influencing policies and decisions that impact economic growth and sustainability.
- **SUPPORT:** Providing unwavering support to businesses and the broader community by offering expertise, resources, and connections.
- **CAPACITY BUILDING:** Equipping local business owners with the skills, knowledge, training and tools they need to excel in every aspect of their operations.
- **KNOWLEDGE & EXPERTISE:** Creating and maintaining knowledge bases and providing access to experts who guide businesses through all stages of their journey, including planning, development, growth & succession.
- **COLLABORATION:** Fostering a vibrant and dynamic business network to create forward-thinking initiatives.
- **COMMUNITY ENRICHMENT:** Hosting flagship events and programs that draw visitors, build community spirit, and enhance the economic and social fabric of our region.



# GUIDING PILLARS



## Community

Community is at the heart of all we do

## Local Business Focus

Local business first, always



## Stakeholder Engagement

We conduct meaningful consultation

## Recognise diversity

of businesses and people in our region



## Subject Matter Experts

We harness expertise

## Alignment

We collaborate and partner effectively



## Communication

We provide clear, transparent communication

## Advocacy

We advocate fearlessly for local businesses



## Continuous Improvement

We are dedicated to always improving





# OUR GOALS

Our 2023-2026 Strategic Plan details our current goals and objectives. Here are some key highlights

## **DEVELOP ECONOMIC WELLNESS PROGRAM**

Develop local economic triage services and foster economic resilience and business acumen within the community.

## **EXPAND PARTNERSHIPS**

Engage and collaborate with Government authorities and industry bodies to optimise the impact of both current and emerging projects.

## **ENHANCE BUSINESS ADVOCACY**

Develop new pathways of advocacy for local business, with particular focus on planning and economic development

## **MAINTAIN AND DEVELOP FLAGSHIP EVENTS**

Continue to develop and find long-term funding for events which draw significant numbers of visitors to our region and celebrate local business excellence

## **SUPPORT NEW AND DEVELOPING BUSINESSES**

Develop new ways to support emerging and expanding businesses

## **BUILD FUTURE BUSINESS LEADERS**

Develop Business Acumen and a spirit of entrepreneurship in our young people

## **DRIVE MEMBERSHIP VALUE**

Continuously building membership value through exclusive benefits, resources, promotional activities and support.



## EVENTS PROGRAM

KCC actively supports local businesses and the wider community via its strong calendar of events, designed to activate public spaces, increase business custom and draw visitors to the region.

Our event calendar includes:

- Bickley Harvest Festival
- Foothills Family Night Market
- Kalamunda Night Market
- Kalamunda Farmers Market
- Networking "Sundowners"
- Outstanding Enterprise Awards
- SEED Young Entrepreneur Awards

Our events program requires significant funding and resources to operate but delivers substantial benefit to the entire community.

Over 55,000 visitors attend our events every year.



KALAMUNDA  
CHAMBER OF COMMERCE

*Outstanding Enterprise Awards*



YOUNG ENTREPRENEURS PROGRAM

"Plant the seed and watch your idea grow."



## COMMUNITY ENGAGEMENT

Our community events provide valuable opportunities for direct engagement, allowing us to gather feedback and respond effectively to community needs. These events also serve as platforms for sharing programs and initiatives of public interest, including those outside our organisation. We offer free market stalls and activity stands to community groups such as schools, sporting clubs, environmental organizations, and animal welfare groups at many of our markets and events.

Additionally, our annual Business Conditions Survey is distributed not only to our members but also to the broader community. The insights from this survey allow us to tailor our programs and advocate more effectively with government and industry bodies. It also empowers local business owners to share their needs and priorities directly.

Through our 'Friends of The Chamber' program, we extend support to other not-for-profits and charities. This initiative offers free membership and access to our services for eligible organisations, reflecting our commitment to supporting the wider community





*“Local businesses provide employment opportunities and income to families and a healthy, financially stable small business sector contributes to family stability and a sense of security and well-being at home, which in turn fosters a positive environment for children.*”



*Those children attend local schools which are often sponsored by local businesses and together they become an essential component of the overall health of the local community.”*

**Jon Elbery**  
**KCC Chairperson**





# OUR TEAM

Our team is the driving force behind everything we do. They are a dedicated, community-minded group of professionals, passionate about supporting local businesses and fostering community growth. Each individual brings unique skills and a shared commitment to enhancing the business landscape in Kalamunda.



**TANIA BOTH**  
CHAMBER MANAGER

Responsible for delivering our Strategic Plan, Tania is a seasoned travel and tourism professional with 18 years of experience, including 14 years in leadership, and joined the Chamber in 2023. She has worked across multiple disciplines in retail and corporate settings across national and global markets. Tania brings expertise in many areas, including project management, contract management, marketing, business improvement, events and training. As a former small business owner, she also understands firsthand the many joys and challenges that come with running a business.



**ANDREA WHITE**  
MARKETS MANAGER

Andrea brings extensive retail experience to her role as manager of the Chamber's market operations. She oversees all aspects of the 70+ market events the Chamber hosts, ensuring a high-quality experience for both regular attendees and visitors



**LUCY LEWIS**  
MARKETING &  
EVENTS

Lucy, our Marketing & Events Coordinator, manages all of the Chamber's social media, including the markets and Bickley Harvest Festival. She also plays a key role in coordinating many of our events.





# OUR BOARD

Our volunteer board is a cornerstone of our success, comprising a dedicated, community-oriented group of leaders who are deeply committed to the prosperity of the Kalamunda business community. Each board member brings a wealth of experience, passion, and local insight, helping guide our strategic direction and providing expertise where required.



**JON ELBERY**  
CHAIRPERSON

Jon is a qualified accountant and business leader with over 30 years of business leadership experience



**KEVIN BENNETT**  
DEPUTY-CHAIR

Kevin is a qualified builder and owner of Rothwood Estate, a major events venue in the Perth Hills Region



**STEPHANIE LEE**  
TREASURER

Steph owns a bookkeeping practice and is a registered BAS agent and member of the Australian Bookkeepers Assoc.

## NON-EXECUTIVE BOARD

STEVE HALL - Executive Director of Adult Teen Challenge

LYN SYKES - Owner Hainault Vineyard and Cellar Door

PETER STEWART - Retired Financial Planner and Business Adviser

JASMIN HARLEY - Beauty Therapist and Owner Foothills Beauty

HILTON IZZETT - Civil Engineer / Owner and Chief Distiller at HHH Distill

JULIE MATHESON - Financial Planner and ex-City Councillor City of Subiaco





# CURRENT PROJECTS

## SEED Young Entrepreneur Program



In partnership with the City of Kalamunda and Hawaiian's Forrestfield, the SEED Young Entrepreneurs Competition is a FREE program for 15-25 year old's that provides an opportunity for young entrepreneurs to participate in a 'shark-tank' style competition and grow their skill set to transform their idea into a flourishing business! It also offers a year-round grant opportunity to eligible young entrepreneurs.

The competition encompasses:

- Workshops and business acumen training
- Start-up and Development Funding
- Ongoing Business Mentoring Program
- Free Kalamunda Market Stall



KALAMUNDA  
CHAMBER OF COMMERCE





# Kalamunda & Foothills Markets: Where Families Grow Together

Our markets activate commercial areas and provide businesses the opportunity to generate income. They also offer a space in which families and community can come together to enjoy a fun, social, safe and inclusive environment.

## **Dedicated Kids-Zone:**

Vibrant corners of our beloved local Markets bustle with the laughter and excitement of children. Our dedicated Kids-Zones are a feature for our youngest visitors, filled with engaging activities and interactive play areas

## **Youth Entertainment Program:**

The Markets are more than just a place to shop; it's a community hub. To enrich our vibrant atmosphere, we've launched a Youth Entertainment Program, spotlighting young local talent. This initiative not only provides a platform for young artists to showcase their talents and develop their skillsets for careers in the arts, but also adds an exciting dimension to the market experience for visitors of all ages.

## **Sensory-Friendly Safe-Spaces:**

We believe in making the market inclusive for everyone. Our Sensory-Friendly Safe-Spaces are specifically designed for visitors who may find the bustling market environment overwhelming. These calm, quiet zones will provide a retreat for those who need a moment to recharge. Our commitment is to ensure that the market is a welcoming place for all, including those with sensory sensitivities.





# ECONOMIC WELLNESS PROGRAM

With our commitment to bolstering the local economy and a desire to ensure that local business owners have access to robust economic support systems, this initiative is designed to support the growth and resilience of all local businesses by addressing key aspects of their economic health. Through a range of services and resources, we aim to empower business owners, enhance business acumen and develop local economic services. Program elements include:

**Small Business Financial Counselling:** The biggest obstacle to business owners accessing financial counselling is not knowing it exists. Small Business Financial Counselling provides free, non-judgmental and confidential support to business owners experiencing financial distress. Facilitated by an established and reputable organisation, this service supports business owners in managing common issues such as debt, ATO obligations and bankruptcy. It also provides referrals to key community supports, including mental health services, crisis payments and Foodbank.



## “The Local Expert” Workshop Series:

‘The Local Expert’ workshops are a curated series of training sessions covering essential topics such as Marketing, Finance, Employment, Business Advisory, and Insurance.

These workshops are led by local industry experts to provide practical insights and actionable strategies with a locally informed perspective.

They additionally foster local networks and service referrals and promote the connectedness with community that is so important to the success of any business.





# ECONOMIC WELLNESS PROGRAM

**Small Business Coaching:** Many small business owners do not have access to quality personal and professional development within their own organisations. The cost associated with development programs for leadership and staff can also make accessing quality coaching prohibitive for smaller business.

As part of our commitment to ensure all levels of local business can access this important aspect of business success, we provide businesses with up to 50 employees access to quality coaching programs.

These programs use only highly experienced business coaches, who have expert knowledge and resources. Sessions are face-to-face and designed to build business acumen, identify areas of risk and inspire, focus, and develop the goals of participating businesses.



**Business Advisory Service:** Our business advisory service offers access to expert advice and guidance on various aspects of business operations, including strategic planning, market analysis, and performance optimisation.



**Planning Advocacy Program:** This program provides external expertise from local planning professionals to help set small business up for success when it comes to matters of LGA planning and development. This is achieved by offering planning and development pre-start meetings and following templated guides and project documents to help business owners work through the red tape and start trading much faster.





# Bickley Harvest Festival



The Bickley Harvest Festival event takes place each year across approximately 20 different venues.

The festival draws thousands of visitors to our region and injects a considerable amount of spending into our local economy.

Visitors have the opportunity to enjoy the finest wine, cider, spirits, produce, food, entertainment, scenery and attractions of the breathtaking Bickley Valley region, just 35 minutes from Perth.

**It is the single biggest event in the Perth Hills.**

The festival encompasses a concerted PR and Marketing campaign, providing invaluable exposure for our region and significant income to Bickley Valley growers and producers, as well as the surrounding retailers and venues in the Kalamunda township.







# Outstanding Enterprise Awards

## Celebrating Excellence Throughout The City

The awards are free to enter and open to all entities with operations in the City of Kalamunda - businesses, not-for-profits, and individuals, the competition celebrates excellence in every corner of our region.

## A Rigorous Test of Acumen and Passion

The Awards are designed to provide a comprehensive assessment of an entity's overall excellence. This detailed evaluation delves into all aspects of that entity's operations, from planning and organisation to operations, marketing and customer experience.

## Recognising Achievement Through Tiered Awards

The Outstanding Enterprise Awards independent panel of judges categorise businesses based on their completed submission and those achieving a high score, will be presented with a prestigious gold award. A strong performance will earn a silver award, while a commendable effort will be recognised with a bronze distinction. In addition, there will be a trophy awarded to the overall award category winners.

## A Night to Remember: Awards Gala Dinner

The culmination of the competition takes place at a prestigious awards gala dinner. This celebratory evening provides a fantastic opportunity to network with fellow businesses, community leaders, and esteemed judges. It's a night filled with anticipation as award winners are announced across all categories.





# OUR SPONSORS

We are fortunate to be supported by a network of local sponsors. Their generous support enables us to be highly active and effective in serving our community. Without their partnership, our ability to drive positive impact and support local businesses would not be as far-reaching.



Community Bank  
Forrestfield



**Matthew Hughes**  
Member for Kalamunda



**DONNA FARAGHER**  
MP MLC  
MEMBER FOR EAST METROPOLITAN REGION



SENATOR THE HON. LINDA REYNOLDS CSC  
LIBERAL SENATOR FOR WESTERN AUSTRALIA





# MEMBER BENEFITS

By joining KCC, members gain enhanced access to impactful programs and opportunities that drive both personal and professional growth. Our initiatives are designed to strengthen connections within the local business community, providing valuable support and fostering meaningful relationships.

Membership with KCC is more than just a benefit—it's a powerful demonstration of support for our mission and the vibrant community we serve. Together, we create a thriving and resilient business environment in Kalamunda.

## KCC Member Benefits:

- Discounted training and business workshops
- Discounted Small Business Coaching
- Access to KCC Business Mentoring Program
- Access to KCC Member Deals and Discounts program
- Inclusion on KCC Member Referral program
- Reduced price tickets to the Outstanding Enterprise Awards
- Chamber advocacy and support for planning and development
- Member Networking events
- VIP access to KCC special events
- Free Market Stall





# MEMBER BENEFITS

At KCC, we believe in the power of community and support. It's why we do what we do!

## Member Referrals Program

Each member plays a part in our community's growth and prosperity. To reinforce our commitment to supporting one another and local businesses, we regularly share a list of existing members and actively encourage members to utilise this list for referrals, connecting with fellow members, and exploring opportunities for collaboration.

## Member Deals and Discounts Program

Our member-exclusive deals and discounts program allows members to share special offers or discounts to their fellow members. Whether it's a discount on services, a promotion for a special event, or the introduction of a new product, we provide a forum with which to share your own business and support others.





# HOW TO JOIN

As well as having access to discounts on all of our business support services, including business coaching, workshops and networking, a membership with the Kalamunda Chamber of Commerce is a small but meaningful way local business owners can show support for the work we do.

**JOIN AT: [kalamundachamber.com/join/](https://kalamundachamber.com/join/)**

Micro Business 1-2 Employees \$110 / year

Small Business (3-4 employees) \$220 / Year

Medium Business (5-10 employees) \$330 / Year

Large Business (11+ employees) \$440 / Year

Community Membership (Please enquire) \$77 / Year



**SCAN TO JOIN**





KALAMUNDA  
**CHAMBER OF COMMERCE**

Phone: 0487 431 361

Email: [Manager@kalamundachamber.com](mailto:Manager@kalamundachamber.com)

Address: 50 Railway Rd, Kalamunda WA 6076

[kalamundachamber.com](http://kalamundachamber.com)



**INDEPENDENT | NON-PROFIT | SUPPORTING LOCAL BUSINESS**