



Strategic Direction

● Growth ● Support ● Connection ● Community

OUR VISION

To shape a thriving Greater Springfield where businesses, people and community grow together.

OUR MISSION

We bring Greater Springfield businesses together through growth, support, connection and community, creating real opportunities to be heard, supported and thrive.

WHAT DRIVES US

GROWTH

We support business growth through shared knowledge, fresh insights and access to opportunities that help our members move forward.

SUPPORT

We are a strong voice for local business, advocating for our members and influencing decisions at every level of government.

CONNECTION

We create meaningful connections that open doors, spark opportunities and build lasting business relationships.

COMMUNITY

We foster a genuine sense of community, bringing businesses together to support, contribute and make a positive impact beyond their own business.

OUR STRATEGIC PRIORITIES

As we approach our 20-year milestone, the Greater Springfield Chamber of Commerce stands on a strong foundation built through years of commitment, leadership and community impact.

As we look to the future, we enter a new era of growth and opportunity, continuing to build on this legacy with fresh energy, new ideas and a shared vision to further strengthen our business community.

MEMBERSHIP GROWTH

Grow a strong, diverse and engaged business community.

- Achieve 15–20% annual membership growth
- Expand membership across key industries including:
 - Health, Wellness & Community Services
 - Education & Training
 - Professional & Business Services
 - Technology & Digital Industries
 - Retail, Hospitality & Local Services
- Actively expand into the Ripley Valley growth corridor, building presence in one of South East Queensland's fastest-growing regions
- Strengthen onboarding to ensure new members are connected and engaged early
- Position GSCC as the go-to business community across Greater Springfield and surrounding growth regions
- We attract growth-minded business owners, leaders and professionals who value connection, contribution and community, and who are open to building relationships, sharing opportunities and actively participating in the region's business ecosystem.
- We are not designed for purely transactional networking or passive membership, and instead prioritise those who are willing to engage, contribute and grow alongside others.

MEMBER ENGAGEMENT & RETENTION

Create chamber people who don't just join, but stay and actively participate in.

- Maintain 90%+ annual member retention
- Increase participation across events, programs and initiatives
- Deliver consistent value through connection, education and advocacy
- Build a structured and engaging member experience journey
- Deliver high-quality, high-impact events that attract strong attendance and provide real value through education, advocacy and community connection
- Introduce recognition and rewards programs that celebrate member loyalty, milestones and active participation
- Foster organic member-led growth by creating an environment people genuinely want to share, while providing members with simple, supported ways to introduce like-minded businesses, in a way that feel authentic, voluntary and mutually beneficial.

ADVOCACY & INFLUENCE

Be the leading voice for business in Greater Springfield.

- Strengthen relationships with local, state and federal government
- Create direct access for members to decision-makers
- Advocate on key issues impacting business, infrastructure and regional growth
- Provide opportunities for members to engage with government and key stakeholders in preparation for the Brisbane 2032 Olympic Games
- Support members to understand, access and benefit from Olympic-related opportunities, including procurement, partnerships and regional growth initiatives
- Ensure our members are heard and represented at every level of government
- Regularly communicate advocacy outcomes to members, highlighting key issues raised, actions taken and progress achieved on behalf of the business community.

COMMUNITY & FUTURE IMPACT

Support the community and invest in the next generation.

- Launch a Youth Chamber Program in partnership with local schools
- Support local charities and community initiatives annually
- Encourage member participation in community impact
- Strengthen GSCC's role as a community-first business network

CONNECTION & COLLABORATION

Building a stronger Greater Springfield together.

- Strengthen relationships with our existing partners and recognise their contribution
- Grow our partner network across business, government, schools and community
- Work alongside partners on initiatives that benefit our region

OUR CONNECTIONS

