



CCI Strategic Plan 2019 to 2024



Our Purpose

To help communities help others.

Our Vision

To be recognised as the leading supporter of our communities.

Strategic Objectives

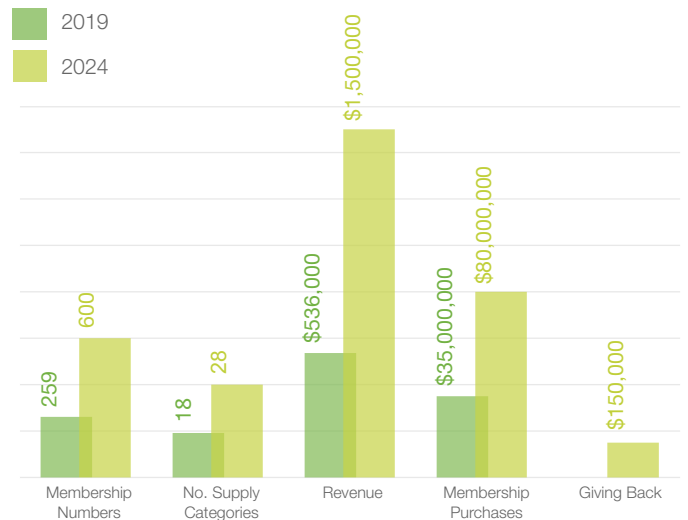
Our strategic objectives for 2019 to 2024 are:

- Increase CCI membership numbers.
- Increase choices for our members through new services and categories.
- Create greater value for our members.
- Give back to our communities e.g. community grants.
- Increase average member spend.

Goals

Our goal is to grow CCI in the not-for-profit sector across Australia. Our offering will be as a comprehensive procurement provider of goods and services that are easy to access and deliver value to our members. We will have systems and processes that provide quality business intelligence to enable effective decision making.

We aim to achieve the following business metrics: -



Objectives

1. Membership Numbers

- 1.1. Focus on increasing numbers through:-
 - 1.1.1. new community sectors
 - 1.1.2. interstate markets
 - 1.1.3. organic growth
- 1.2. Attract and retain members.

2. Supply Categories

- 2.1. Seek member feedback to determine which new supply categories members would like to access.
- 2.2. Release at least two new categories per year.

3. Revenue

- 3.1. Improve purchase volume and supplier saturation into existing members.
- 3.2. Increase new member numbers.
- 3.3. Introduce higher value categories.
- 3.4. Implement a system to effectively manage data.

4. Membership Purchases

- 4.1. Improve supplier saturation into existing members.
- 4.2. Introduce members to new suppliers.
- 4.3. Improve supplier value to members through improved offerings.
- 4.4. Use technology to effectively manage data.

5. Giving Back

- 5.1. Create and implement plan for giving back to our communities.

2019

Survey members and release two new categories per annum.
Refresh marketing plan and implement.
Commence a CCI pipeline of innovation.
Continue member acquisition and organic growth plan.

2 Events Annually



New Categories



Implement Technology



Giving Back



Communicate



Survey Members



New Categories



Giving Back



Continue to implement innovation.
Commence CCI's education, training and networking events.
Start giving back program.
Technology roll out.
Scale resources to meet demand.

2024

Achieve the 70/30 split of members SA vs interstate.
Benchmark actual output vs 5-year business strategy.
Seek other revenue streams.
Continue member acquisition and organic growth plan.

Events Annually



New Categories



\$1.5M Revenue Target



Giving Back

