



Loxton District
Chamber of Commerce



2016-2020 Marketing Plan

By Sonya Altschwager, Business & Events Manager



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EXECUTIVE SUMMARY

Loxton enjoys a reputation as a dynamic small town with a vibrant community.

The Loxton Chamber of Commerce is a well-respected and envied organisation at the very heart of Loxton, representing a thriving business community. The Chamber's strength is in its vast membership and has a distinct advantage through the services of a Business & Events manager (a rare asset in small regional town Chambers).

Such a reputation and united membership creates a challenge for the Loxton Chamber to find innovative ways to continue to grow and stimulate the local economy. With a finite target market it is vital to retain and foster existing members by maximising returns and providing best practice management.

It is essential for the Chamber to motivate the Loxton community to buy local and support its own small businesses. This will result in many broad based benefits.

The Chamber must continue to exploit the large number of visitors to Loxton from intrastate as reported in District Council of Loxton Waikerie (2014). *Annual Report 2014-15* (p. 99) by developing and advancing its many shopping promotions and special events.

The latest International Visitor Survey results show an increase in spending by international tourists visiting the Riverland by 72% over the last 10 years from December 2005 to December 2015 as reported in the Murray Pioneer (2016, June 7) *International tourist numbers on the rise* (p. 6). It is the role of Chamber to ensure its members benefit through this and other regional economic opportunities.

The various marketing strategies outlined in this plan will ensure the Chamber establishes a clear identity, remaining at the forefront of opportunity and empowering member businesses to succeed.

Vision

Promote and further develop the business community to benefit the generations of today and tomorrow.

Mission

The Loxton Chamber of Commerce aims to improve Loxton's economic vitality and sustainability through the success of member businesses. Guided by a strong sense of community, the Loxton Chamber of Commerce will endeavour to create a diverse, unique and vibrant town that attracts growth and investment.

Goals and objectives

1. Assist member businesses to strengthen and grow through existing market opportunity and best practice service provision;
2. Ensure the continued strength, and capacity to deliver the aims, of the Chamber through excellent leadership, communication, positive culture and worthy member benefits;

3. Develop and foster strong partnerships and identity for the Chamber, to advance the needs of members and the value of the Chamber;
4. Foster innovative marketing activities that promote members whilst raising Loxton's profile to increase visitation and stimulate the local economy.

SITUATIONAL ANALYSIS

Loxton, South Australia

Loxton is located on the south bank of the Murray River in the Riverland of South Australia, just over 2 hours north east of Adelaide and 90 minutes from Mildura as outlined in Regional Development Australia Murraylands & Riverland Inc. *Live, Work, Play, Invest Riverland* (p.5). The majority of the Riverland's population of approximately 35,000 people also reported in RDAMR *Live, Work, Play, Invest Riverland* are spread across the five major towns: Loxton, Berri, Barmera, Renmark and Waikerie. Between 2006 and 2011 the population decreased by 0.6% primarily due to business downturn caused by the 2007-2010 drought as explained in RDAMR (2013) *Roadmap 2013-2016*. The DCLW *LW Future 2015-2020 Strategic Plan* (p. 3) states the township of Loxton's population at the 2011 Census was 4,365 with a median age of 43 years old.

Agriculture and horticulture are the backbone of the economy with the region contributing \$2.2B of the states estimated \$15B gross food and production also reported in the RDAMR (2013) *Roadmap 2013-2016* (p. 6). Predominant crops in the Loxton district include grapes, citrus, but also include nuts, berries and other fruit and vegetables. The DCLW (2015) *LW Future 2015-2020 Strategic Plan* (p. 2) also list significant dryland farming comprising the production of cereals, wool and meat.

Tourism is an important industry to the region, generating a direct spend of \$200 million per annum as reported in the RDAMR (2013) *Roadmap 2013-2016* (p. 66). Tourism to the River Murray is predicted to grow 40% by 2020 according to the South Australian Tourism Commission (2013). *Destination Riverland Action Plan* (p. 2). As reported in the DCLW *Annual Report 2014-15* (p. 99) 14,296 people were serviced by the Loxton Visitor Information Centre during 2014/15, 45% of which were from intrastate, 12% from interstate and 6% from overseas.

Business Description

The Loxton District Chamber of Commerce is a membership based, not for profit organisation. The Chamber was formed as a subcommittee of the Rotary Club of Loxton in the late 1960s. There were periods of activity and dormancy before the Chamber successfully established itself as an independent organisation in the early 1970's and then became an Incorporated Association in 2001.

A Business & Events Manager was employed to source new members, service existing members and provide resources and support for best business practice in 2010. Since then membership has grown by 59%.

Now acknowledged as one of the most progressive and successful Chambers in regional South Australia, the Loxton District Chamber of Commerce has 142 members. They represent a broad and diverse mix of businesses from most industry sectors, 79% of which

are located outside of the central shopping precinct. The local business community is predominantly family-owned or independently run, giving Loxton a unique and distinct personality, with a vibrant village-style shopping strip at its heart.

An Executive Committee oversees the operations of the Chamber. This group of resourceful, motivated and passionate business leaders are helping to shape the town's future and actively contributing to the economic growth of Loxton.

The Chamber presents a united and strong voice for local business through marketing, advocacy, leadership and representation. In 2007 the 'Loxton Means Business' brand was introduced as the foundation for all marketing activities. It identifies with the membership and the organisation's determination to achieve its mission.

Product Analysis

The Loxton Chamber of Commerce offers a three tiered membership at either a Gold, Silver or Bronze level.

Each tier provides members with access to various benefits including but not limited to:
Vision in a 12 month television advertising campaign;
Additional television exposure advertising special events;
Shopping promotions that offer customers cash or voucher prizes;
Business listing in generic newspaper advert for 12 months;
Listing in printed Shopping and Services guide and online Business Directory;
Participation in Loxton Gift Voucher scheme; and
Various advocacy, communication, training and networking deliverables.

The Chamber's competitive advantage is a vast membership of 142 local businesses, its advertising package and the services of a Business & Events Manager.

All member activities, promotions, training, events and the resulting benefits are focused on one town which maximises leverage through unity and provides clear outcomes. Other Chambers face challenges in spreading these equitably amongst their member locations.

The Loxton Chamber is a well-respected and innovative representative body that actively collaborates with key stakeholders in the local community and other relevant organisations.

Pricing is premium, currently \$610 Gold, \$430 Silver and \$210 Bronze. This is value for money considering the benefits derived, the high profile and value of being associated with the organisation.

Target Market

Local business owners, of all sizes, located in Loxton are the target audience. They would be franchised, privately owned, independently run, home based or online businesses. This would include retailers, service providers such as trades, financial, automotive or consultants and tourist attractions.

Local business owners have chosen to invest in Loxton, are leaders in the community, have children in schools and are involved in local sporting groups. Typically they have a long term

commitment to our town and a belief that Loxton will grow and remain economically sustainable.

Local business owners are the pulse of small rural towns who need customers. They therefore share core values with the Chamber in its marketing activities to increase visitation to Loxton and create a 'shop local' culture within the community.

Market Segments

The Chamber is a vital link in the Loxton community, working in partnership with other key stakeholders who benefit through the growth of the town. Local government organisations, community groups and educational institutions are therefore identified as potential members to leverage development projects, attract grants and investment with the backing of the local business community.

The Loxton community or 'the customer' are also an important segment of the market as they provide a perception of value for Chamber members, and also support local business, events and shopping promotions. This segment would be enthusiastic about supporting local business and be rewarded by the sense of contributing to their community.

Separate to the local community but still under 'the customer' segment, are tourists and visitors to Loxton. This segment would be attracted to a vibrant village style shopping precinct, offering a unique shopping experience that is different to the 'big brand' retailers available in most large towns and cities. They are looking for an authentic regional experience with friendly and warm hospitality, and would also feel valued when contributing to the local economy. They source information about Loxton online, through travel agents or visitor information centres at 'feeder towns' such as Mildura, Horsham, Burra and Hahndorf (according to the Loxton Visitor Information Centre Tourism Manager). Word of mouth is another great resource as well as travelling associations such as Grey Nomads Australia.

Market Size

The market is limited to Loxton businesses. This is a finite number so future growth is expanded only through the number of new businesses opening.

According to the Australian Business Register (2016) *ABN Statistics* there are 734 active ABNs with the postcode 5333 who are registered for GST. This would, however, include a vast number of primary producers, irrigators or dryland farmers in the area who are not potential members of the Chamber. They have their own membership bodies such as Agricultural Bureau of South Australia, Citrus Australia, Wine Grape Growers Australia and Almond Board of Australia etc.

A comprehensive register of local businesses trading in the Loxton district is not readily available, however, a comprehensive database was started by the Loxton Chamber of Commerce Business & Events Manager in 2009 and currently lists 241 active, known businesses.

The Chamber therefore calculates its membership as representing 60% of total market share.

Competitor Analysis

| | Loxton Chamber of Commerce | Business Riverland | Loxton District Tourism Club |
|---------------------|--|---|---|
| Established | Early 1970's | 2012 | 2006 |
| Size | 138 | Approx 170 | 47 as reported in the <i>DCLW Annual Report 2014-15</i> (p. 99) |
| Membership Levels | Gold Silver Bronze | Platinum Gold Silver Bronze set out in the <i>Business Riverland (n.d) Membership Proposal 2015-16</i> | Levels 1, 2 and 3. |
| Membership Cost | G=\$610 S=\$430 B=\$210 | P=\$539 G=\$385 S=\$253 B=\$143 | 1=\$380 2=\$285 3=\$155 |
| Membership features | TV and print advertising, meetings, monthly e-news, training and development, shopping promotions, special events, listing on printed materials inc Shopping Guide and Loxton Gift Voucher, online business directory listing. | TV, radio and print advertising, networking sessions and meetings, training and development, quarterly e-news, web listing. | Advertising in Loxton Moorook and Kingston on Murray Visitor Guide, listing on Loxton Visitor Information Centre website. |
| Value to member | Reputation, well established, vast membership. | Regional – for businesses who service all Riverland towns. | Tourism focus only. |
| Strengths | Local focus in one town for maximum impact of unity. Represent most business sectors. | A network for towns who do not have a Chamber. Opportunity to grow. Income potential great. | Direct market for targeted results. |
| Weaknesses | Parochialism. Limited opportunity to grow, therefore, limited income source. | Regional focus, lack of direct impact for individual towns. | Limited number of eligible members |

SWOT Analysis

| Strengths | Weaknesses |
|--|--|
| Business & Events Manager. Rare for small regional Chamber to have this resource. | Resources. Limited income for marketing activities and low numbers for viable training and professional development. |
| Advertising. Offer members affordable television advertising normally beyond the scope of individual businesses. | Visibility. Do not have an office providing an obvious identity. |
| Local focus. Members unite together to benefit their own town. | Knowledge. Lack of understanding of member's business issues, talents and markets. |
| Brand. 'Loxton Means Business' is a clear and direct message used in all current marketing activities. | Representation. Low meeting numbers, therefore limited feedback and opinion on decisions. |
| Reputation. Respected and acknowledged as one of regional SA's most progressive and successful Chambers. | Business & Events Manager. Reliant on one staff member for intellectual property, records, communication and skills. |
| Vast Membership. Estimated 60% of total market share. | Consultation. Lack of communication with, or knowledge about, potential new businesses opening in Loxton. |
| Collaboration. Actively work together with key community stakeholders for economic benefit. | Networking. A lot of members feel they know each other and don't value networking. |
| Innovation. Continually introduce new ways to promote members and improve value of Chamber membership. | Stagnant. Limited change in local business owners, therefore lack of fresh perspectives and entrepreneurialism. |
| Stability. Constant, passionate and trustworthy Executive Committee with broad representation of membership. | |
| Diverse. Members are representative of most industry sectors. | |
| Opportunities | Threats |
| Best practice. Identify and partner with industry bodies, peer associations and likeminded organisations for professional development opportunities, resources and ideas. | Relationships. Successful fellowship and connection with current Council CEO and elected members could change with future elections and staff turnover. |
| Champion. Strive for excellence in member services and professionalism so current members become champions for non-member referrals. | Perception. Chamber is confused with local Council and perceived as same entity. Member businesses not getting recognition and respect deserved for their investment. |
| Location. Utilise key transport route as mentioned in RDAMR (2013) <i>Roadmap 2013-2016</i> and other towns within council zone to maximise visitation to Loxton. | Environmental. Effects of drought, commodity prices, water allocation etc. on primary producers in area impacts local businesses and membership. |

| Opportunities cont'd | Threats cont'd |
|--|---|
| <p>Shop Local campaigns. Support and participate in national and state campaigns like that covered in News.com (2013, October 31) <i>Shop Small campaign</i> that encourage spend in local small business.</p> | <p>Retention. Skills shortage, higher education and the lure of city living draws young people out of the region reducing local talent and workforce.</p> |
| <p>Tradition. Celebrate Loxton's existing mainstreet precinct as the unique heart of town to attract events, boost local economy and connect with community as independently reviewed in UK Department for Communities and Local Government (2012, March 30) <i>High Streets at the heart of our communities</i>.</p> | <p>Online Shopping. Need to educate and maximise opportunity to access digital technology and online markets increased through National Broadband Network as highlighted in RDAMR (2013) <i>Roadmap 2013-2016</i>.</p> |
| <p>Infrastructure. Drive development and campaign for continual improvement and revitalisation of town facilities and business premises.</p> | <p>Competition. Remain relevant and competitive whilst retaining market share of Loxton businesses at risk to Business Riverland membership.</p> |
| <p>Engage. Ensure the Chamber is represented at regional level in any discussions regarding planning for jobs, growth and investment.</p> | <p>Duplication. Overlap of perceived tourism promotion in certain Chamber activities could hinder or stop progress.</p> |
| <p>Attract. Embrace the Riverland's 'livability' outlined in RDAMR (2013) <i>Roadmap 2013-2016</i> and use Loxton's current successful business landscape to attract new business.</p> | <p>Red Tape. Federal, State and Local Government policy, compliance and taxes can prevent small business from thriving as suggested in the Department of the Prime Minister and Cabinet (2015) <i>Guidance Note</i> (p. 1)</p> |
| <p>Digital. Improve Loxton's virtual identity and promote member businesses through regular posts on social media and introduction of town hash tag.</p> | <p>Big Top Shopping Centre. Loxton could be selected for a 'big top' shopping centre away from the centre of town which would negatively impact main street traders and appeal of town.</p> |
| | <p>Accommodation. A limited number of accommodation options impact the amount of visitors than can be attracted to special events</p> |

MARKETING OBJECTIVES & STRATEGIES

| | Objective | Strategy |
|----|--|--|
| 1. | Grow overall membership number by 1% annually. | <ul style="list-style-type: none"> • Be alert to new businesses through vast membership network • Personally deliver welcome gift to all new businesses to introduce the Chamber and create awareness of our organisation • Personally visit non-members during membership drive, where possible, to create relationship and clear understanding about who the Chamber are and how local businesses benefit by joining • Extend invitation to Annual Chamber Dinner and extraordinary training opportunities relevant to their sector to demonstrate benefits of network • Promote Chamber achievements and economic outcomes for local businesses to establish value of membership • Invite non-members to like the Chamber Facebook page |
| 2. | Retain 93% or greater of current membership | <ul style="list-style-type: none"> • Retain membership through continued existing advertising and promotion including television campaign, special events, shopping promotions, printed brochures, Loxton Gift Voucher scheme, online directory etc. • Issue renewal notice instead of full Membership Prospectus to nurture expectation of rollover through loyalty • Continue good communication of Chamber's achievements and projects, as well as business to business exchange through monthly newsletter to foster pride in membership • Ensure member benefits are continually developed to remain relevant, innovative and valuable • Build relationships and gain greater knowledge of member businesses through increased face to face communication year round to foster loyalty • Value add to membership through professional development or training opportunities that arise year round to ensure best practice |

| | Objective | Strategy |
|----|---|--|
| | Retain 93% or greater of current membership cont'd | <ul style="list-style-type: none"> • Seek members advice and feedback often so they are valued and their issues can be identified through improved communication • Enrich Chamber meetings and networking functions so they are dynamic and engaging to improve attendance • Improve social media presence with regular Facebook posts and sharing member posts |
| 3. | Chamber to attend a minimum of 5 representative activities each year | <ul style="list-style-type: none"> • Conduct presentations or speeches at relevant local events to improve Chamber identity • Represent at meetings regarding regional issues, planning and development to exert influence and ensure local business perspective is considered • Attend member business activities including new product launches, celebrations or unveilings to show support and visibility • Participate in State and local political meetings and excursions to advocate for local issues and maximise publicity • Attend local council meetings for local knowledge to leverage support on behalf of members • Ensure Chamber is represented on any local committees that could impact development, infrastructure, facilities, revitalisation or planning |
| 4. | Build reputation and brand awareness creating worth and value for members | <ul style="list-style-type: none"> • Show pride in membership and build brand awareness by way of membership certificate in individual business premises • Provide e-signature and other electronic logos free to members for individual business marketing activities • Display infographic posters in prominent local businesses that promote the Chamber, small business and shopping local • Create Chamber hashtag to improve social media coverage • Identify Executive Committee through individual photos on website to create meaningful connections with members • Purchase corporate signage to display at meetings and special events • Acknowledge Chamber's involvement in any third party project or activity through the |

| | Objective | Strategy |
|----|--|--|
| | Build reputation and brand awareness creating worth and value for members cont'd | <p>use of appropriate logo</p> <ul style="list-style-type: none"> • Manage creative development of all Chamber collateral to provide consistent image and branding as outlined in Charleston Metro Chamber of Commerce <i>Communications and Marketing Plan</i> (p. 10) |
| 5. | Network with peer groups and associations at least twice a year | <ul style="list-style-type: none"> • Host a Business SA regional meeting locally to reinforce the Chamber's identity and provide networking opportunities with local members • Attend conferences or professional development opportunities to maintain capacity for Chamber to deliver aims and strive for excellence • Foster relationships with key local stakeholder organisations to identify joint projects, regional training or funding opportunities that will directly benefit members • Subscribe to or connect with likeminded national or international organisations to develop resources for best practice management and leadership such as Association of Chamber of Commerce Executives. |
| 6. | Formalise partnership with District Council of Loxton Waikerie within 12 months | <ul style="list-style-type: none"> • Write Memorandum of Understanding with regard to joint funding available for projects that achieve local economic benefit for member businesses • Seek commitment from Council to prioritise Chamber members in selection for tenders and developments to encourage and validate membership • Create lines of communication between Council and Chamber with regard to new business enquiries including investors, entrepreneurs or large organisations to build membership |
| 7. | Mentor one member every year to join the Executive Team | <ul style="list-style-type: none"> • Create fresh perspective and stimulate new ideas to remain innovative as a Chamber • Encourage members to engage with Chamber at a higher level and become future champions through the experience • Optimise representation on the Executive Committee to uphold reputation • Improve knowledge of members through need |

| | Objective | Strategy |
|----|---|--|
| | | to identify potential Executive members |
| 8. | Raise Loxton's profile to attract visitors creating additional trading opportunities to members | <ul style="list-style-type: none"> • Continue to promote Loxton and its vibrant main street through members television campaign which airs locally and outside of the region • Continue to print Loxton Shopping & Services Guide and manage distribution list (tourist outlets, information centres etc.) with re-fill procedures • Continue to stage shopping promotions that attract customers to Loxton and encourage local spend • Continue to hold or support existing special events such as Light Up Day, Arts on Terrace, Pedal Prix that provide extended trading opportunities, economic benefit, vibrancy in main street and publicity for town • Identify opportunities to attract new events to Loxton that will encourage sustainable overnight stays and additional publicity outside of the region • Identify print media opportunities in feeder towns to advertise Chamber and Loxton • Identify and coordinate advertising opportunities where member businesses can collaborate and pool resources • Consider implementing a creative and unique identity for Loxton that can be adopted by Chamber members for scale and unity to attract visitors • Attract new business and families to Loxton by helping to create a dynamic and vibrant community |
| 9. | Maximise opportunities within council zone to increase commerce in Loxton for members benefit | <ul style="list-style-type: none"> • Improve signage to Loxton along key transport route through region to increase traffic through Loxton • Distribute Loxton Shopping & Services Guides throughout the council zone (and vice versa) to cross-promote towns • Drive creation of tourism product that incorporates attractions and towns between Waikerie and Loxton to increase traffic through Loxton. |

MARKETING ACTION PLAN

| No. | Action | Why | Priority | Due | Who | Approx Cost |
|-----|---|--|----------|-------------|----------|-------------|
| 1. | Update electronic Membership Prospectus | Attract membership. Clarify what we do. Lists benefits. | 1 | July 1 | Sonya | ████ |
| 2. | Produce hard copy Membership Prospectus | Hand deliver to non-members. Establish relationships. | 1 | July 1 | Sonya | ██████ |
| 3. | Update Master database regularly | Communicate easily with members and non-members | 3 | Ongoing | Sonya | ██████ |
| 4. | Personal calls to members and non-members | Membership drive. Build relationships. Build knowledge of businesses. | 1 | July 1 | Sonya | ██████ |
| 5. | Produce new television campaign including script | Membership benefit. Promote Loxton outside of region. | 1 | Aug 28 | Kristy H | ██████ |
| 6. | Print new Loxton Gift Voucher | Membership benefit. Encourage community to shop local. | 2 | Sept 1 | Annette | ██████ |
| 7. | Print new Shopping & Services Guide | Membership benefit. Encourage tourists to shop local. Promote members outside of town. | 2 | Sept 1 | Annette | ██████ |
| 8. | Enrich Online Directory and FB posts to include video footage and | Membership benefit. Only digital existence for some members. Improve Loxton's virtual identity | 3 | Ongoing | Sonya | ██████ |
| 9. | Source new content for newsletter | Communicate with members. Promote achievements. | 3 | Ongoing | Sonya | ██████ |
| 10. | Stage shopping promotions | Membership benefit. Attract | 2 | March & May | Sonya | ██████ |

| | | | | | | |
|-----|---|---|---|----------------|-----------|--|
| | | customers to shop in Loxton. | | 2017 | | |
| 11. | Host events: Loxton Light Up Day & Arts on Terrace | Attract tourists to Loxton. Publicity outside of region. Vibrancy of town and economic benefit. | 2 | Aug & Nov 2016 | Sonya | |
| 12. | Identify 1 new event | Increase economic opportunity, vibrancy and publicity for town | 5 | 2019 | Sonya | |
| 13. | Attend meetings and invited events. | Represent Chamber to build identity | 3 | Ongoing | Exec Comm | |
| 14. | Design e-signature | Promote membership. Build brand. | 1 | Aug 15 | Annette | |
| 15. | Create membership certificate | Pride in membership. Build brand. | 1 | Aug 15 | Annette | |
| 16. | Design infographic poster for shop windows | Promote small business and shop local to customers. Build brand. | 3 | Jan 17 | Annette | |
| 17. | Purchase corporate banner | Promote Chamber at events and meetings | 4 | 2017/18 | Sonya | |
| 18. | Drive creation of tourism product | Redirect traffic through Loxton for economic benefit | 5 | 2019 | Sonya | |
| 19. | Network with peer groups and key local stakeholders | Keep abreast of any opportunities that can benefit members | 3 | Ongoing | Sonya | |
| 20. | Write Memorandum of Understand with Council | Best business practice. Secures future of Chamber for members | 4 | 2016/17 | Peter A | |
| 21. | Regular posts on Chamber Facebook page & include town hashtag on all marketing activities | Broaden social media coverage and followers for members | 1 | Aug 15 | Annette | |
| 22. | Invite all members and non-members to like Facebook page | Increase followers and broader exposure for | 1 | Aug 15 | Sonya | |

| | | member posts | | | | |
|-----|---|---|---|---------|-------|---|
| 23. | Photograph new Executive Committee members at AGM and when appointed. | Media coverage. Identification on website to create meaningful connections to members | 2 | Sep 12 | Sonya | ■ |
| 24. | Foster existing relationships with local media | Maximise media coverage to elevate identity and worth of Chamber | 3 | Ongoing | Sonya | ■ |

KEY PERFORMANCE INDICATORS

| | Outcome | Review |
|-----|--|---------------|
| 1. | Growth of overall membership by 1% | Annual |
| 2. | 93% retention of current members | Annual |
| 3. | Increased sales of Loxton Gift Voucher through shop local promotions | Quarterly |
| 4. | Increased number of entries from shopping promotions due to increased customer numbers | Quarterly |
| 5. | Use of hashtag | Quarterly |
| 6. | Increased number of 'friends' on Chamber Facebook page | Quarterly |
| 7. | Increased number of businesses contacting Chamber enquiring about membership | Annual |
| 8. | Increase in number of members at general meetings | Bi-monthly |
| 9. | Continued positive feedback about the Chamber and its activities from various sources either direct from locals, tourists, members or peer groups back through Executive Committee and Business & Events Manager | Quarterly |
| 10. | Increase number of invitations for Chamber to represent at meetings, events, presentations etc. | Biannual |
| 11. | Clarification of Chamber and its role being different to Council judged from regular communications with Business & Events Manager | Biannual |
| 12. | Business & Events manager's better understanding and knowledge of member businesses and their issues through improved communication | Biannual |
| 13. | Increased use of 'Loxton Means Business' logo by member businesses identified by Executive Committee and Business & Events Manager | Six monthly |
| 14. | Introduction of a new tourism product between Waikerie and Loxton | Biennial |
| 15. | Purchase of Corporate signage | Annual |
| 16. | Infographic poster displayed in windows | Bi-monthly |
| 17. | Memorandum of Understand adopted by District Council of Loxton Waikerie | Biannual |
| 18. | Display of membership certificates in business premises | Biannual |
| 19. | Increase in traffic to Chamber website to access business directory | Biannual |
| 20. | Increased number of views of newsletter through Mailchimp statistics due to higher engagement with members and enriched content | Bi-monthly |
| 21. | Increased traffic to Loxton Visitor Information centre through visitor number statistics | Annual |
| 22. | Reduction in empty shops and premises in Loxton | Annual |
| 23. | Increase in crowd numbers to events, determined by SAPOL (not ticketed) | Annual |
| 24. | General vibrancy and positive attitude in local community | Annual |
| 25. | Success of member businesses through no closures or bankruptcy | Annual |
| 26. | Increase in occupancy rates in local accommodation | Annual |
| 27. | Creation of new businesses or investment in Loxton | Annual |
| 28. | Priority given to Chamber members in District Council of Loxton Waikerie's operations, tenders, services etc. | Annual |