



WAGGA WAGGA  
BUSINESS  
**CHAMBER**



# Advocacy Plan

Championing the Voice of Wagga Businesses

# Championing the Voice of Wagga Businesses

Through our advocacy, Wagga Wagga Business Chamber champions the voice of local business to support a thriving, sustainable and future focused city and region. We proudly represent over 300 members, a diverse membership base that spans retail, hospitality, manufacturing, professional services, trades and agriculture. Our members are job creators, community leaders, and innovators, and we are here to ensure their voices are heard.

As an independent and apolitical organisation, we are committed to acting as a single, united voice for local business, championing the collective needs and aspirations of our members. We build strong relationships with all levels of government, industry leaders, and the wider community to lead constructive dialogue and influence real outcomes.

Through the Local Chamber Alliance Program with Business NSW, we amplify our advocacy efforts, gaining access to powerful resources and state-level influence. This collaboration strengthens and amplifies regional concerns and provides additional value to our members.

We believe that when business thrives, Wagga thrives. Our advocacy is grounded in local insight, fuelled by collaboration, and focused on delivering results for a resilient and sustainable regional economy.



# How We Advocate

Wagga Wagga Business Chamber advocates through a range of strategic and collaborative approaches designed to ensure local business voices are heard and acted upon. Our advocacy is informed by direct member input and delivered through strong relationships with government, industry, and the broader community.

## **Regular Surveys**

We collect data through targeted surveys to better understand member concerns and priorities, ensuring our advocacy is grounded in evidence and real business needs.

## **Direct Member Engagement**

Through one-on-one meetings, networking events, and day-to-day conversations, we listen to member feedback and reflect it in our advocacy work.

## **Business Roundtables and Forums**

We host and participate in focused roundtables and forums, delivering strategic input and representing the collective voice of local business on key issues.

## **Representation to Government and Industry**

We meet regularly with elected officials and decision-makers across all levels of government and industry to advocate for local priorities and solutions.

## **Central Activity District Committees**

We support the opportunity for on-the-ground business insights that inform our advocacy on CBD activation, planning, infrastructure, and economic development in the city centre.

## **Business NSW Alliance**

Through the Local Chamber Alliance Program, we partner with Business NSW and other chambers to amplify regional issues and strengthen our collective advocacy reach.

# Our Advocacy Priorities

The Chamber's advocacy priorities reflect the most pressing challenges and opportunities facing local businesses. These priorities are informed by member feedback, economic conditions, and ongoing engagement with stakeholders and decision-makers.

Advocacy priorities are reviewed regularly to ensure they remain relevant, responsive and aligned with the needs of the local business community.

## **Infrastructure and Connectivity**

Advocate for infrastructure investment that supports business growth, freight efficiency, workforce mobility and community access. This includes transport infrastructure, digital connectivity and enabling infrastructure that supports future development.

## **Cost of Doing Business**

Advocate for measures that ease financial pressure on businesses, including insurance, utilities, compliance costs, workforce expenses and regulatory fees.

## **Workforce and Skills**

Advocate for initiatives that address labour shortages, skills development, workforce participation and pathways that support business sustainability and growth.

## **Planning, Regulation and Red Tape**

Advocate for clear, consistent and efficient planning processes and regulatory frameworks that reduce administrative burden and improve certainty for business.

## **Economic Development and Investment**

Advocate for policies, programs and funding that attract investment, support local enterprise, stimulate innovation and strengthen the regional economy.

Each priority includes clear objectives and desired outcomes and may be addressed through short, medium or long-term advocacy efforts.

# Advocacy Approach

The Chamber advocates on behalf of local businesses using a practical, constructive and solutions-focused approach. Advocacy activity is tailored to the issue at hand, recognising that different matters require different levels of engagement, urgency and visibility.

## Advocacy channels

Our advocacy channels may include meetings and briefings with elected representatives and government agencies, formal submissions and position papers, letters of support on behalf of members, member-led delegations and site visits, and joint advocacy campaigns with aligned organisations. Where appropriate, this may also include petitions, coordinated calls-to-action, media engagement, and hosting events that bring businesses and decision-makers together.

## Member engagement

Members are updated through regular communications including newsletters, website updates and social media. We share progress updates, highlight outcomes through our reporting, and provide opportunities for members to contribute through surveys, consultations and advocacy campaigns. Where appropriate, members are encouraged to participate directly in advocacy activity.

## Advocating responsibly

Potential advocacy risks include reputational impact from public positions, perceptions of political bias, differing member views, limited resources and advocacy fatigue. These risks are managed by ensuring advocacy positions are evidence-based and informed by member feedback, maintaining a non-partisan and respectful approach, applying clear governance and approval processes, communicating openly with members, and prioritising issues where the Chamber can have the greatest impact.

# Your Voice Matters

As a member of Wagga Wagga Business Chamber, your experiences, insights, and ideas shape our advocacy. We invite you to share the challenges you face and the opportunities you see.

Together, we are stronger and can build a better future for Wagga businesses.

[Contact us](#) to raise an issue or join our advocacy efforts.



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## Website

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## Social Media

[@waggabusinesschamber](https://www.instagram.com/waggabusinesschamber)



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