

STRATEGIC PLAN 2024-2026

PURPOSE

To lead, connect and grow Winnipeg's business community – through public policy advocacy, business supports, and community building – igniting a more innovative, vibrant, and thriving Winnipeg.

VISION

The Winnipeg Chamber of Commerce is an essential part of your business plan for growth and success.

CORE VALUES

- Member-Centred, Community-Focused
- Non-Partisan
- Accessible & Inclusive
- Truth & Reconciliation
- Thought Leadership, Results-Driven

GOALS

THOUGHT LEADERSHIP AND IMPACT ADVOCACY

As the recognized voice of Winnipeg business, The Chamber is driven to transform and build our city and province as Canada's most efficient and effective place to do business.

MAXIMIZE MEMBER RETURN ON INVESTMENT

Through active member engagement, The Chamber continually refines programs and services to align with members' current and future needs.

CATALYTIC COMMUNITY LEADERSHIP

The Chamber will go beyond helping business navigate change and actively promote and partner to galvanize change in spaces identified by members and aligned with existing community efforts.

ORGANIZATIONAL CAPACITY AND STRENGTH

The Chamber will continue to build capacity, leveraging the strength and leadership of our staff and volunteers, to invest and support their personal and professional development in service to our members and community.

CORE STRATEGIES

1 DEFINE AND LEAD THE POLICY CONVERSATION

The Chamber will leverage its position as the voice for business to define issues and shape the narrative. Enhanced research, improved member policy engagement and expanded communication outreach will serve to generate positive public support and compel government to support the necessary conditions for business growth and prosperity.

2 TRANSFORM MEMBER ENGAGEMENT AND VALUE FULFILMENT

The evolving workplace, time constraints, and financial barriers are redefining how members access Chamber events, programs and services. New touch points and program delivery models, reflective of diverse needs, will be implemented to capture insights from members, bring Chamber value to where our members are, and remove barriers to full participation in our value offerings.

3 LEVERAGE OUR CONVENING POWER FOR COLLECTIVE IMPACT

A next phase of our Commitment to Opportunity Diversity and Equity (CODE) and formalized Leadership Winnipeg Alumni program, coupled with the expansion of existing platforms and networks, will deliver the required human and financial resources to fuel action and produce results.

4 TAILOR AND ALIGN MODEL

The nature of a Chamber membership has shifted from joining as a function of good corporate citizenship towards belonging based on a need to engage in greater-good initiatives and direct value appeals. The Chamber will establish a new framework for members to reimagine and customize their Chamber support and promote barrier-free access to the full value of Chamber membership.