

24/ 25 Membership

Gunnedah Chamber of Commerce

Driving the agenda for growth and business development in our region.



secretary@gunnedah.org.au
www.gunnedah.org.au

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2024/25 MEMBERSHIP



OUR COMMITMENT

The Gunnedah Chamber of Commerce is committed to making a significant contribution to the economic and social wellbeing of our business sector and wider community at large.

We believe part of the Chamber's charter is to assist our business members in developing and expanding their businesses to create an even stronger economic footing for our town and region. A strong business community is the backbone of our economy and is essential for the long-term growth of Gunnedah and surrounds.

[Join Gunnedah Chamber of Commerce](#)

MEET THE TEAM

Executive Committee



CJ Baldry Adams
[Allied Partnerships Australia](#) | president@gunnedah.org.au
PRESIDENT



Marc Eisenheuer
[Club Gunnedah](#) | vicepresident@gunnedah.org.au
VICE PRESIDENT



Jasmine Alloway
treasurer@gunnedah.org.au
TREASURER



Keira Gifford
[Raw Confetti](#) | secretary@gunnedah.org.au
SECRETARY | MARKETING, ENGAGEMENT & EVENTS MANAGER



Paul O'Donnell
[Slack-Smith Financial](#) | paul@ssfin.com.au
EXECUTIVE ADVISOR - SPECIAL MATTER EXPERT



Michael Broekman
[Namoi Valley Bricks](#) | michael@nvbricks.com.au
EXECUTIVE ADVISOR - LIFETIME MEMBER



Ben Hennessy
[Hennessy Real Estate](#) | ben@hennessyrealestate.com.au
EXECUTIVE ADVISOR - EXITING PRESIDENT

MEET THE TEAM

General Committee



Darren Swain
Whitehaven Coal



Jabin de Keizer
Whitehaven Coal



Bill Ashford
Cooridoon Health Services



Dimitty Dawson
Namoi Valley Plumbing



Glenn Many
Many Fabrication & Engineering



Taylah Hudson
Taylah Maree



Cameron Moore
Harvey Norman



Lauren Fitzgerald
Mannion Drilling



Renee Neale
Reverence Sourdough

PRESIDENT'S LETTER

Dear members,

As 2024 draws to a close, it is with pride and optimism that we reflect on the accomplishments of the Gunnedah Chamber of Commerce this year. Representing 130 members and supporting a vibrant community of nearly 15,000 people, the Chamber has worked tirelessly to foster growth, advocate for local businesses, and strengthen connections across our town.

This year has been a testament to the power of collaboration. From celebrating our local heroes to hosting impactful events and shaping a sustainable vision for the future, the Chamber has remained committed to uplifting Gunnedah as a regional powerhouse of innovation and community spirit.

Highlights of 2024

In 2024, the Chamber successfully delivered 14 events that attracted over 627 participants, showcased on a digital platform that witnessed a 202% surge in website traffic and a 38.7% growth in our social media following. These statistics are more than just numbers—they represent an engaged, forward-thinking business community ready to embrace opportunities and tackle challenges together.

Signature Events

- 2023 Christmas Festival: Looking back on last year, the annual festival created unforgettable memories, uniting families and businesses with markets, food stalls, live music, and of course, Santa himself, bringing the spirit of the season to Gunnedah.
- 2024 Business Awards & Gala Ball: After a five-year hiatus, this event made a triumphant return, celebrating excellence and recognising significant contributions, including heartfelt tributes to Stuart Grosser and Brittany Abraham.
- Small Business Month: A suite of five targeted events provided tools, insights, and networking opportunities for small business success.

Strategic Initiatives

The Chamber's vision continues to evolve through forward-thinking programs and advocacy.

- Beyond 2050: A groundbreaking initiative envisioning Gunnedah's future across three pillars—a thriving economy, a vibrant community, and quality essential services. This strategic framework will guide both Chamber activities and, we hope, influence Council planning.
- AgQuip Shop Local Campaign: This campaign capitalised on the influx of visitors to AgQuip, driving foot traffic to local businesses via digital promotions, social media, and radio.
- International Recruitment Workshop: As workforce challenges persist, the Chamber led efforts to identify pathways for recruiting and retaining skilled workers.
- Networking Reinvented: This year saw the launch of Chamber Connect, our refreshed networking initiative. Among the eight successful events was the Gunnedah Health Connect Trivia Night, where over 100 health professionals came together, fostering new partnerships in a lively, collaborative setting.

Committee Updates

The Chamber welcomed a refreshed leadership team during this year's AGM. I am honoured to step into the role of President, following two outstanding years of leadership by Ben Hennessy, who now serves as Executive Advisor. Joining me are **Marc Eisenhauer of Club Gunnedah as Vice President, Jasmine Alloway as treasurer, Keira Gifford of Raw Confetti as secretary**, and an enthusiastic mix of returning and new committee members. Together, we are ready to build on this year's successes and push forward into 2025.

PRESIDENT'S LETTER

Looking to the Future: 2025 and Beyond

While it is important to celebrate what we have achieved, our gaze is firmly fixed on the future. The coming year presents incredible opportunities to strengthen Gunnedah's position as a hub of innovation and collaboration.

In 2025, the Chamber is set to:

- Expand Our Signature Events: Building on the success of this year, we aim to make events like the Business Awards & Gala Ball and Small Business Month even more impactful, connecting businesses and recognising achievements on a larger scale.
- Launch New Programs: Responding to member feedback, we plan to introduce initiatives that focus on digital transformation, sustainability, and workforce development, equipping businesses to thrive in a competitive landscape.
- Advocate for Infrastructure and Investment: The Chamber will work closely with local government and stakeholders to accelerate infrastructure projects that can attract new businesses and enhance the quality of life in Gunnedah.
- Focus on Youth Engagement: Following the success of the Gunnedah Youth Expo and the development of a "Young Chamber" Group, we will further invest in creating pathways for young people to secure meaningful careers within our region.
- Strengthen Regional Partnerships: With Gunnedah hosting the Regional Business Awards for the first time in decades, we will build stronger connections across the region, creating opportunities for shared growth.

The Year Ahead

As we look toward 2025, the Chamber's mission remains steadfast: to empower businesses, foster collaboration, and advocate for progress. The challenges of today are met with resilience and innovation, thanks to the unwavering support of our members, sponsors, and the Gunnedah community.

We invite you to join us on this journey. Whether through attending events, engaging with strategic initiatives, or simply sharing your vision for our town's future, your contribution is vital to our collective success. Together, we can ensure that Gunnedah not only grows but thrives, setting the benchmark for regional excellence across Australia. The Chamber's leadership team is energised and ready to take on the challenges of 2025, with a clear vision of a prosperous and sustainable future for all.

Thank you for your continued trust and support. Let's make 2025 a year to remember.

– CJ Baldry Adams, President, Gunnedah Chamber of Commerce



2024/25 PROJECTS

Gunnedah Toward 2050

Strategy and Planning

Developing a strategic plan titled "Gunnedah Toward 2050" that focuses on envisioning the best-case scenario for Gunnedah in the next 26 years and identifying key pillars and milestones necessary to achieve this vision.

Industrial Lobbying

DA approval process

Lobbying Local and State Governments for an overhaul of the DA approval process to improve speed to market for expansions to existing businesses and encourage a greater uptake of new business development in our region.

Business Awards

Annual Gala Night

Annual Gunnedah Chamber of Commerce Awards night works inline with Business NSW to spotlight, celebrate and bring well-deserved kudos and wider public recognition, as well as building team morale.

Retail Precinct

Value and support

Renewed focus on delivering meaningful value and support to our Retail Precinct to ensure our retailers benefit from the wider economic prosperity of the region and market our retail precinct as a drawcard shopping experience for the wider region.

Advocacy

Local, State, Federal Government

Our regular engagement with local, state and federal government means your issues are heard and acted upon as well as ensuring the business sector is well represented within working groups and subcommittees.

Networking

Between Chamber members

Partnering with local businesses to hold regular events which provide meaningful opportunities for inter-business networking, collaboration and supply opportunities, education, creating more connectedness, sharing and pooling of ideas within our regional business community and Gunnedah Chamber members.

Health Industry Partnership

Gunnedah Health Connect

Comprised of dedicated professionals who share a goal to build strong relationships amongst businesses and health services within our region, this Gunnedah Chamber subcommittee network strives to deliver connection and support with the goal to drive recruitment and retention strategies of healthcare providers within our communities.

Recruitment & Retention

Training by Industry Experts

Including how to create an outstanding company culture, becoming an employer of choice in the competitive battle for talent and some of the common HR challenges businesses are dealing with today.



Marketing Gunnedah

As a Town of Choice

Creating a region-wide cohesive plan for selling the benefits of living in our great part of the world, including the economic, social, environmental, educational, and cultural benefits of life in the Gunnedah District.



Mastermind Sub-Group

Business Unity & Growth

Creating a "Mastermind" type sub-group, sharing management and marketing strategies to catapult business growth.



MEMBERSHIP OPPORTUNITY

Our focal points encompass a broad spectrum, reflecting the diverse fabric of our community. To achieve these objectives and deliver substantial value to our Chamber members and the broader community, we rely on the support and active participation of Gunnedah's business community and Chamber members.

The Chamber of Commerce represents more than just networking over breakfast; it plays a pivotal role in fostering a vibrant and dynamic business environment. However, **to fulfil this role effectively, we need individuals who are committed to our town's best interests—driven leaders who can translate vision into action and contribute their time to our shared goals.**

While our Committee is comprised of dedicated individuals, we invite your involvement in any capacity, including participation in our sub-committees as we pursue our outlined objectives.

Individually, our capacity is limited, but collectively, we have the power to achieve remarkable outcomes for our businesses and community.

Gunnedah Chamber of Commerce invites you to become a member and join us in driving growth and business development in our region.

Please find details of membership levels and benefits on the following page.

[Complete your membership here.](#)



MEMBERSHIP LEVELS

We are excited to announce the introduction of new membership tiers for the Gunnedah Chamber of Commerce, providing our members with more options to support the Chamber and receive enhanced benefits.

While our General Membership has adjusted slightly to \$200, offering core benefits such as voting rights, advocacy, and participation in local business awards, we now offer two additional levels: Bronze Tier at \$600 and Silver Tier at \$1200.

These new tiers, further outlined here, include increased access to networking events, greater visibility and recognition at Chamber events, and expanded promotional opportunities for your business.

By choosing a higher membership level, you can further champion the Chamber’s vision for the future of Gunnedah, contribute to our advocacy efforts, and gain significant exposure and support for your business.

[Become a member](#)

Benefits - What you give	General	Bronze	Silver
Be a part of Gunnedah’s business community	✓	✓	✓
Support Chamber’s vision for the future of Gunnedah and district	✓	✓	✓
Support Chamber to grow and improve		✓	✓
Contribute to the functions of advocacy and networking for local businesses			✓

Benefits - What you get	General \$200	Bronze \$600	Silver \$1200
Voting rights at AGM	✓	✓	✓
Free Business NSW Alliance Membership	✓	✓	✓
Complimentary tickets to monthly networking events & member pricing for additional tickets	x2	x5	x12
Early and discounted access to training, seminars & events	✓	✓	✓
Advocacy at Local, State, and Federal levels	✓	✓	✓
Listing in business directory on Gunnedah Chamber Website	General	Bronze	Silver
Eligibility to participate in local business awards	✓	✓	✓
Preferred supplier status for Chamber events	✓	✓	✓
Social media posts - yearly	x2	x5	x10
Branded recognition of support at Chamber networking events on all printed and digital media		✓	✓
Verbal recognition of support at Chamber networking events		✓	✓
Invitation to host 1 x monthly networking event		✓	✓
Popup up banners displayed at all Chamber networking events			✓
Standing invitation to speak at Chamber networking events			✓
Monthly recognition across all platforms, TV, Radio, Digital, and printed media.			✓
Talk to us about how Chamber can support your engagement, marketing, or recognition goals			✓

SPONSORSHIP OPPORTUNITY

2024/25 partner opportunities are now open.

As well as our membership opportunity as outlined on the previous page, Gunnedah Chamber of Commerce also deeply value the support of our sponsors. Their contributions are essential in enabling us to provide vital services and support to our local business community.

Sponsorship not only strengthens our Chamber but also enhances our ability to deliver key projects, host events, and secure grants that benefit our members and the broader community.

To the right you will see a breakdown of partner inclusions and details for reference however this is an open conversation that allows us to speak with you to discover what can best suit both parties.

2024/2025 sponsor partnerships are now open and we welcome any queries to secretary@gunnedah.org.au. These enquiries will be passed on to our Business Development Subcommittee to further engage.

By becoming a sponsor, our partners are investing in the growth and prosperity of Gunnedah, and we are committed to ensuring their business is prominently recognised for its support.

Gold Partner

Gold Sponsors play an integral role in contributing valuable funding to enable Chamber to engage paid personnel to assist in the delivery of key projects, facilitating events, identifying eligible grants for our Chamber members and assist in putting the grants together. Gold Sponsors receive wide recognition throughout Chamber communication.

Platinum Partner

Our highest level of sponsorship, Platinum Sponsors are vital for assisting in aiding our delivery of business and community growth in our region and are recognised at all Chamber events for their essential contribution to the Chamber. Reserved for a small number only, Platinum sponsors receive mention on all Chamber correspondence and can display marketing material at Chamber events.

Benefits	Gold	Platinum
Complimentary Gunnedah Chamber of Commerce Gold Membership	✔	✔
Ability to on forward marketing material to chamber contact list	✔	✔
Invitations to attend monthly social functions	✔	✔
Option to host monthly social function	✔	✔
Provision of letters of support by Chamber	✔	✔
Mentioned at all chamber events	✔	✔
Invitation to join Partnership Programs	✔	✔
Ability to display promotional material at all chamber events		✔
Footer on all correspondence		✔

JOIN OUR COMMITTEE

***Are you passionate about Gunnedah and its local businesses?
Do you have the capacity and dedication to help drive and shape the
future of our community?***

The Gunnedah Chamber of Commerce is looking for enthusiastic and committed individuals to join our committee.

As a committee member, you'll have the opportunity to influence key decisions, support local businesses, and contribute to the growth and prosperity of our region.

Our Annual General Meeting (AGM) is held in September, and we welcome new members who are eager to make a positive impact.

Join us in our mission to create a vibrant and thriving business environment in Gunnedah - express your interest in our committee below! We'll be having an info night soon.

[Committee EO!](#)



NEXT STEPS

Renew/start your membership

Gunnedah Chamber would love to see you renew your membership for the 24/25 period. Follow the button below to select your level of membership and renew now.

[Membership](#)

Discuss partnership opportunities

2024/2025 sponsor partnership opportunities are now open and we welcome any conversations around how this can look for you and your business.

[Sponsorship](#)



GET IN TOUCH



Keep In Touch

Gunnedah Chamber of Commerce would love to hear from you regarding partnership and involvement opportunities, business matters, or feedback. You can use our details below to get in touch.



Address

PO Box 176, Gunnedah
NSW

Email

secretary@gunnedah.org.au

Website

gunnedah.org.au

Socials

[Facebook](#)
[Instagram](#)