



OCCI

ONSWLOW CHAMBER
OF COMMERCE
AND INDUSTRY

STRATEGIC PLAN

2026 - 2030



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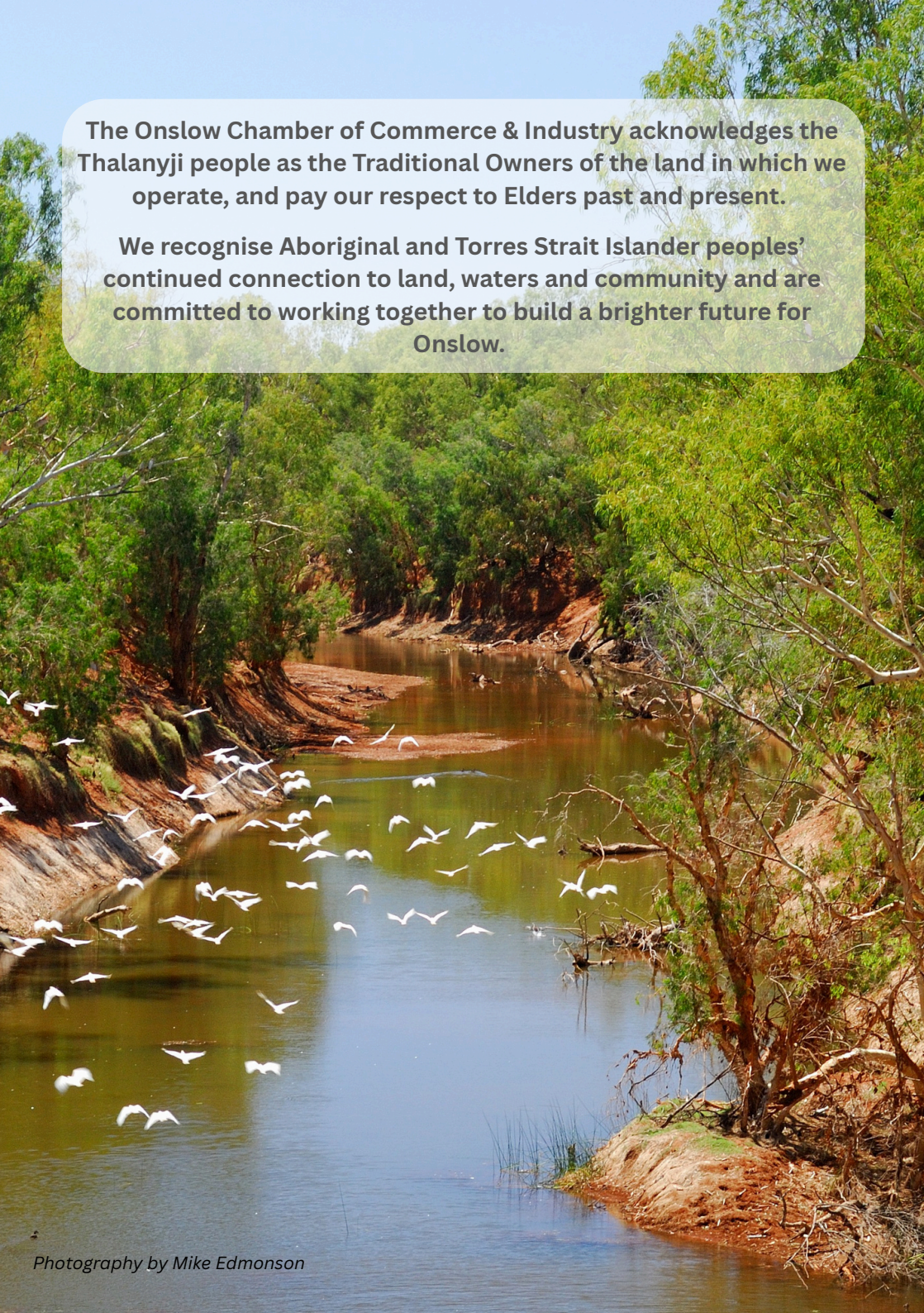
www.onslowcci.com.au



1/16 Second Ave
Onslow WA 6710

The Onslow Chamber of Commerce & Industry acknowledges the Thalanyji people as the Traditional Owners of the land in which we operate, and pay our respect to Elders past and present.

We recognise Aboriginal and Torres Strait Islander peoples' continued connection to land, waters and community and are committed to working together to build a brighter future for Onslow.



INTRODUCTION

Onslow is a remote yet evolving community of around 850 residents located in the Pilbara region of Western Australia. The Onslow CCI (OCCI) plays a unique and essential role in supporting the town's economic and community fabric. With more than 150 members across small business, industry, trades, hospitality and community services, the Chamber acts as the central connector, advocate and anchor for local business interests.

WHY OCCI MATTERS

OCCI provides a trusted local voice for businesses and social enterprise that often operate without the scale, resources or influence of larger regional and metropolitan firms. Members consistently describe the Chamber as the "central point" for information, advocacy, procurement visibility and community connection. OCCI strengthens business outcomes by offering practical support, capability building, networking opportunities, and a platform for collective advocacy on issues too big for individual businesses to tackle alone.

OCCI membership gives local businesses a stronger voice, better connections, and direct access to opportunities, shaping Onslow's economic future together!

Image Credit: Travis Hayto



OUR COMMUNITY AND OPERATING CONTEXT

THE ONSLOW
HUB



Key Drivers in Onslow's Operating Environment

- Onslow's economy is shaped by large business and industry cycles, creating both opportunity and volatility for local businesses.
- Ongoing challenges include housing constraints, workforce shortages, rising costs and limited local training pathways.
- Community wellbeing directly influences business productivity, workforce retention and town liveability.
- Members increasingly look to OCCI to advocate on issues that affect both economic and community outcomes.

What our Members told us in 2026

- Members want clearer visibility of opportunities and stronger advocacy for local procurement.
- Improved access to major industry supply chains is a priority.
- Practical, locally delivered and needs-based training is highly valued.
- Members expect consistent, transparent and proactive communication from OCCI.
- Key focus areas include community wellbeing, tourism activation, business capability uplift and inclusion of small and microbusinesses.

OCCI's role in the Onslow community

- OCCI plays an expanded role in a small community, beyond that of a traditional Chamber.
- Acting as a connector, the Chamber links business with government, industry and community stakeholders.
- OCCI supports local capability, economic participation and resilience.
- The Chamber provides a credible, unified voice for Onslow businesses.
- OCCI helps ensure local enterprises can access opportunities while contributing to community wellbeing.

OUR PURPOSE

To support and strengthen local business and economic participation in Onslow!



VISION

Empowering local business, community, and industry.
Strengthening Onslow's future.



MISSION

Advocating for members, connecting opportunity,
building capacity and strengthening Onslow's
economy

OUR VALUES

Communication

We communicate clearly, respectfully and in a timely way. We listen actively, respond thoughtfully, and ensure our advocacy and support are well understood by members and stakeholders.

Trustworthy

Members trust us to represent their interests with integrity. We act ethically, steward resources responsibly, and follow through on our commitments. We do what we say we will do.

Transparency

We are open about our decisions, priorities and outcomes. Our actions, advocacy and operations are visible, building confidence in how we operate.

Inclusion

We create a welcoming and inclusive Chamber where all businesses, regardless of size, sector or background can participate, be heard, and access meaningful support and opportunity.



HOW TO READ THIS STRATEGY

Image Credit: Slater Media

This Strategic Plan sets out what OCCI is focused on and why over the period 2026–2030. It provides a shared direction for members, the Committee and staff, and guides how OCCI prioritises its work and resources.


For each goal area identified on the following pages, the strategy identifies:

- a **Strategic Priority** (the outcome we are working towards),
- **Strategic Focus areas** (where we will concentrate our efforts), and
- **Measures of Success** (how progress and impact will be demonstrated).

This document is intentionally directional and outcome-focused. Specific programs, activities and timeframes are delivered through OCCI's annual and multi-year Operating Plans, which allow flexibility to respond to changing member and community needs.

Progress against the strategy is monitored and reported regularly to members and the Committee through ongoing communication and annual reporting.

Together, this Strategic Plan and the associated Operating Plans ensure OCCI remains member-focused, accountable and adaptable, while continuing to support a strong, inclusive and sustainable local economy.



OUR GOALS

Developed with extensive input from members, regional partners and stakeholders, these four Goals and associated Strategic Priorities reflect the unique context of Onslow. The plan below expands on these four strategic pillars, with ambitious but achievable priorities, focus areas and clear measures of success.

01

MEMBER VALUE & ENGAGEMENT

Empower members to thrive through connection, capability, business support and inclusive participation.

02

ADVOCACY & INFLUENCE

Lead advocacy that reflects the needs of local business, social enterprise and the wider community.

03

LOCAL ECONOMIC & WORKFORCE DEVELOPMENT

Enable a strong, diverse local economy through workforce development, business growth & local economic development.

04

ORGANISATIONAL SUSTAINABILITY

Maintain a financially stable, modern and effective organisation that remains responsive to the needs of its members.



01

MEMBER VALUE & ENGAGEMENT

Our Priority

Empower members to thrive through connection, capability, business support and inclusive participation.

STRATEGIC FOCUS (2026-2030)

- 1 Deliver a strong member-first experience through effective member engagement, communication and feedback.
- 2 Increase member access to local opportunities, including procurement and industry engagement.
- 3 Build business capability to support resilience, diversification, competitiveness and growth.
- 4 Provide clear, transparent and proactive communication that demonstrates value, progress and impact.
- 5 Ensure events and services remain accessible, relevant and high-value for members.

MEASURES OF SUCCESS

- 1 Improved member satisfaction, engagement and retention.
- 2 Regular joint economic or industry engagement activities delivered with partners.
- 3 Members report increased visibility of local procurement and industry opportunities.
- 4 Annual reporting clearly demonstrates progress, outcomes and impact.
- 5 Consistent delivery of capability-building initiatives aligned to local priorities.
- 6 Clear member value differentiation through pricing and benefits.

02

ADVOCACY & INFLUENCE

Our Priority

Leading advocacy that reflects the needs of our members and the Onslow community.

STRATEGIC FOCUS (2026-2030)

- 1 Coordinate advocacy on priority local and regional issues impacting business and liveability.
- 2 Strengthen transparency and performance in local procurement and content.
- 3 Provide leadership in local economic conversations that inform decision-making and regional priorities.
- 4 Champion the link between business success, workforce stability and community wellbeing.
- 5 Deliver clear, visible advocacy through defined priorities and regular reporting.
- 6 Increase engagement with State Government and key decision-makers.

MEASURES OF SUCCESS

- 1 Clear advocacy priorities articulated and supported by members.
- 2 Progress achieved in priority advocacy areas.
- 3 Improved visibility and understanding of local procurement performance.
- 4 Regular advocacy engagement and updates provided to members.
- 5 Evidence of engagement with industry and government, and demonstrated responses to local priorities.

03

LOCAL ECONOMIC & WORKFORCE DEVELOPMENT

Our Priority

Enabling a strong, diverse local economy through workforce development, business growth and local economic development.

STRATEGIC FOCUS (2026-2030)

- 1 Support entrepreneurship, innovation and business diversification.
- 2 Promote locally delivered workforce development and training pathways.
- 3 Connect businesses with industry, government and investment opportunities.
- 4 Improve local business readiness for procurement and supply chains.
- 5 Provide accessible support to help businesses start, grow and adapt.
- 6 Promote growth opportunities in priority and emerging sectors.

MEASURES OF SUCCESS

- 1 Increased participation in local training and workforce pathways.
- 2 Evidence of supported business growth, expansion or diversification.
- 3 Strong engagement in business and industry connection activities.
- 4 Growth in businesses accessing OCCl services and support.
- 5 Increased local participation in procurement and supply chains.
- 6 Delivery of targeted collaborations or initiatives aligned to local priorities.

04

ORGANISATIONAL SUSTAINABILITY

Our Priority

Maintaining a financially stable, modern and effective organisation that remains responsive to the needs of its members.

STRATEGIC FOCUS (2026-2030)

- 1 Strengthen partnerships to support services, programs and outcomes.
- 2 Diversify revenue to improve financial resilience.
- 3 Maintain strong governance, financial management and accountability.
- 4 Strengthen the Onslow Hub as a valued business and community asset.
- 5 Report transparently on performance, progress and impact.
- 6 Ensure the organisation is appropriately resourced and capable.

MEASURES OF SUCCESS

- 1 Financial stability maintained while delivering member outcomes.
- 2 Partnership and sponsorship targets achieved.
- 3 Governance and policy reviews completed as planned.
- 4 Growth in commercial and fee-for-service income.
- 5 Strategic and operational priorities delivered on time and within budget.
- 6 Staff capability aligned with organisational needs.

ACKNOWLEDGEMENTS

OCCI's work is made possible through the ongoing support, collaboration and commitment of our members, partners and stakeholders.

We sincerely thank our sponsors and funding partners for their investment in the Onslow business community. Your support enables OCCI to deliver programs, advocacy and services that strengthen local enterprise, build capability and contribute to a resilient and prosperous community.

We also acknowledge the many government agencies, industry partners and community organisations who work alongside OCCI. Your collaboration, insight and willingness to engage are essential to achieving positive economic and community outcomes for Onslow.

Our Committee

OCCI extends its sincere thanks to the Committee members, past and present, who generously contribute their time, expertise and local knowledge to guide the Chamber's direction. As volunteers and representatives of the business community, the Committee plays a critical role in governance, advocacy and ensuring OCCI remains member-focused and accountable.

Looking Ahead

This Strategic Plan reflects a shared commitment to partnership, inclusion and local decision-making. Together with our members, partners and community, OCCI looks forward to continuing to support a strong, sustainable and vibrant future for Onslow.

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