



Chamber Alliance Program

NSW Business Chamber - Maximising your business potential

Tracing our heritage back to 1826, NSW Business Chamber's mission is to create a better Australia by helping businesses maximise their potential. The Chamber is a passionate advocate for business in the public arena: whether standing up to government and decision makers when business interests are neglected or working together to create positive change.

NSW Business Chamber helps all businesses from small enterprises to large corporations maximise their business potential. Our commercial services division, Australian Business Solutions Group, delivers a range of business services to both member and non-member clients throughout Australia, with the operating surplus going back to supporting Chamber initiatives.

We believe it's important for Australia's business community to succeed, because prosperity creates new jobs, social wealth, and better communities in which to live. NSW Business Chamber can help your business in the following ways:

- Create better business to business connections
- Public policy and advocacy
- Providing local, regional and state-wide business support
- Helping you to increase productivity and productivity through expert advice and business solutions

Uniting the Chamber movement in NSW: Chamber Alliance Program

The Chamber Alliance Program has been developed to strengthen the relationship between the NSW Business Chamber and the Local Chambers of Commerce within NSW. This program represents a significant opportunity to unite the Chamber movement and provide members of the Local Chamber access to benefits of the NSW Business Chamber at no additional cost.

The objectives and benefits of the program are:

- Foster and develop a co-operative, non-competitive relationship between the NSW Business Chamber and the Local Chamber movement by offering Local Chambers a limited NSW Business Chamber membership for their members. This dual membership arrangement strengthens the value proposition of the Local Chamber membership and removes the concerns around competition for membership.
- Access to advice, tools, products and services from the NSW Business Chamber to help your members business and assist the Local Chamber to grow and retain its membership base.
- Create one voice for business in NSW and the united Chamber movement to represent business interests at a local, regional, state and federal level. This will be achieved through Local Chamber engagement with us at our policy forums, information on media releases, engagement with Relationship Managers.



Local Chamber member entitlements

Local Chamber Members		
Inclusion	Entitlement	About your entitlement
Member directory	Unlimited	Raise your profile and promote your business to the wider business community. Expand your business networks and promote special offers or exclusive incentives to other members through your customisable listing in the directory.
Business Hotline 13 26 96	Unlimited calls	With just one call you are connected to the right information, support and advice for all your business questions.
Advice Line calls Workplace and Legal 13 29 59 Marketing 13 26 96	3 calls per annum	A dedicated phone service providing members with specialist advice in the areas of Industrial Relations, Legal and Marketing. Simple queries answered in one call, or if more complex advice is required, an outline of how best to proceed will be given. Either way, you will enjoy the peace of mind knowing that you're getting trusted professional advice.
Networking and educational events	Local Chamber member rates	NSW Business Chamber events are run regularly across the state to help you increase your business network and stay up to date with topical business issues and matters.
e-Newsletter	Monthly	Member only e-newsletter updating you on the latest news and trends for your region.



Workplace Advice Line

13 29 59

Call for advice on:

- Leave
- Wage rates
- Termination of employment
- Work health & safety
- Workers compensation
- Discrimination and harassment



Legal Advice Line

13 29 59

Call for advice on:

- Corporate & commercial law
- Property law & leasing
- Communications, media & technology
- Competition & consumer law
- Dispute resolution
- Intellectual property



Marketing Advice Line

13 26 96

Call for advice on:

- Website
- Social media strategy
- Online advertising
- Design
- Marketing Strategy





Websites

- How to maximise your website as a sales review tool
- Content flow
- Design
- Develop or redevelop
- Hosting
- How to get the most out of your website

Social media strategy

- How to use social media to generate revenue for your business
- Facebook
- LinkedIn
- Twitter

Online advertising

- What is the best type of online advertising for your business
- Pay per click
- Click through rates (CTR)
- Search engine optimisation (SEO)
- Search engine marketing (SEM)

Design

- Collateral (Flyers, brochures, adverts)
- Branding
- Logos

Marketing Strategy

- How your marketing efforts can help realise your business goals and generate revenue
- Marketing plan
- Marketing objectives
- Marketing research
- What is the best approach for your business



Corporate & commercial law

- Buying & selling businesses
- Restructuring businesses
- Capital raising & private equity
- Alliances & joint ventures
- Directors duties & corporate governance

Property law & leasing

- Commercial & retail leasing
- Town planning & environmental issues
- Buying and selling commercial property
- Property development & subdivisions

Communications, media & technology

- Starting an online business
- Technology business purchases & sales
- Software & IP licensing
- Exploiting technology & IP
- Technology & IP disputes

Competition & consumer law

- Consumer rights & consumer guarantees
- Misleading claims & advertising
- Pricing; Competition & Consumer Act 2010
- Franchising
- Anti-Competitive behaviour

Dispute resolution

- Enforcing terms and conditions
- Legal advice on collecting debts

Intellectual property

- Copyright & trademarks
- Trademarks vs business names vs domain names
- Protecting an idea
- Registering a trademark



Leave

- Personal leave
- Long service leave
- Parental leave
- Annual leave
- Public holidays

Wage rates

- Allowances
- Payment of wages

Termination of employment

- Redundancy
- Notice of termination
- Disciplinary procedures
- Unfair dismissal
- Misconduct

Employment

- Contract of employment
- Award interpretation
- Hours of work
- Overtime
- Casual employment
- Union matters
- Superannuation

Workers Compensation

WH&S