

From: MWCCI CEO
Sent: Thursday, 20 May 2021 2:07 PM
To: Ross McKim
Subject: FW: MWCCI - Industry Support Prospectus 2021 to 2023

Hi Ross

As per your request I am attaching the Diamond Level sponsorship for review.

I was pleased to be able to present to Council on Tuesday night the value MWCCI provides to the CGG directly and how our organisation is an important conduit who actively contributes to drive regional investment to the Greater City of Geraldton and the Mid West region more broadly.

I would like to highlight from the outset that the Mid West CCI has viewed the CGG's contribution as more of an industry support rather than a sponsorship. We are not a charity or a community organisation so our window looks very different to those organisations. Whilst our membership is slowly growing we still rely on support from organisations such as the CGG to make sure we can keep putting our feet under those meeting tables and get behind projects.

It has been of significance that the MWCCI has been able to provide tangible returns to the CGG in the form of varied significant regional events, make readily available our communication channels as requested and even take on some out of scope requests to support CGG community initiatives.

To substantiate what the CGG's return on investment at \$20,000 I would like to offer the following examples. I will validate that I will only be using examples since I commenced in this role and will only highlighting a few; historical and current:

- Support to the CGG in the final call in bringing about permanent retail trading hours
- Collaborated and worked with the CGG and industry to bring about changes to the Tourism Group and the eventual Tourism Geraldton Midwest
- Collaborated with and supported CGG on Regional Aviation to Geraldton and continue to do so.
- Supported and smoothed out some of our Tourism operators issues in the difficult transition of the visitors centre

Current Projects

- Collaborate and drive the initiation with fellow stakeholder CGG and MWDC of the Food Cluster group which in its early stages was a significant part of the Summit Dinner with our food produces to now to be part of the Oil and Gas 50's years in the Perth Basin dinner in Perth.
- Progress Mid West – looking at an improved model with Industry
- WA Showcase Event to Canberra – with CGG, NACC and MWDC
- Greater Geraldton Buy Local Gift Card Proposal
- Shark Tank initiative – bought about by opportunities facilitated by the MWCCI bringing investors to town to look at current projects that need capital investment to expand.

Being a small resource we need to utilise every dollar wisely and with discretion and as per my brief to Council on Tuesday the MWCCI is an important organisation within the local economy and there are direct deliverables into the return that we provide to the local economy as we work and encourage regional growth which in turn enhances the attractiveness of our region as a place to live, work and do business. This brings in the desired population growth and business investment inline with the CGG's growth plan and almost certainly contributing to the revenue of the CGG.

Thank for the opportunity to provide further evidence to support our bid to retain the \$20,000 industry support.

Kind regards

Joanne Fabling | Chief Executive Officer

