

# Fiordland Business Association



## What is FBA?

The Fiordland Business Association is an inclusive member group of business owners and managers who interact with local business, community groups and organisations alongside the general community to encourage and support community growth in Fiordland.

## Purpose & Objectives:

**To positively connect, support and advocate for the Fiordland Business Community.**

How will FBA achieve this?

1. Strive to be a diverse committee that is sustainable, committed, approachable, and informed so we can say and do the right thing on behalf of our business community to ensure our collective voice is heard.
2. Build and grow engagement of the business community, to be better together.
3. Actively support the health and well-being of our business community by bringing people together with care and consideration for one another.
4. Support the community to thrive by being progressive and focused on what will truly benefit the collective.

## Why is FBA important for our business community?

### Advocate

- **Be your voice.** Potentially the most critical role of the FBA is to act as the collective voice for our business community as a whole and for individual sectors. The power of businesses coming together to be heard can be far greater than individuals. From working with the Department of Conservation, Southland District Council, Environment Southland, Fiordland Community Board, Great South (economic development and promotion for our area) and even higher, the FBA will strive to make sure Fiordland businesses challenges are heard and acknowledged and hopefully support moving toward solutions.

### Connect

- Regular opportunities to connect with others in the business community as easily as possible in a variety of ways. For example, association hosted breakfasts or evening events.
- Connecting businesses in the region offers opportunities to do better business together and to understand what is happening in other businesses and sectors in our region. This ultimately helps us grow and become stronger as a business community.
- Coming together as a business community helps inform the Association for best advocacy outcomes.

### Support

- An association like the FBA provides a place for people to come together to look out for one another. Being in business in tough and having a supportive professional network is critical for individual businesses to survive and thrive.
- FBA will strive to support businesses through active advocacy as above.

## **Why is Southland Chamber of Commerce involved?**

The FBA committee have chosen to partner with the SCOC rather than operate in silo for the express purpose of ensuring the sustainability of the association, delivering maximum member benefits and ultimately best possible outcomes for the Fiordland business community.

The SCOC will undertake critical yet time consuming functions like processing membership, employment processes, support to host events and financial duties so the FBA can focus on advocating, connecting, and supporting our business community.

Membership of the SCOC offers far wider ranging member benefits that the FBA on it's own could achieve such as:

- Connecting Fiordland businesses with the wider Southland area
- Additional and Nationally regarded advocacy from Chamber on behalf of Fiordland, where requested by FBA
- FBA and therefore the Fiordland business community included in higher level regional discussions – i.e. we achieve a seat at the table to better advocate for our business community
- The FBA committee is largely volunteer based so the demand of their time must be considered to ensure the sustainability of the Association.

The SCOC is committed to supporting the Fiordland business community and as such are investing 35% of all SCOC membership directly into supporting the FBA. These funds will be allocated to funding a secretary, hosting events, travel for advocacy and operational expenses. The remaining SCOC funds will be utilised to support the Fiordland business community and individual businesses directly by the SCOC.

**Together we are better.**

**The FBA Committee**