



# BEC Australia Strategic Plan 2011-13

## VISION

*A nationwide network of Business Enterprise Centres that are recognized as the first and best point of contact for small business operators seeking quality business information, advice and guidance.*

### ■ MISSION

Support and grow the national network of Business Enterprise Centres by:

- Forming strategic alliances
- Promoting the network
- Communication with members, and
- Improving professional standards.

### ■ CORE VALUES

The BEC Australia is committed to and embraces the following values:

- Our members are our first priority
- We provide support to small businesses throughout Australia
- We operate using ethical and sustainable business practices
- We are open to new ideas
- We respect one another
- We strive to build a professional reputation based on integrity and ability
- We strive to improve the standards and quality of business services to the community

### ■ STRATEGIC POSITION

BEC Australia aims to position itself as "Principal support for small and micro business in Australia". This will be achieved by:

- Promoting and supporting our members' interests on the national stage;
- Assisting members and stakeholders to service the needs of small business;
- Developing the capability of members;
- Identifying and securing adequate resources for the operation of BEC Australia to enable it to fully realise its potential;
- Developing and implementing a national communication strategy with key stakeholders including: Membership; Government; Media; Other stakeholders.

### ■ STRATEGIC OBJECTIVES

These are the strategic objectives of BEC Australia:

1. Increase Membership;
2. Develop and expand partnerships and relationships with external stakeholders;
3. Identify and secure resources required for the operation of BEC Australia;
4. Be recognised as the peak body representing local and regional small business;
5. Support members to meet the needs of their local small businesses; and
6. Operate effectively with full governance