

ANNUAL REPORT

MAY 2025



Celebrating 30 years
of incorporation

2024/2025



“ A Year of Growth,
Connection and
Opportunity ”

EUMUNDI CHAMBER OF COMMERCE INC
PO BOX 145, Eumundi QLD 4562



President's Message

As a member based association, our mission is to champion local business and provide real value for members. We strive to make Eumundi a place where community and commerce flourish together by delivering initiatives that provide opportunity for business growth, encourage tourism, and strengthen connections across our region.

2024/2025 can be defined as a year of '*growth, connection and opportunity*'. We invested in projects that matter, amplified our region's voice in local decision making, and built strong partnerships with industry and government. United by purpose and passion, we're here for our members, and to inspire economic progress in Eumundi and surrounding communities.

This year as President, in our 30th year of incorporation, I've have been privileged to work alongside Janene Pearson, Louise Formosa, and Tom Rumble on the management committee, who together with David Perez rounding up our executive team, and Meghan Reis in support, have guided the chamber through a period of remarkable growth and opportunity. Their dedication, passion, and teamwork, and involvement our members and volunteers are truly the backbone of our success and where the chamber is today.

From boosting operational capacity, working towards sustainable financial resilience, member advocacy, consistent communications, community collaboration and partnerships, to record breaking membership growth, event engagement, provision of mentoring, educational resources and workshop, we've fostered growth, connection, and opportunity for members and strengthened regional connections across 4562 business communities and beyond.

We are grateful for the ongoing support of members and our government and industry partners. Together, we continue to shape a vibrant and resilient future for Eumundi and surrounding communities - one partnership, one project, and one success story at a time.

Thank you for being a part of the journey.

Cindy Suters

President, Eumundi Chamber of Commerce Inc

Our Pillars



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This year has been defined by growth, connection, and opportunity.



Our Vision

"Eumundi Chamber of Commerce Inc proudly recognises its purpose as the combined voice of local business and as a strong contributor to the local region's economic growth."

Our Mission

At the heart of our association is a commitment to grow the Eumundi and surrounding centres of commerce together, supporting local business, welcoming visitors, and making the region a better place for everyone.

We champion local business, nurture tourism, and create opportunities that energise our vibrant region.

By supporting meaningful projects, fostering strong partnerships, and giving the region a powerful voice with local government, we help shape a bright future for our community.

Together, we connect with industry leaders and government partners to ensure the region's continued growth and success.

Our Values

- **Value:** Ensuring membership with the chamber is valuable to our members.
- **Alignment:** aligning Chamber's activities and objectives with Sunshine Coast Council's economic strategy.
- **Resilience:** Maximising opportunities for the chamber as an association, and members to become more resilient in an ever-changing economy.
- **Collaboration and Connection:** Maximising collaboration with key delivery partners and stakeholders and continually creating and enhancing relationships to foster support for our members.
- **Identity:** Embracing as well as promoting our unique identity.
- **Advocacy:** Representing the business community to key stakeholders, government and regional groups.
- **Opportunity:** Always being open to opportunities to improve chamber member services and striving to assist members across all member industries.

1. Membership Growth, Support & Networking

Key Highlights

- Increased membership by 24% to 85 members by May 2025, doubling our base since 2019.
- Welcomed new members from a broader range of industries, with notable increases in Health & Wellbeing, Clean Technologies, and Food & Agribusiness.
- Maintained strong engagement, now connecting with over 200 business and community representatives.
- Delivered ten events in 2024/2025, up from seven last year, including fully booked "Lunch and Learn" workshops and a successful tri-chamber networking event.
- Set new records for event engagement (average 41) and participation (average 27), with annual median attendance steady at 20 over the past two years.

Achievements

Membership Retention & Growth

- Membership retention remained strong, with steady onboarding throughout the year, resulting in 85 members by May 2025 (71 Active, 14 Courtesy), Annual increase 24%; with 100% growth since 2019.
- Membership type continued to diversify, with 51 'Ordinary', 14 'Associate' and 7 'Community' member businesses and organisations, reflecting the appeal and value of the chamber across the region.
- Engagement extended to over 200 representatives from local businesses, community, industry and government organisations, further expanding our network and influence.



Annual Membership by Industry

- Membership of Health & Wellbeing, Clean Technologies, and Food & Agribusiness high value industry sectors recorded an increase.
- Tourism, Sport, and Recreation sector membership decreased by 7%; Knowledge Industries & Professional Services was also slightly down.
- Membership from sectors not classified as high-value increased by 5% year-to-date, adding further diversity.
- Of the seven HVI's chamber is yet to attain members in the Education and Research, or Aviation and Aerospace sectors.
- Chamber continues to seek members from high value industries and emerging sectors to ensure a broad and dynamic membership base to support the economy and facilitate investment opportunities.

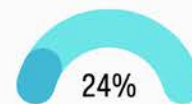
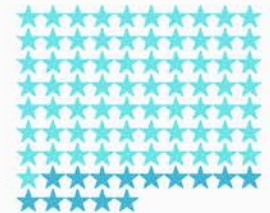
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Attract, retain, and support a vibrant and diverse membership. Facilitate meaningful connections through regular events, peer learning, and networking opportunities that help members grow and succeed.

Membership Insights



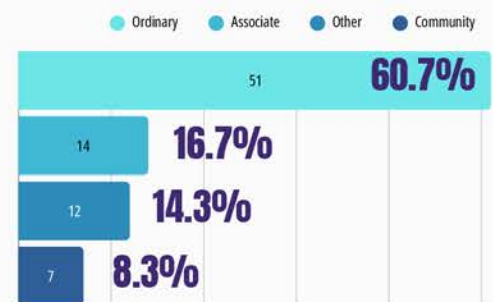
Total Membership



% Annual Net Increase



2019 - 2025 Growth



Membership Breakdown as at 20/5/2025

Membership by Type



% Membership by Industry (YTD 15 May 2025)

Events

- Delivered ten events this year, three more than the previous period, including a highly successful inaugural Tri-Chamber "Business Mixer" Networking Event and two "Lunch and Learn" workshops with Dharana Digital, both fully booked.
- Average event engagement reached a record high of 41, with participation averaging 27, both up on the previous year.
- Median event attendance remained steady at 20, with six-year annual averages ranging from 18 to 24, reflecting consistent member interest despite seasonal and external factors.
- Increased membership allowed for a 22% annual rise in the number of member representatives invited to events, expanding opportunities for networking and connections in the B2B space.

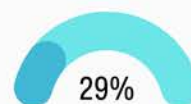
Event Insights



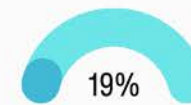
Annual Events



Workshops



% Engagement



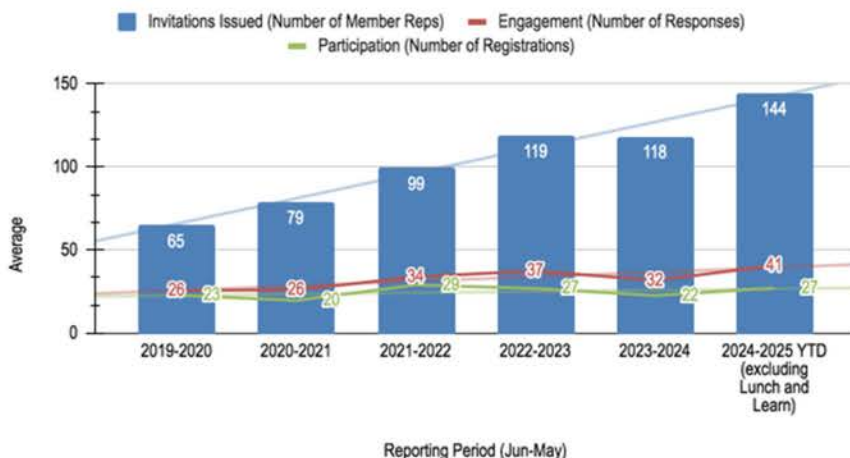
% Participation



% Attendance

Event Engagement and Participation

Yearly Average 2020 to 2025 YTD



Note: Attendance' is measured as an average % of participation % per event over the year. Member representative attendances are subject to seasonal fluctuations due to weather, business commitments and personal circumstances.



Embrace your local
Visit, shop, support
local business



Buy Local Day, June 2024

October 2024 Chamber Event Hosts and Sponsor:
Laguna Pest Control



2. Capacity Building & Financial Resilience

Key Highlights

- Achieved full occupancy in chamber-managed market stall spaces on Loneragan Lane to become a major income source for the association.
- Diversified revenue streams beyond grants and membership fees, significantly strengthening operational capacity and financial stability.
- Maintained a healthy financial surplus, positioning the chamber in a stronger position to fund new key projects and strategic initiatives in 2025/2026.
- Secured a second three-year successful Community Partnership Grant, supporting operational costs and enabling additional programs and events for members.
- Invested in operational support, establishing a new administrative role to support the executive team and meet the demands of ongoing membership growth and service delivery.

Achievements

Boosting Operational Capacity

- Full occupancy of Loneragan Lane Market (LLM) was reached, with LLM sub-committee managing bookings and supporting expanded market day offerings, making this our primary source of revenue beyond membership fees, grant funding and events.
- An additional operational support role was introduced, with new staff joining in early 2024 to assist with events, administration, billing, and member services, ensuring smooth operations during a continuing period of rapid growth.
- Initiated preliminary plans for a strategic planning workshop, to be facilitated by an external expert, and began preparing for the activation of two new sub-committees focused on events and Eumundi town traders.

Financial Resilience

- Revenue streams were further diversified, reducing reliance on traditional grants and membership fees and increasing the association's independence and ability to invest in new projects.
- Awarded a second successful Community Partnership Grant from Sunshine Coast Council, providing vital funding for operations and member-focused activities.
- Maintained a considerable financial surplus, ensuring the chamber is well-positioned to fund key initiatives and respond to future opportunities.
- Supported EDCA and Eumundi Rotary for community Australia Day celebrations, raising additional funds for chamber.

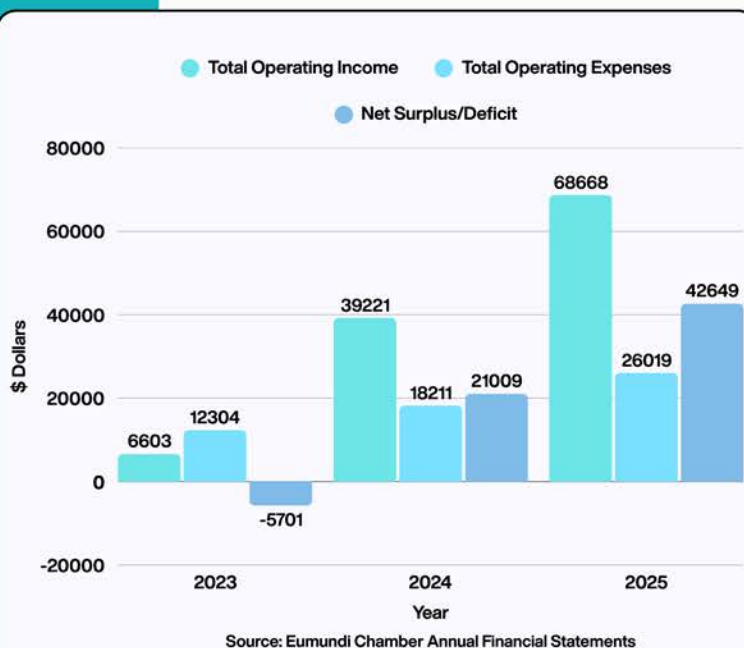
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Strengthen the association's operational capacity and financial health. Diversify income streams, manage resources responsibly, and invest in initiatives that ensure long-term sustainability.

Loneragan Lane Market



Operating Income and Expenditure: 2023, 2024, and 2025



A three-year snapshot of the chamber's financial revenue and expenditure show consistent growth in income and prudent management of expenses, reflecting a strong foundation for continuing future financial resilience and sustainability.

3. Communication, Member Services & Regional Promotion

Key Highlights

- Delivered 34 eNewsletters since 2020, including seven editions in 2024/2025, consistently keeping members informed and connected with the chamber.
- Expanded social media presence, growing Facebook followers to 661, with organic reach increasing by 201.4% to 3,800 and an estimated 7,200 views.
- Supported regional campaigns such as the 2024 Buy Local Campaign, where Eumundi was recognised as a top three standout for business participation and visitation.
- Maintained strong digital engagement above industry standards; email open rates averaging 55% and click-through rates at 13%.
- Planned a comprehensive review of social media strategy to further enhance digital engagement and member reach.

Achievements

Consistent Multi-Channel Communication

- Regularly updated members through multiple channels including eNewsletters, social media, direct emails, event briefings, and the chamber website, keeping all members informed and engaged regardless of their ability to attend events.

Valuable and Inclusive Content

- Delivered 34 eNewsletters (EDM's) since 2020, including seven this year featuring chamber updates, member news, event details, resources, and special offers, empowering members to engage and access opportunities.
- EDM email campaigns maintained strong performance exceeding industry benchmarks, with average open rate of 55% and click-through rate of 13%.

Social Media Growth and Regional Promotion

- Grew chamber's Facebook audience to 661 followers, with 40.5% of followers from the Sunshine Coast and an additional 7.4% from Noosa. Women make up 72.5% of the audience, predominantly aged 35-64.
- Increased organic reach by 201.4% over 12 months, reaching 3,800 users and generating an estimated 7,200 views. Content focused on regional promotion, member content, business management, workforce development, and government initiatives.
- Boosted regional visibility through collaborative marketing campaigns with Experience Eumundi, Sunshine Coast Council and our partners Visit Sunshine Coast, and Tourism Noosa. The 2024 Buy Local Campaign was a standout success, with Eumundi recognised by Council and Buy Local Sunshine Coast for strong business participation and visitor engagement.

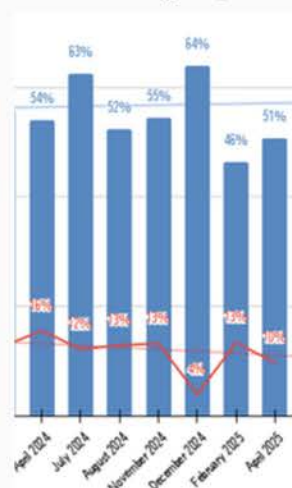
Performance Monitoring and Continuous Improvement

- Actively tracked communication metrics, using insights from email open and click-through rates and social media analytics to refine content and timing.
- A review of our social media strategy is planned for 2025/2026 to further enhance engagement, reach, and member value through digital channels.

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Enhance communication with members and the community through effective channels. Promote the region and its businesses, deliver valuable information, and provide services and resources that help members thrive.

Email Campaigns



34

EDM Count

55%

EDM Open Rate

13%

EDM Click Thru Rate

Social Media

Audience



Facebook Followers

661

Organic Reach

3,800

Views

7,200

Audience Gender Insight



27.5%

Male



72.5%

Female

4. Community Engagement, Collaboration & Advocacy

Key Highlights

- Actively represented and advocated for members in policy, planning, and economic development discussions with Sunshine Coast Council, Business Chamber Queensland, Business Queensland, and regional partners.
- Secured a second consecutive Community Partnership Grant, funding association operational costs and enabling delivery of programs and events that directly benefit members.
- Strengthened engagement with local business and community groups, ensuring member needs and perspectives were heard and addressed on local issues.



Achievements

Advocacy and Representation

- Maintained a strong and visible presence on local and regional forums and round table discussions ensuring the interests of members shaped key decisions affecting the business community.
- Provided regular updates and support to members on advocacy issues, including local infrastructure projects and regulatory changes.

Collaboration with Stakeholders

- Fostered productive relationships with government, business, and industry groups, improving the chamber's profile and involvement in regional issues and emerging challenges.
- Partnered with regional chambers and business groups to share insights, align on advocacy priorities, as a collective voice of local business.

Supporting a Thriving Local Business Environment

- Facilitated connections between members and key stakeholders through targeted outreach, information sharing, and collaborative initiatives.
- Supported local member and community organisation projects, events and initiatives, reinforcing the chamber's commitment to a collaborative and connected business community.

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Foster strong relationships with local businesses, community groups, and stakeholders. Act as a representative voice for members, advocating on issues that matter and collaborating to strengthen the local business environment.

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Build and nurture partnerships with government, industry, and community stakeholders. Deliver and support community projects that create value for members and contribute to the prosperity and vibrancy of the region.

Achievements

Collaborative Partnerships and Programs

- Worked closely with Sunshine Coast Council and local stakeholders throughout the Memorial Drive Streetscape project, advocating for member interests during the project's community consultation and design process, and into streetscape construction stages 1 and 2.

Industry and Regional Partnerships

- Partnered with Experience Eumundi, Visit Sunshine Coast and Tourism Noosa on collaborative campaigns and initiatives to promote Eumundi and surrounds as a destination, boosting tourism and the visitor economy, and expanding market opportunities for members.
- Partnered with Sunshine Coast Council, and Business Queensland, providing two rounds of individual business continuity support and mentoring sessions to members with 'Mentoring 4 Growth' advisers.

5. Strategic Partnerships & Community Projects

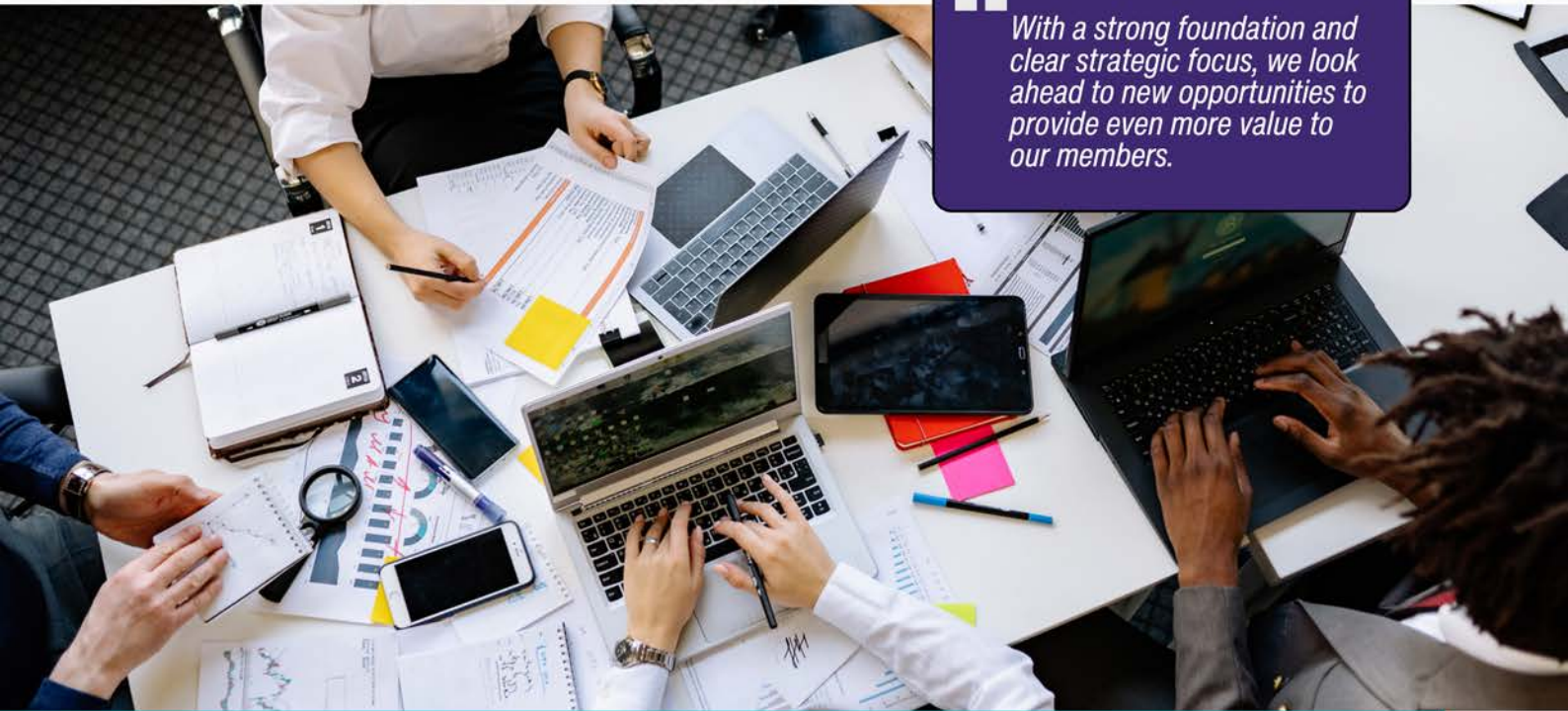
Key Highlights

- Strengthened partnerships with Sunshine Coast Council, Visit Sunshine Coast, Tourism Noosa, and industry groups to attract regional initiatives to drive tourism and economic activity.
- Represented members interests in community projects such as the Memorial Drive Streetscape and placemaking activities.
- Commenced meetings with executives of surrounding chambers of commerce and industry groups to build stronger partnerships and explore opportunities for collaboration that create value for members.
- Initiated groundwork to activate two new sub-committees focused on events and town traders to expand collaborative opportunities and member engagement.

Looking forward



With a strong foundation and clear strategic focus, we look ahead to new opportunities to provide even more value to our members.



Building for the Future - Strategic Focus

With strong collaborative partnerships and a sound financial foundation in place, the management committee has prioritised the development of an updated strategic plan in 2025/2026.

Preparations are underway to facilitate a strategic planning workshop with a suitably experienced facilitator, ensuring our future projects and initiatives are aligned with member needs and deliver maximum value to the business community.

This renewed focus will guide the activation of new sub-committees setting clear long-term goals and unlocking new opportunities for growth, resilience, and regional impact, ensuring we continue to deliver value and support for our members and the community in the years ahead.

Other key actions and goals include:

- Expand our annual events calendar with more workshops and networking opportunities.
- Continue to diversify income and strengthen financial resilience.
- Grow our regional promotion and advocacy, ensuring member voices are heard.
- Review and enhance our social media and digital engagement strategies.



Thank You's

Our Team

Heartfelt thanks from the 2024/2025 Executive team to our support staff, members, sponsors, partners, and volunteers.

Your support and commitment are the foundation of our success.



From left to right: Tom Rumble [Eumundi Traders Representative, and ECC Representative Director Experience Eumundi]; Cindy Suters [President]; Louise Formosa [Secretary]; Andrew Walcott [Treasurer - Resigned]. Inset: Janene Pearson [Vice President]; David Perez [ECC Representative Director, Experience Eumundi].



Our Members

4 Your Petz
A1 Storage
Agave Blue
Agri Finance Services
Alfresco's Garden Cafe
ARC Electrical Maintenance
Bamboo Australia
Tolly's Eumundi
Curious Minds Puzzles and Games
Dan Purdie MP, Member for Ninderry
David Suters Timbercraftsman
Denstone Pty Ltd
Sunshine Coast Council Business and Economic Development Branch
Eumundi & District Community Association (EDCA)
Eko Consulting
Eumundi & District Historical Association Inc (EHA)

Eumundi Coffee Roasters
Eumundi Dental
Eumundi Guesthouse B&B
Eumundi Magpies FC
Eumundi Museum
Eumundi Parkside Markets
Eumundi Rotary Initiatives Ltd
Trading as Eumundi Voice
Eumundi Service Station
Eumundi Square
Eumundi Style
Eumundi Village Pharmacy
Experience Eumundi (ECCO Ltd)
Fantastic Futures
Freshwater Cottage
Gage Security Group
Gridley Homestead Bed and Breakfast
Groundswell Accounting & Advisory
Hutton Agency
Ikatan Day Spa

Imperial Hotel Boutique Accommodation
Imperial Hotel Eumundi
Jagaru Management Services
K9 Organic Hemp Oil
Karate Community
Katie Rose Hospice Limited
Laguna Pest Control
Leather Cleaning Sunshine Coast
Lenny & Co Collection
Lisa Jayne
Matso's Sunshine Coast
Nambour Adult Youth
Independent Lifestyle Support
Noosa, Cooloola & Hinterland
Solar Advisers
Original Eumundi Markets
Our Village Eumundi
Pearls for Girls
Penny Neep Real Estate
PRO Carpet Cleaning Sunshine Coast

Ray White Rural Eumundi
Red Peg Laser
Resolve Now
Roam Agent by Travel Project
Salon Eumundi
Shop 101 for Hats Galore
Eumundi
Soul Silver
St Anne Design
SULKKI
Summer and Olly
Tree House Candles
The Creative Frog
The Herd Biltong Pty Ltd
Triple Barrel Drinks
UseVerb
Villa Prestige Properties
Wildfire Fitness

Our Partners

Business Chamber Queensland
Cleantech Network Sunshine Coast
Sunshine Coast Council
Food Agribusiness Network
Business Queensland, and the Queensland Government Department of Customer Services, Open Data and Small and Family Business (CDSB), formerly DESBT

Regional Development Australia Moreton Bay and Sunshine Coast
Sandy Bolton Independent MP for Noosa
Ted O'Brien LNP MP for Fairfax
Tourism Noosa
Visit Sunshine Coast
Queensland Tourism and Industry Council (QTIC)



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of incorporation



**“Eumundi Chamber of
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Images Courtesy of Experience Eumundi

Contact Details:



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secretary@eumundichamber.com.au



www.eumundichamber.com.au

Eumundi Chamber of Commerce acknowledges traditional owners, the Kabi Kabi people, of the land in which we live and work, and the custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to their elders past, and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.