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INDUSTRY REPRESENTATIVE ACCOMMODATION/TOURISM

Message To The Members

VOTE FOR CONTINUATION VOLUNTEER LED MODEL

Dear Members,
Ahead of the AGM and Special Resolution vote on 21 July, I want to provide clarity on what the proposed business community led model means and why it offers a viable path forward. West Vic Business has reached a point where the current operating model cannot be sustained. Rising costs and limited revenue mean we cannot continue with the existing structure. Change is necessary.

The choice before us is whether to wind up the organisation or reset it under a model that reflects how regional business groups now operate.

A business community led structure is not about replacing staff with volunteers. It is about resetting the organisation so it can operate sustainably, with clear roles, defined responsibilities, and a broader base of support. The proposed model includes:

- A unified membership base - all businesses within the serviced area included as members, ensuring WVB represents the full business community
- A subscription tier - current paying members transition to a subscription model that provides additional access and benefits
- A sponsorship framework - structured opportunities for larger businesses and industry partners to financially support WVB
- A lean governance structure - a small, skilled Executive Committee supported by project-based working groups
- Targeted activity - events, advocacy, partnerships, and communication aligned to regional priorities

This model expands our reach, increases relevance, and stabilises revenue without recreating the cost pressures that led to the current situation.



WHY IT MATTERS

The Wimmera is facing major shifts in:

- mining and critical minerals
- renewables and transmission
- housing and workforce
- food manufacturing and value-added agriculture
- transport and supply chain development

These changes will shape the region for decades. WVB provides a platform for business representation, coordination and advocacy that would be lost if the organisation is wound up.

Winding up is final. A reset keeps the organisation intact while we rebuild it for the next chapter.

If members support continuation, communication will become more structured, more frequent, and more transparent. This includes:

- regular updates on activities, advocacy, and progress
- clear communication on decisions and priorities
- opportunities for members to contribute through working groups
- direct engagement with businesses across the region
- a consistent channel for sharing information on regional issues and opportunities

The aim is a more open, predictable, and inclusive communication approach that reflects a modern, business-community-led organisation.

We are asking members to support:

- transitioning to a business community led model
- ending the current unsustainable structure
- resetting WVB with a broader membership base
- introducing subscription and sponsorship pathways
- maintaining a unified business voice for the region

This is a practical, commercially grounded way forward.

If you cannot attend the AGM, please consider submitting a proxy. Every vote will determine whether WVB continues or closes.