

# Stakeholder Program

**Passionate about Wollongong?  
Join the team!**



**invest  
wollongong**



## Join the Invest Wollongong team

Are you passionate about Wollongong? Do you want to spread the positive message about living, working and operating a business in our city?

### Become an Invest Wollongong Stakeholder today!

We all know what a great place Wollongong is to live and work. But we need to spread the word and let more businesses know so that we can create more local employment opportunities.

Our Stakeholder Program is a way for locals to help us by using their extensive contacts to promote the city. We will provide you with all the information you need deliver the positive Wollongong message across your networks. By working closer together, with greater co-ordination of activities and resources, we increase the likelihood of achieving our collective goal of attracting new jobs and investment to the city.

We are seeking partners who share passion for promoting Wollongong to the rest of Australia and internationally.

## Which Stakeholder option is best for you?

**Supporter.** If you would like to test the program and help when and where you can then become a Supporter of Invest Wollongong. Supporters can be companies, co-operatives, incorporated associations, state and federal government departments and agencies.

**Corporate Partner.** If you would like to make a firmer commitment to the Invest Wollongong message, and really unlock your business networks for the benefit of the city, then become a Corporate Partner. Partners can be companies, co-operatives, incorporated associations, state and federal government departments and agencies.

**Ambassador.** Ambassadors are individuals who have strong links to intra-state, inter-state and international businesses and are willing to personally advocate the benefits of Wollongong to these connections (by invitation only).

### How Stakeholders can help attract jobs to Wollongong

	Supporter	Corporate Partner	Ambassador
Find opportunities to advocate for Wollongong as a business location when interacting with clients and stakeholders	Encouraged	Requirement	Requirement
Actively promote Invest Wollongong and positive Wollongong news stories on social media –through shares +comments	Encouraged	Requirement	Requirement
Use your network of national and international contacts to generate leads for Invest Wollongong	Encouraged	Requirement	Requirement
Share opportunities with Invest Wollongong to participate in events you are aware of where the Invest Wollongong target audience will be attending	Encouraged	Requirement	Requirement
Key staff to attend an induction session on Invest Wollongong, its target sectors, USPs and marketing program	Encouraged	Requirement	Requirement
Direct enquires about business opportunities/re-locations from your members/clients to the Invest Wollongong team	Encouraged	Requirement	Requirement
Provide a link to the Invest Wollongong website on your website	Encouraged	Requirement	N/A
Identify yourself as an Invest Wollongong Ambassador on your LinkedIn profile	N/A	N/A	Encouraged
Promote the Invest Wollongong message/campaigns e.g. in articles in your member newsletters and by providing IW resources to key clients	Encouraged	Requirement	N/A
Key individuals to attend Invest Wollongong events/ functions and potentially present at them	Encouraged	Requirement	Requirement
Invite Invest Wollongong representatives to present to your organisation's non-Wollongong-based members/clients (e.g. state or national level gatherings) about the benefits of Wollongong as a business location	Encouraged	Requirement	Encouraged
Host an Invest Wollongong event, at a suitable location (e.g. Sydney or inter-state office), that maximises the spreading of the Invest Wollongong message (e.g. target audience present)	Encouraged	Requirement	N/A
Buy Local - Review your supply chain and outsourced services and, where possible, lift the share of purchases made from Wollongong-based firms.	Encouraged	Encouraged	Encouraged

### How Invest Wollongong will give back to you

	Supporter	Corporate Partner	Ambassador
Include your company name and a link to your website on the Invest Wollongong website	Yes	Yes	N/A
Provide you with exclusive opportunities to participate in Invest Wollongong promotional events (e.g. Our Place, Coal Coast, Marketing Campaigns)	Yes	Yes	N/A
Send you quarterly newsletter updates on Invest Wollongong activities	Yes	Yes	Yes
Opportunity to attend key Invest Wollongong in Sydney	N/A	Yes	Yes
Opportunities to attend Invest Wollongong events in Wollongong	Yes	Yes	Yes
Provide you with an information pack on how to promote Wollongong	Yes	Yes	Yes



To find out more about the Invest Wollongong Stakeholder Program and how you can join the team

**visit [investwollongong.com.au](https://investwollongong.com.au)**

**email [info@investwollongong.com.au](mailto:info@investwollongong.com.au)**

Invest Wollongong Partners



Planning,  
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