



# A UNIFIED VOICE FOR THE HUNTER

## WHY IS A UNIFIED VOICE IMPORTANT?

There has long been a call for a unified voice in the Hunter, enabling regional leaders to identify long-term strategic goals to champion on behalf of the region.

To public and private interests, the Hunter is represented by an array of peak bodies and sector-based groups. These bodies are crucial for advancing priorities for their individual members and advocating within their spheres of interest and influence. The missing element is leadership at the regional level, which crosses sectors and boundaries and advocates for priorities that will advance the region as a whole.

As a result in Canberra, Sydney and elsewhere, the Hunter's voice is fragmented. At times, this has resulted in piecemeal solutions that offer a patchwork of responses to the region's needs. With a unified voice, the region signals that it is collaborating on its future, and that it is strategic and united in its approach to generating enterprise and investment for the benefit of all.

*Cities and regions where leaders collaborate with a shared vision and an agreed set of priorities are ... delivering social and economic returns for all members of the community.*

## A SHARED VISION AMONG THE HUNTER'S LEADERS

The national and international evidence is clear: those cities and regions where leaders collaborate with a shared vision and an agreed set of priorities are attracting major public and private investment, and delivering social and economic returns for all members of the community.

Through networks and committees, these cities and regions bring together existing groups and a broader cross-section of the community to develop, refine and target key messages, and speak with a unified voice.

Reflecting insights of members of the long-standing *Committees for Cities and Regions* network, a Committee for the Hunter brings together leaders from the community who are committed to reaching agreement across disparate interests and advocating for the region as a whole.

## COLLABORATION DELIVERS

The recent \$355 million city deal for Geelong is the result of collaboration between all levels of government, the community, higher education and the business sector. Similarly, collaboration across sectors has been the cornerstone for the delivery of the nine city deals, which have been agreed or announced for capitals and major regional cities across Australia.

Looking beyond city deals, Australian cities are pursuing investment attraction strategies, which bring in stakeholders across the community and business sectors to work with government on economic development priorities. This approach is paying dividends in cities like the Gold Coast with the attraction of major events such as the Commonwealth Games in 2018 and major public infrastructure investment.

## DELIVERING FOR THE REGION

The Committee for the Hunter is an independent and inclusive champion for the people of the Hunter and their enterprises, providing effective advocacy and thought leadership to help build a sustainable and prosperous future for the region.

A Committee for the Hunter is unique in the region in how we go about our work and with whom we engage:

- We are not a peak body representing single interests – we are open to many with a governance structure that invites diversity.
- We are not city-centric – we are a champion for the whole region.
- We are a strategic, non-partisan voice, which looks beyond political cycles and short-term horizons.
- We are collaborative and work to achieve meaningful results across disparate interests.
- We are focused on recognising and engaging with all sectors: cultural, social, community, business, government, those inside the region and those outside.
- We are evidence-based, developing policy and sharing insights that are informed by research.

*Advocacy and thought leadership is evidence-based focusing on building social and economic capacity in the entire region.*

## DELIVERING FOR MEMBERS

The Committee for the Hunter is positioned to support the region to work with public and private partners to realise its ambition for significant growth and development.

Advocacy and thought leadership is evidence-based focusing on building social and economic capacity in the entire region in order to strengthen the Hunter as a place to live, visit or invest.

The Committee's membership is structured to encourage involvement across the region's diverse communities and to ensure everyone has an opportunity to engage and participate.

## COMMITTEE FOR THE HUNTER MEMBERSHIP

Membership is open to all individuals and organisations (excluding elected government representatives) who are committed to reaching agreement across disparate interests and advocating for the region as a whole. For an annual fee, committee members will receive:

### Patron member: \$50,000

- ✓ recognition as a Foundation Patron member in perpetuity (for commitments made in 2019 and subject to retaining membership at the Patron Member level)
- ✓ eligibility for election to the Board
- ✓ priority access to high-level engagements (Chair's events, stakeholder briefings, Ministerial visits)
- ✓ opportunity to host Board events and member-only events
- ✓ opportunity to chair or co-chair a taskforce (as approved by the Board)
- ✓ immediate access to research publications
- ✓ recognition at all events for regional leadership as Foundation Patron member
- ✓ branding across all platforms
- ✓ opportunity to sponsor membership for two not-for-profit, community or charity organisations: one at the Silver level and one at the Bronze level\*

### Gold: \$30,000

- ✓ eligibility for election to the Board
- ✓ opportunity to participate in high-level engagements (Chair's events, stakeholder briefings, Ministerial visits)
- ✓ opportunity to host Board events and member-only events

- ✓ opportunity to chair or co-chair a taskforce (as approved by the Board)
- ✓ immediate access to research publications
- ✓ branding across all platforms
- ✓ opportunity to sponsor membership for one not-for-profit, community or charity organisation at the Bronze level\*

### Silver: \$5,000

- ✓ eligibility for election to the Board
- ✓ application to host Board events and member-only events
- ✓ opportunity to participate in a taskforce (as approved by the Board)
- ✓ invitations to member-only events
- ✓ immediate access to research publications
- ✓ branding on agreed platforms

### Bronze: \$1,000

- ✓ eligibility for election to the Board
- ✓ application to host Board events and member-only events
- ✓ invitations to member-only events
- ✓ immediate access to research publications
- ✓ branding on website

\* If Patron and Gold members wish to sponsor additional not-for-profit, community or charity organisations, the fee for membership will align with the nominated level and apply for each additional organisation sponsored. Not-for-profit, community or charity organisations interested in being sponsored are encouraged to apply to be included on the Sponsored Organisations Register.

NB: Membership for taskforces will be drawn from the member base and externally to ensure the required mix of skills and expertise depending on the task at hand.

To find out more: [✉ info@hunter.org.au](mailto:info@hunter.org.au) [📍 hunter.org.au](http://hunter.org.au)