



**COMMITTEE
FOR
THE HUNTER**

STRATEGIC PLAN 2020-2021

A UNIFIED VOICE FOR THE HUNTER



OUR MISSION

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



OUR VALUES

- A champion for the whole region
- A strategic and non-partisan voice with a long-term focus
- Recognises and engages with all sectors
- Collaborative, working to achieve results across disparate interests
- Solutions-based advocacy supported by evidence



OUR OBJECTIVES

- Investment and jobs
- Build regional capacity through collaboration
- Economic and social resilience and recovery
- Value for our members
- Grow a sustainable organisation

2020-2021 AREAS OF FOCUS

The Committee's focus is on areas where we have significant traction and can deliver the greatest impact.

	Investment & jobs	Build regional capacity through collaboration	Economic & social resilience & recovery	Value for our members	Grow a sustainable organisation
1 COVID-19 RECOVERY					
2 ECONOMIC DIVERSIFICATION					
3 INVESTMENT ATTRACTION					
4 ENGAGEMENT & COMMUNICATIONS					

COVID-19 recovery

Supporting the Hunter region's long-term recovery from COVID-19, including targeted support for key sectors and communities impacted by the crisis.

Economic diversification

Assisting the economic diversification of the Hunter region, including support for a region-wide diversification strategy and innovative public and private partnerships.

Investment attraction

More public and private investment in the Hunter, including the development of a long-term infrastructure pipeline and a joined up approach to promotion of the region.

Engagement & communications

Effective and accessible engagement and communications with members and stakeholders, providing a louder, bolder voice for the region.

ABOUT THE COMMITTEE FOR THE HUNTER

Formed in 2018, the Committee is an independent champion for the people and enterprises of the Hunter – the largest regional economy in Australia. Our members represent the Hunter's major employers, institutions and peak bodies from the public, private and community sectors. Together we apply our collective expertise and resources to solve local problems, and to build a sustainable and prosperous future for our region as a place to live, work, visit and invest.