



COMMITTEE
FOR
THE HUNTER

STRATEGIC PLAN

2021-22 INITIATIVES

FOREWORD

CEO

The Committee has graduated from a start up. We are now well positioned to strengthen our contribution to the region over the coming year. In the lead up to local, NSW and Federal elections, it is more important than ever that the Hunter has a strong, unified voice to advocate for our region's priorities and the support we need.

We are pleased to share our **Strategic Plan** and **2021-22 initiatives**.

The centrepiece is the development of an **ambitious vision for the region** focused on a **target for new jobs**. This brings together our initiatives in a unifying framework – describing how the economic, social and sustainability priorities leverage each other in an integrated plan for growth and shared prosperity. The vision will provide a compelling vehicle to engage with decision makers on the Hunter's capacity for growth and what it takes to get there.

We will strengthen our role as a think tank and bring new **evidence-based insights** to inform the vision, regional priorities, advocacy and engagement.

The Committee continues to focus on economic diversification and investment attraction, accelerating member-led work on the **Freight and Supply Chain Taskforce** and to **grow the Hunter's energy industry**.

The Committee will initiate a **skills and workforce strategy** with recommendations for new educational pathways to build the skills the region needs to grow. And in promoting a higher growth agenda, we will focus on getting the fundamentals of **integrated land use, infrastructure and transport planning** right, including regional governance.

We have set out an ambitious agenda for 2021-22. There is much to be done to position our region to be successful in a competitive economy. We will achieve this through your support and collaboration.



Richard Anicich AM
Chair



Alice Thompson
CEO



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 voice with a long-term focus
- Non-partisan
- Recognises and engages with all sectors
- Collaborative, working to achieve results for the region across disparate interests
- Advocacy based on evidence
- Inclusive growth

HOW WE DELIVER



Thought leadership



Advocacy



Platform for collaborative action



Events and networking

STRATEGIC PLAN

AREAS OF FOCUS

The focus areas and the initiatives under these have been prioritised as they deliver across all of the Committee's objectives.

FOCUS AREA	OBJECTIVES				
	Growing a sustainable organisation	Value for our members	Regional capacity through collaboration	Economic and social resilience	Investment and jobs
1 ECONOMIC DIVERSIFICATION	✓	✓	✓	✓	✓
2 INVESTMENT ATTRACTION	✓	✓	✓	✓	✓
3 A UNIFYING VISION FOR THE HUNTER	✓	✓	✓	✓	✓
4 EVIDENCE BASE AND THOUGHT LEADERSHIP	✓	✓	✓	✓	✓

1 ECONOMIC DIVERSIFICATION

Build on the region's strengths to support economic growth and diversification

2021-22 INITIATIVES

- Support the design and adoption of a region-wide structural adjustment and diversification plan, including governance.
- Prioritise and advocate for the region-shaping infrastructure, investments, planning and policy that will drive a more diversified economy and new jobs.
- Promote best practice integrated land use, transport and infrastructure planning, and coordinated governance.
- Identify a target for jobs in the energy sector and lead the development of a collaborative industry growth plan and investment attraction function.
- Advocate for and participate in cross-sectoral partnerships that target the growth of priority industries that support diversification.
- Coordinate the development of a region-wide skills and workforce strategy, with recommendations for new educational pathways to build the skills the region needs to grow and remain competitive.
- Bring new evidence-based insights and thought leadership to the region to build the case for action, inform regional priorities and measure progress. (see also 4. Evidence Base).

MEASURES

- The Committee is an authoritative voice on diversification and the 'go to' for advice and comment.
- Evidence base informing priorities, bringing new insights and keeping accountability for delivery.
- Integrated land use and infrastructure planning and delivery.
- Infrastructure, precinct, project and program priorities funded.
- Diversification plan and governance in place that aligns levels of government, departments and sectors.
- A roadmap for the growth of the Hunter energy sector including the establishment of an energy ambassador to lead investment attraction.
- Build regional capacity to deliver tailored plans for priority sectors that will inform regional priorities.
- Innovative future-focused educational model for the Hunter.

2 INVESTMENT ATTRACTION

Increase public and private sector investment in the Hunter

2021-22 INITIATIVES

- Support the development and promotion of a cohesive and exciting brand and identity for the Hunter region.
- Support coordinated regional efforts in investment attraction, advocating for a proactive approach and resourcing for concierge services.
- Promote regional innovations and successes through all platforms and engagements.
- Coordinate the development and secure resourcing for an Energy Ambassador to lead sector investment attraction and concierge services for the sector (see also 1. Economic Diversification).
- Prioritise and advocate for the region-shaping infrastructure, investments, planning and policy that will drive a more diversified economy and new jobs (see also 1. Economic Diversification).
- Industry development strategies that identify opportunities and barriers to investment, advocating for reform.

MEASURES

- More public and private investment and new jobs in the Hunter.
- The Hunter has a world-class and well-resourced investment attraction function.
- The Hunter's value proposition continues to grow and improve.
- The Hunter is considered 'the place to be' for people and business in the clean energy sector.
- Growth of local businesses and jobs in the energy sector and new entrants.
- Launch of a compelling brand and identity for the region.
- Increased global and national visibility on Hunter investment opportunities and incoming investment inquiries.

3 A UNIFIED VISION FOR THE HUNTER

A more ambitious vision for job creation in the Hunter

2021-22 INITIATIVES

- Lead the development of an ambitious vision for the equitable growth of the Hunter region centred on a target for jobs, engaging members and stakeholders in a unified voice.
- New evidence-based research and analysis to inform vision setting including alternative trajectories of growth (see 4. Evidence).
- A Hunter Youth voice and advocacy platform.
- Housing affordability advocacy.
- An integrated advocacy platform to unlock this vision, across sectors and the region.



MEASURES

- Ambitions for jobs growth and development of the Hunter are significantly raised.
- A vision for the Hunter that enjoys broad stakeholder support and is adopted by governments.
- Youth are given a voice in our region's future.
- Significant barriers and opportunities to growth are identified and actioned.
- A framework to prioritise and coordinate regional efforts.
- Our members and stakeholders have clear line of sight on how their sectors and priorities relate to the bigger picture.
- Outputs that support advocacy, engagement with members and stakeholders, and that increase Committee for the Hunter's profile and reputation as a regional leader.

4 EVIDENCE BASE AND THOUGHT LEADERSHIP

New evidence-based insights to inform regional priorities, advocacy and engagement

2021-22 INITIATIVES

Collaborative research scoping and delivery, prioritising:

- Alternative jobs growth development pathways (see 3. A Unified Vision for the Hunter).
- Quantitative validation of priority sectors.
- A Hunter Freight and Supply Chain strategy, including audit of current assets and capabilities and analysis of how these can be utilised to support the growth of priority sectors.
- Energy industry strategy, including a target for jobs growth and analysis of the blockages and enablers (see 1. Economic diversification and 2. Investment attraction).
- Housing supply and affordability.
- Future skills and workforce gap analysis and regional strategy (see 1. Economic Diversification).

MEASURES

- Producing genuinely novel information and thought leadership that creates a burning platform for action and influences policy and decisions.
- Secured sufficient partner resources to deliver on research scopes.
- Coordination of research across the region, covering more ground, sooner on key information needed to inform priorities and decision-making.
- Quality outputs are progressed in time to inform key advocacy opportunities.
- The Committee is considered a thought leader and authoritative voice on regional development.
- Increased profile and outward engagement of the Committee across all platforms.



COMMITTEE FOR THE HUNTER

ABOUT THE COMMITTEE FOR THE HUNTER

The Committee for the Hunter **represents over 60 organisations**, including some of the largest employers and institutions in the region. Our members are from the private and community sectors and all three levels of government. We are nonpartisan and come together with a shared interest in building a sustainable and prosperous future for communities and their enterprises. The Committee delivers on that promise through advocacy, thought leadership, networking and events, and by providing a platform for collaborative action.

As a member you are joining other powerful and committed entities to give our region a louder, more influential voice. Membership fees help pay for the resources to deliver on our vision for the Hunter. The participation of members in our activities means we can apply the best and brightest minds to collectively solve some of the most pressing challenges we face. Members have access to our events and networking opportunities with engaging leaders and decision makers.

Most importantly, our members are part of a positive movement that will raise ambitions for the region and help secure the transformational investment and partnerships to achieve our full potential.



Get involved

Email info@hunter.org.au
or visit hunter.org.au

CONTACT

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