



# COMMITTEE FOR THE HUNTER

## STRATEGIC PLAN SUMMARY

### 2021-22 INITIATIVES

#### FOREWORD

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 the Committee for the Hunter's Strategic Plan and 2021-22 initiatives.

The Committee continues to focus on **economic diversification** and **investment attraction**. We will strengthen our role as a think tank and bring new **evidence-based insights** to inform regional priorities and advocacy.

The centrepiece of the Plan is the development of an **ambitious vision for the region** focused on a **target for new jobs**. This brings together 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 on the Hunter's capacity for growth and what it takes to get there.

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
- Evidence-based advocacy
- Inclusive growth

## HOW WE DELIVER



Thought leadership



Advocacy



Platform for  
collaborative action



Events and networking

# AREAS OF FOCUS

The areas of focus 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
<b>1</b> ECONOMIC DIVERSIFICATION	✓	✓	✓	✓	✓
<b>2</b> INVESTMENT ATTRACTION	✓	✓	✓	✓	✓
<b>3</b> A UNIFYING VISION FOR THE HUNTER	✓	✓	✓	✓	✓
<b>4</b> EVIDENCE BASE AND THOUGHT LEADERSHIP	✓	✓	✓	✓	✓

## 1 ECONOMIC DIVERSIFICATION *Build on the region's strengths to support growth and diversification*

### INITIATIVES

- The adoption of a region-wide structural adjustment and diversification plan, including governance.
- 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.
- A collaborative industry plan to grow the energy sector and jobs.
- A skills and workforce strategy, with recommendations for new educational pathways to build the skills the region needs to grow and remain competitive.

## 2 INVESTMENT ATTRACTION *Increase public and private sector investment in the Hunter*

### INITIATIVES

- Support the development and promotion of a cohesive brand and identity for the Hunter region.
- Support coordinated regional investment attraction efforts, advocating for a proactive approach and concierge services.
- A proposal for an Energy Ambassador to lead investment attraction and world's best concierge services for the sector.
- Advocate for the regionally significant public infrastructure and investments that will catalyse private sector investment.
- Promote regional innovations and successes.

## 3 A UNIFIED VISION FOR THE HUNTER *A more ambitious vision for job creation in the region*

### INITIATIVES

- An ambitious vision for growth and equitable development of the Hunter region, centred on a target for jobs.
- An integrated advocacy platform to unlock this vision, across sectors and the region.
- A Hunter Youth voice and advocacy platform.
- Housing affordability and accessibility advocacy.

## 4 EVIDENCE BASE AND THOUGHT LEADERSHIP *New evidence-based insights to inform regional priorities, advocacy and engagement*

### INITIATIVES

- Collaborative research, prioritising:
- Alternative jobs growth and development pathways.
  - Quantitative validation of priority sectors for growth.
  - A Hunter Freight and Supply Chain strategy, including an analysis of how assets and capabilities can be harnessed to support priority sectors.
  - Future skills and workforce gap analysis.



### Get involved

Email [info@hunter.org.au](mailto:info@hunter.org.au) or visit [hunter.org.au](http://hunter.org.au)

