



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
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 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 or visit hunter.org.au

