

COMMITTEE  
FOR THE HUNTER

# Strategic Plan 2023-2026



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## ACKNOWLEDGMENT OF COUNTRY

The Committee for the Hunter acknowledge the diverse Traditional Owners and Custodians of our region and recognise their enduring connection to land, water and culture.

We acknowledge the Awabakal, Biripi, Darkinjung, Geawegal, Guringai, Wannarua and Worimi peoples on whose land we live and work, and pay our respect to Elders past, present and emerging for their enriching contribution to Australian life.



# ABOUT THE COMMITTEE FOR THE HUNTER

## Our Mission

### A Unified Voice for the Hunter

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

## Our Story

The Committee for the Hunter formed in 2018, prompted by discussion about the power of a unified voice to represent the interests of the region.

With a unified voice, the region signals to our partners that it is organised and collaborating on its future, that it is strategic and united in its approach to generating enterprise and investment for the benefit of all.

As part of the network of Australia-wide network of Committees for Cities and Regions, the Committee for the Hunter brings together leaders from business, industry, government and the community who are committed to reaching agreement across disparate interests and advocating for the region as a whole.

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

***“The Committee brings the Hunter’s leadership around the table and asks what we can do working together that we could not achieve on our own”***

## Our Unique Value

- A champion for the whole region
- A strategic voice focused on the long term
- Independent and non-partisan
- Engages with all sectors
- Collaborative, working across diverse interests to achieve outcomes
- Advocacy based on evidence and expert advice
- Inclusive growth

Our unique focus is **regionally-significant** priorities that deliver our **long-term ambitions** for the Hunter and require **collaborative approaches** across industry, business, community leaders and governments.

The Committee for the Hunter works across the ten Local Government Areas that make up the Greater Hunter region:

- Cessnock
- Dungog
- Lake Macquarie
- Maitland
- Mid-Coast
- Muswellbrook
- Newcastle
- Port Stephens
- Singleton
- Upper Hunter Shire

## WHAT WE DO

- A powerful **network** of organisations and individuals focused on the future of the Hunter
- Work across stakeholders to **identify regional priorities** and **advocate** to all levels of government, political parties and leaders with a **unified voice**
- Independent **think tank**, our advice supported by expert advice, evidence and consultation
- Host **forums** for discussion and debate on the challenges and opportunities facing the Hunter
- Provide a **platform for partnerships** to deliver our shared ambitions for the Hunter

## Our Achievements

### Advocacy Wins

- Port of Newcastle container terminal pathway & diversification
- Newcastle Airport runway & terminal
- Fast Rail & High Speed Rail
- Hydrogen funding
- Mandalong Rd
- Clean energy testing & training centre
- Energy business concierge resourcing
- Support for coal communities in transition
- Social & affordable housing
- Australian Public Sector Academy campus
- GP Access After Hours
- Hunter Park
- Victoria Theatre

## Our Achievements

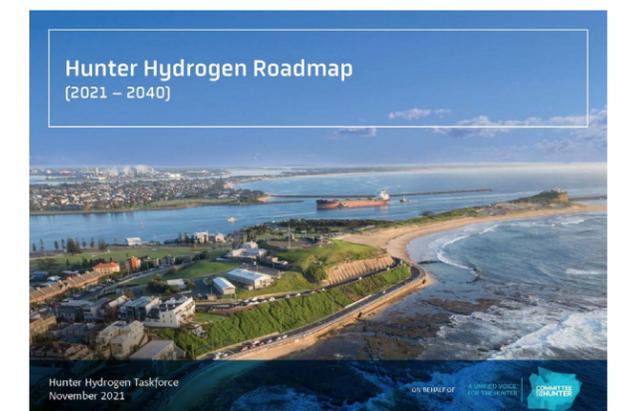
### Events

Bringing experts and decision-makers to the Hunter for discussion and debate on opportunities and challenges to accelerate the conversation on the priorities that will set the Hunter up for a bright future.



### Hydrogen

Leading the Hunter Hydrogen Taskforce, providing a platform for collaboration across projects, industry, experts and research that produced a targeted roadmap for the development of a thriving hydrogen industry in the Hunter. Member of the NewH2 Cluster Committee.





## Our Achievements

### Budget Submissions & Election Advocacy

Working across our members, Board, experts and evidence to identify regional priorities and provide a joined up plan for policy and investment in the Hunter.



### Hunter Ready

Mobilising a unified voice and sophisticated advocacy campaign to promote regional priorities in the emergency response to COVID.

### Media & Commentary

Strengthening the narrative and priorities for economic diversification and industrial transformation in the Hunter, providing independent commentary based on evidence, expert advice and consultation through a variety of platforms including media and social media.



### Youth Committee for the Hunter

An advocacy body for young people living in the Hunter to ensure their voices are listened to and leaders are focused on their priorities. Initiated the first region-wide survey to better understand the aspirations, perspectives and ideas of youth.



Lauren Armstrong, Dylan Shoemith, Kelsey Gray, Claire Bertholl, Isaac Conway, Gabriella Maughan, CEO Alice Thorpe, Melanie Gibson, Shaun Gullfoyle and Ryan Maginnis. Picture: Max Mason-Rubens, coo/teey, Newcastle Herald

August 2022



# RIDING THE WAVE OF SUPPORT

## THE HUNTER: READY TO REBUILD

“As Australia’s largest regional economy, the Hunter will help lead the nation’s economic recovery.”  
Peter Cock, CEO, Newcastle Airport, Newcastle Herald, 15/8/20

“Everyone hopes their kids to be able to go to university in Newcastle. The STEM project would really set our uni apart. It will create more employment opportunities and help address challenges within the energy, transport and sustainability sectors.”  
Lauren Kendall, Newcastle Herald, 15/8/20




“My business is based in Newcastle but I have clients around the world. To be able to fly from Newcastle to Singapore and then to Europe would be very attractive for a lot of business operators.”  
Martin Gloor, Software Engineer, Newcastle Herald, 15/8/20



## Our Achievements

### Submissions & Consultations

Formal responses to public consultations on government policy and programs. Providing thought leadership and representing Hunter priorities in industry, government and public forums.



### Hunter Global

Supporting the Hunter Joint Organisation and regional partners to promote the opportunities presented by the new Newcastle International Airport and collaborate on plans and investments to realise our global future.

### A Plan for the Hunter

Thought leadership on the infrastructure, programs and governance needed to build the foundations of a sustainable plan to transition the Hunter economy.



### Hunter Planning Alliance

Partnering with Business Hunter, UDIA, Property Council, the Hunter Joint Organisation and Dantia to present a unified voice on regional priorities for housing supply and better planning.



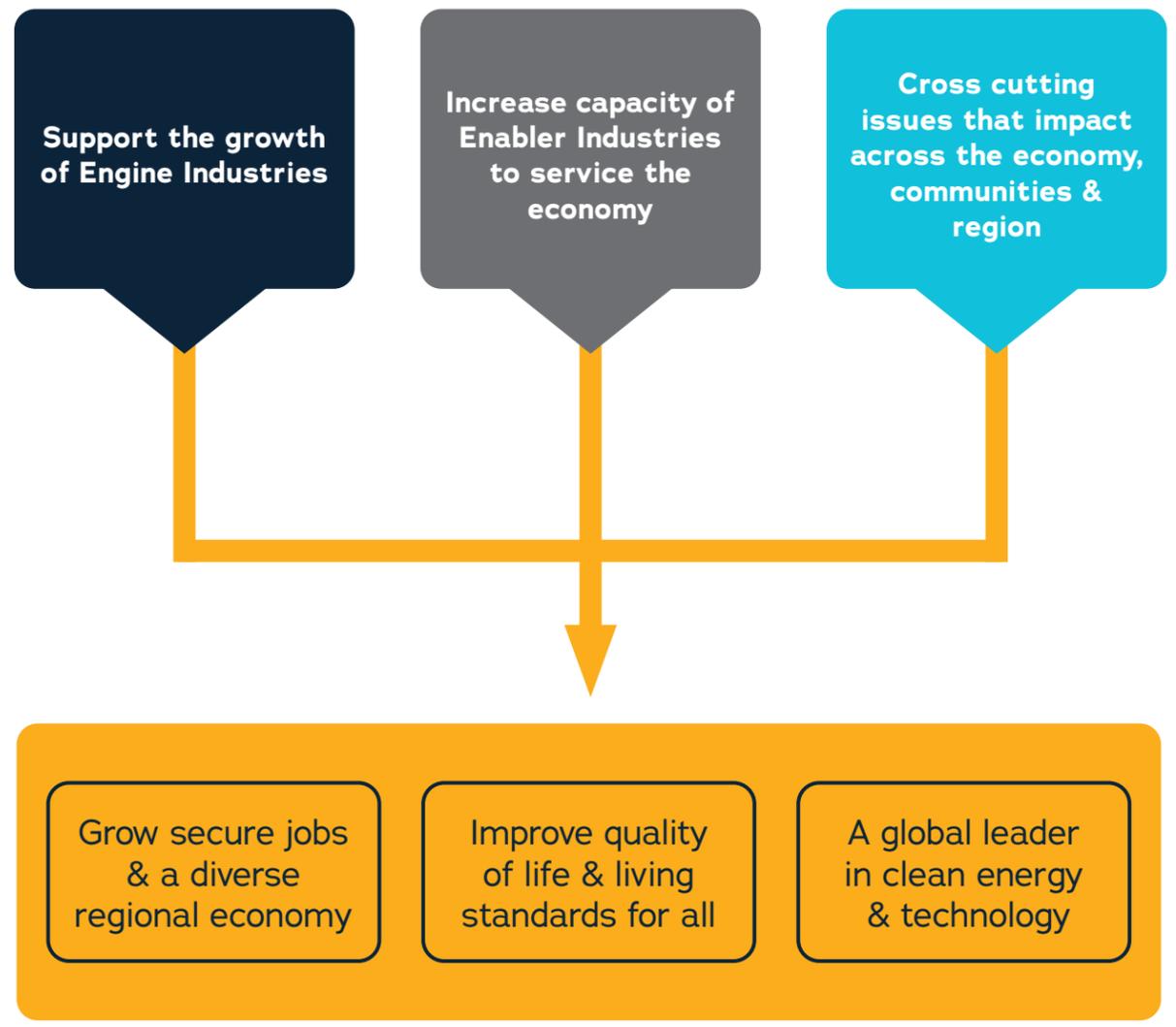
### Itineraries & Roundtables

Engaging governments on the joined-up story of the Hunter and how they can partner with us to achieve shared goals. Getting regional and member priorities to the heart of decisions.

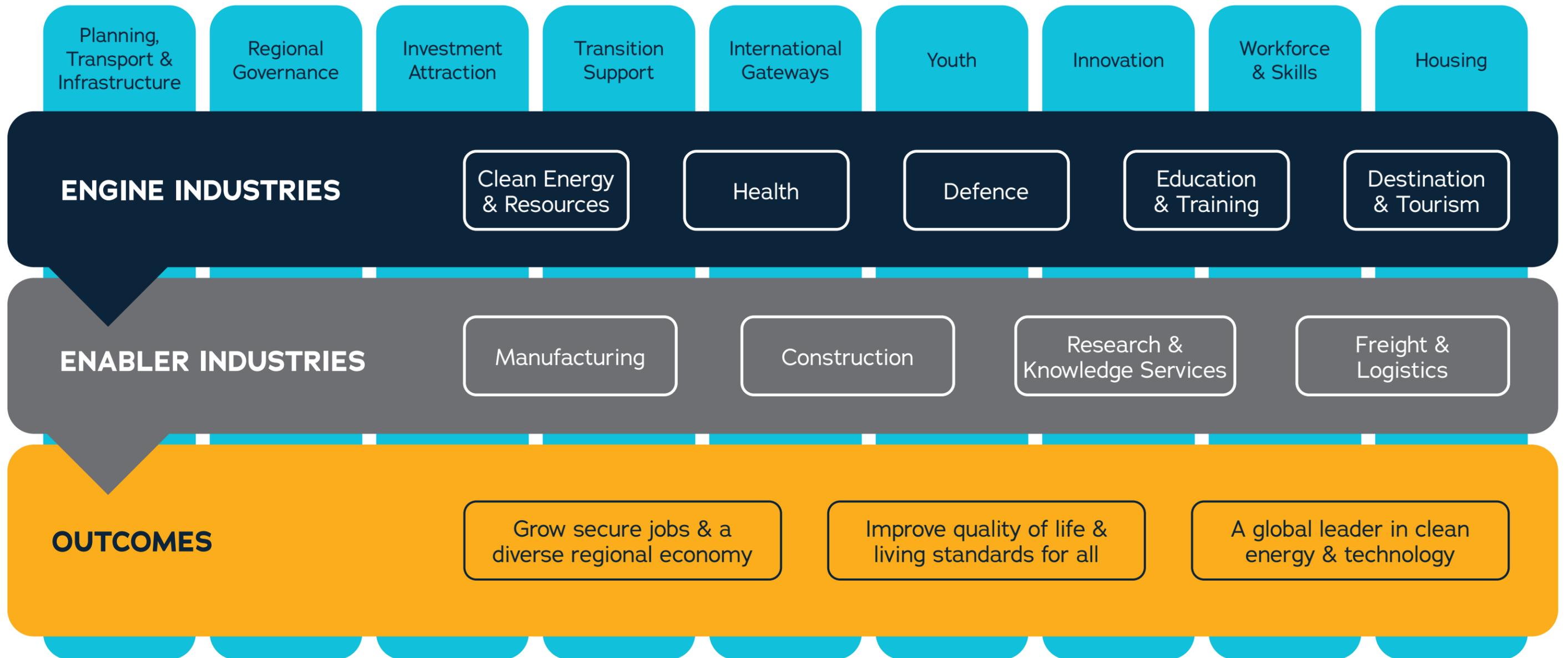


# HOW WE ACHIEVE CHANGE

The Committee focuses our advocacy, thought leadership and partnerships on regionally-significant priorities that strengthen growth industries and cut across the economy and region to deliver positive outcomes for the Hunter in a joined up plan.



### Our Scope



## Our Plan

**Advocacy**

**Thought  
Leadership**

**Member  
Benefits**

**Strong  
Organisation**



### Advocacy

#### Objectives

- Get the region at the front of the queue for government and private investment, and talent attraction, by driving and promoting a compelling narrative on “why the Hunter”.
- Coordinate across regional partners to provide a unified voice to advocate for Hunter priorities and secure the partnerships we need to deliver.
- Influence the priorities and investments of governments and business to advance the communities and businesses of our region.

### Thought Leadership

#### Objectives

- Provide independent advice based on evidence, expert advice and consultation through a variety of platforms.
- Drive and strengthen the narrative and priorities for economic diversification and industrial transformation in the Hunter.
- Facilitate partnerships to address critical information and data gaps needed to inform policy, priorities and decisions.
- Our advice is credible and used by governments, media and stakeholders to effect better policy, investment and increase local capacity.

## Member Benefits

### Objectives

- Promote member achievements and provide opportunities to get their priorities to the centre of government and business decisions.
- Provide more forums and platforms to harness and direct member expertise, experience and resources to address regionally significant problems and opportunities.
- Enhanced events program and member communications.
- Members can see how their contributions through the Committee are delivering outcomes for the region.

## Strong Organisation

### Objectives

- Financial growth and sustainability, increasing the Committee's capacity to make a difference.
- Upholding good governance principles and best practice.
- High performing corporate, operations and team.

