



## 2016-2017 Strategic Plan

incorporating 2015-16 Strategic Plan goals, objectives and strategy

Updated and approved

Our values

**integrity**

respectful, responsive and reliable in all our actions

**knowledge**

understanding our region

**accountability**

responsible and independent decision-making

**innovation**

creative thinking seizes opportunities

Our mission: To actively develop, grow and promote the Mildura region

Our Goals	Our Objectives	Our Strategy	
<p>1. Facilitate regional innovation and business development</p>	<p>1.1 A targeted regional approach to development</p>	<p>1.1.1 Identify and prioritise opportunities and projects to facilitate regional innovation and business development</p> <p>1.1.2 Undertake targeted regional business capacity and capability research</p> <p>1.1.3 Enhance current and potential regional workforce development strategies</p>	<p>BUSINESS MILDURA</p>
	<p>1.2 Innovative services fostering business development</p>	<p>1.2.1 Effectively communicate relevant economic data and research</p> <p>1.2.2 Facilitate and promote educational programs, training and networks for businesses on key national and international issues and opportunities</p>	
	<p>1.3 Enabling industry-led innovation and development</p>	<p>1.3.1 Collaborate with, and advocate for, industry sectors in pursuit of innovation and development opportunities and funding arising from Government policies and grants</p> <p>1.3.4 Build industry, community knowledge and capability to ensure the Mildura region benefits to its full potential through the NBN's introduction</p> <p>1.3.5 Enhance supply chain capability and primary industry value adding Opportunities</p>	
	<p>1.4 Build Entrepreneurial capacity</p>	<p>1.4.1 Complete a regional innovation strategy to drive innovation, entrepreneurship and collaborative activity</p> <p>1.4.2 Successfully run an innovation award with extended events to ignite innovation agenda</p> <p>1.4.3 Increase connectivity between existing businesses, industries and research institutions in other regions, metropolitan areas and overseas</p> <p>1.4.4 Enhance the capacity of farmers, businesses and community groups to innovate, diversify and capture new or expanded markets (within Australia and internationally)</p> <p>1.4.5 Encourage knowledge economy through a creative and professional services industry clusters in Mildura</p>	<p>INNOVATION MILDURA AND GROW MILDURA</p>

Our Goals	Our Objectives	Our Strategy	
2. Attract and facilitate diverse investment opportunities	2.1 Investment opportunities are identified and prioritised	2.1.1 Identify and prioritise opportunities and projects to attract and facilitate investment 2.1.2 Actively pursue networks for investment opportunities 2.1.3 Attract and facilitate potential private and public funding 2.1.4 Actively work with investors and business to ensure project success	INVEST MILDURA
3. Attract and facilitate global investment, trade and education	3.1 Increase economic growth through building international relationships	3.1.1 Identify and prioritise opportunities and projects to attract and facilitate global investment, trade and education 3.1.2 Undertake activities to encourage new business relationships that are outcome focused 3.1.3 Work with government and industry agencies to attract opportunities and reduce impediments	GLOBAL MILDURA
4. Advocate for connectivity infrastructure projects	4.1 Infrastructure meets industry and community needs	4.1.1 Identify and prioritise connectivity infrastructure and advocacy opportunities and projects 4.1.2 Actively advocate and pursue funding for connectivity infrastructure projects 4.1.3 Actively work with government and other key stakeholders to ensure connectivity infrastructure project success	INFRASTRUCTURE MILDURA
5. Foster strong relationships with key stakeholders and the community	5.1 Engage effectively with key stakeholders	5.1.1 Implement mechanisms for regular proactive interaction with key stakeholders, with active and shared Board involvement 5.1.2 Respond to key stakeholder requirements 5.1.3 Facilitate engagement processes with regional industries and businesses 5.1.4 Develop Mildura Development Corporation's internal capability in order to continue to demonstrate our ability to deliver agreed outcomes	
	5.2 Effective communication strategies	5.2.1 Provide innovative cost effective delivery mechanisms to implement the Mildura Development Corporation Communications Plan	

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	<p>5.3 Build a vibrant, connected community</p>	<p>5.3.1 Develop and maintain relationships with culturally diverse organisations, including leadership development and community groups</p> <p>5.3.2 Engage with local organisations to support targeted local events, conferences, awards, conventions and initiatives</p>	