



**INDEPENDENT**  
**STRATEGIC**  
***COLLABORATIVE***  
***COURAGEOUS***



# STRATEGIC PLAN



## VISION

Providing strategic leadership and influence to leverage the economic potential of the region to make Geelong a world-class place.

## MISSION

Work with members, leaders, stakeholders and governments to independently advocate for the best overall long-term outcomes for Geelong.

## VALUES

- Independent
- Collaborative
- Strategic
- Courageous

## STRATEGIC OBJECTIVES - *Our focus areas*

*To achieve our vision, the Committee for Geelong will:*

- Advocate to advance economic prosperity and innovation outcomes for Geelong
- Actively support development of the region's infrastructure and capacity
- Demonstrate community leadership and advocacy on key issues

## CORE COMPETENCIES - *Our unique strengths*

*To achieve our strategic objectives, the Committee for Geelong uses its:*

- **Reach** (extensive political, business and community networks)
- **Research** (focused portfolio of economic insights and evidenced-based study)
- **Resources** (financial capability achieved through critical mass of members and staff)

## OUR POINT OF DIFFERENCE

The Committee for Geelong is an independent, member-based organisation committed to leading and influencing long-term outcomes to achieve our strategic objectives for Geelong.

Our members represent the political spectrum and a breadth of industry both by sector and size; from microbusinesses through to global corporations. Our members – from community through to our executive members – invest in the Committee for Geelong and engage with us because they believe in what we do.

*“We can do what other interest groups are often not in a position to do.”*

# KEY INITIATIVES

*The Committee for Geelong will advocate and engage at all levels of government and the community. The following priorities lead these activities:*

## STRATEGIC OBJECTIVE 1:

### *Economic prosperity and innovation*

- Invest in independent economic study and research
- Advocate for future manufacturing industries
- Actively support the development of a Geelong region defence alliance
- Assist in attracting major national and international events to Geelong, including the film industry
- Actively support the promotion of the Food Bowl
- Advocate for regionalisation of government departments and major corporates

## STRATEGIC OBJECTIVE 2:

### *Infrastructure and capacity*

- Actively support the development of Avalon Airport
- Develop a rail strategy for Geelong that is evidence-based and deliverable
- Develop a 50-year port and land freight infrastructure strategy and advocate for the development of Geelong Port
- Actively support the development of social infrastructure that advances the liveability of Geelong (including Vision 2, cultural infrastructure, Simonds Stadium redevelopment)

## STRATEGIC OBJECTIVE 3:

### *Community leadership and advocacy*

- Develop a strong ‘Second-tier City’ policy
- Actively support the development of a jobs vision for Geelong
- Work with key partners to capture the brand essence and single voice of Geelong
- Further develop international links to benefit Geelong including working with key partners on a ‘Geelong World Representative’ program
- Develop the capacity and influence of regional leaders
- Delivery of the leadership programs

