

# Strategic Plan 2020 – 2025

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## Vision

To be the leading regional business support hub

## Purpose

We drive economic prosperity, employment growth and stronger communities through supporting and creating thriving businesses

## Values

Innovate  
Generate  
Accelerate  
Professionalism  
Integrity  
Collaboration

### Strategic Pillar 1: Service Delivery Excellence

- SD1 - Identify the service and support needs of our clients and deliver proactive solutions
- SD2 - Meet and exceed the service quality expectations of our clients
- SD3 - Expand our service reach and measure our impact
- SD4 - Deliver everything on-budget and on-time



### Strategic Pillar 2: Our People, Resources and Skills

- HR1 - Recruit people who are committed to our vision and who are aligned with our values
- HR2 - Regularly review the performance of our teams and management and provide opportunities for our people to grow
- HR3 - Plan for succession, agility and responsiveness by cross-skilling our team
- HR4 - Ensure that our people are happy and that we are recognised as an employer of choice



### Strategic Pillar 3: Marketing and Awareness

- MA1 - Maintain a strong and positive regional presence through telling our story, promoting what we do and celebrating our successes
- MA2 - Launch new, leading-edge facilities with an official event and promotional activities
- MA3 - Sponsor and deliver regional events that re-enforce our role as a regional leader in business support
- MA4 - Collaborate in conferences and activities that build our skills and develop our networks
- MA5 - Rebrand the organisation
- MA6 - Adopt efficient communication tools that increase organisational awareness and enhance access to information for clients



### Strategic Pillar 4: Revenue Growth and Asset Optimisation

- RA1 - Build organisational resilience by diversifying our revenue sources
- RA2 - Maintain an efficient operating budget and minimise overhead costs
- RA3 - Complete a feasibility assessment and design for a future business support facility in Bundaberg
- RA4 - Implement a viable financial model for a new Bundaberg business support facility and establish new facilities
- RA5 - Ensure full utilisation and high occupancy across all of our regional facilities and buildings



### Strategic Pillar 5: Effective Governance

- GO1 - Our Board of Directors have strong capabilities in, and practice effective governance
- GO2 - Our Board of Directors are well-connected champions of the organisation and have diverse skills sets
- GO3 - Our Board of Directors methodically evaluate progress against the Strategic Plan and monitor risk and financial plans
- GO4 - Our organisation operates lawfully and remains compliant with relevant legislative requirements
- GO5 - Our Board of Directors is recognised and rewarded for their engagement and contribution to the organisation



### Strategic Pillar 6: Partnerships and Collaboration

- PC1 - Build partnerships with genuine stakeholders that can help us to achieve our purpose
- PC2 - Engage, support and build partnerships with a diverse range of corporate and community partners.
- PC3 - Initiate a Business Festival that enables sharing of ideas and collaborative design of regional business solutions

