

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

