



HRDC 2018-2021 Strategic Plan

KEY STRATEGIC ACTIVITIES FOR 2018-2021

1. Create opportunities for economic growth
2. Increase innovation by implementing technology
3. Increasing access to residential and industrial land
4. Consolidate a caring and inclusive community
5. Building collaboration, partnerships and brand awareness

OUR STRATEGIC OUTCOMES AND KEY PERFORMANCE INDICATORS

OUR IMPACT

To promote and grow the economic development and social wellbeing of Harden Murrumburrah.

OUR PURPOSE

To work collaboratively with the local community, all levels of Government and other stakeholders to achieve economic development and social wellbeing.

To initiate and manage projects that will achieve the organisations impact.

WHAT WE ARE AND WHAT WE ARE NOT

- We are a not for profit member-based organisation seeking to encourage economic growth and social wellbeing

OUTCOME 1:

- Develop all types of agricultural development and promote all types of diversity, including allied industries
- Development of a transport and logistics hub
- Strongly promote tourism and establish a local food and wine event/Harden Canola Festival
- Promotion and ongoing development of the historical and cultural significance of the Murrumburrah precinct
- Attraction of Harden Murrumburrah as a retirement destination and development of support services
- Development of the artistic and cultural infrastructure of the community
- Seek to mobilise the unused commercial properties in the towns
- Target new industries to see Harden Murrumburrah as an attractive place to open business and assist existing businesses to grow
- Attract business opportunities that are managed by and employ Indigenous people
- Explore the possibility of providing natural gas to the town

OUTCOME 2:

- Have the high-speed internet hub moved into the town to create connectivity availability for business growth
- Create a collaborative partnership to develop a One Great Town social and economic technology application
- Promotion and development of E Learning opportunities
- Attract relevant industries who can utilise high speed internet in the delivery of outbound services

OUTCOME 3:

- Working intensively with Hilltops Council to ensure residential, industrial and agricultural land is made available for development
- Seeking out developers to create opportunities for housing and villa unit growth
- Undertake a promotion campaign to attract people to build in the community
- Establish an annual street pride competition
- Encourage a cohesive tree planting program in streets and homes

- We are the driver of initiatives to promote economic growth and social wellbeing in the community
- We are an engaging forum allowing community involvement
- We believe our towns have the capacity to grow to 5,000 within 10 years
- We are an informed commentator and credible advocate on issues affecting growth and social wellbeing
- We are committed to building an evidence base to advocate for and to assist in the development of growth and social wellbeing
- We are non-political
- We are not a charity-based organisation that undertakes fundraising

OUTCOME 4:

- Become known as the community that cares
- Create a community wide mental and physical health and wellbeing program
- Establish a mentoring program for 10 – 25-year-old local youth
- Acknowledge and celebrate Indigenous culture
- Aspire to be a town that welcomes new residents including migrants and refugees
- Support a flourishing education sector including the implementation of tertiary opportunities

Outcome 5

- Reinforce and develop the collaborative relationship with Hilltops Council and staff
- Be an inclusive organisation open to membership by all the community
- Host regular Business for Breakfast events to build a cohesive network of local business people
- Establish an Innovative Ecosystem/co-dependency to promote cooperation between agricultural and other businesses
- Working closely with all community groups to get the best outcomes for the whole community
- Deliver a newsletter on a regular basis and grow awareness of the organisation's activities
- Promote plans and achievements widely to build brand awareness, including media and website
- Deliver regular community awareness activities to promote the activities of HRDC

