

# STRATEGIC PLAN 2022-24



RURAL  
BUSINESS &  
COMMUNITY



## OUR VISION

Resilient Rural Communities

## OUR MISSION

Working *with* communities *for* communities: socially, economically, and environmentally through co-design leadership, research and innovation.



## OUR GOALS

### 1. OUR COMMUNITIES AND OUR PEOPLE

We will provide support and assistance to our rural communities through delivery of agreed programs aimed at building resilience and supporting sustainability.

We will value and recognize our people through ongoing development.

### 2. COMMUNICATION AND MARKETING

We will ensure that our rural communities and stakeholders know and understand what we do.

### 3. SUSTAINABILITY

We will pursue sustainable funding streams to support the building of resilient rural communities.

### 4. OUR ORGANISATION

We will pursue organisational excellence.

## OUR OBJECTIVES

## STRATEGIES TO BE IMPLEMENTED

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| <p>1.1 To develop stronger, more resilient communities through co-design leadership, research and innovation.</p> <p>1.2 To provide staffing and community resources for successful delivery of programs, and provide ongoing staffing development.</p> | <p>1.1.1 Undertake a community needs analysis across our region.</p> <p>1.1.2 Establish linkages between funders/resource providers and the identified needs of our communities.</p> <p>1.1.3 Ensure success and promotion of existing community and business projects.</p> <p>1.1.4 Identify and develop an initial priority project for targeted implementation and evaluation.</p> <p>1.1.5 Maintain development of current consultancy support services including mapping and business support services.</p> <p>1.1.6 Commit to an ethos of program evaluation and demonstrable outcomes for community and business programs.</p> <p>1.2.1 Develop and implement a sustainable and flexible workforce plan to take the new Company forward.</p> <p>1.2.2 Ensure ongoing development of applicable skills sets for staff and volunteers.</p> <p>1.2.3 Identify and assist in the development and mentoring of current and emerging community leaders.</p> |
| <p>2.1 To build relationships with our rural communities and stakeholders through excellent communications and targeted marketing.</p>  | <p>2.1.1 Develop and implement the branding, website, social media and prospectus/ value proposition for the new Company and review annually.</p> <p>2.1.2 Develop and implement a proactive engagement and marketing plan with communities and stakeholders and review the effectiveness of the plan on an annual basis.</p> <p>2.1.3 Identify and develop mutually beneficial relationships and partnerships with local government, regional economic development and community development agencies.</p>  |
| <p>3.1 To ensure that the new Company can build on existing relationships and support mechanisms to maintain financial sustainability.</p>  | <p>3.1.1 Investigate current and emerging funding opportunities and potential partnerships.</p> <p>3.1.2 Recruit or contract grant writing expertise for the Company.</p> <p>3.1.3 Commit to revenue diversification through actively pursuing:</p> <ul style="list-style-type: none"><li>- Government grants</li><li>- Philanthropic support</li><li>- Corporate support</li></ul> <p>3.1.4 Develop internal expertise and capacity in accessing targeted philanthropy.</p> <p>3.1.5 Develop and implement an agreed 3 year financial plan.</p>   |
| <p>4.1 To build strong, resilient and adaptable governance, focused on “next” practice.</p>   | <p>4.1.1 Implement the new company structure for Rural Business and Community Ltd.</p> <p>4.1.2 Review and update current governance structures including Board skills matrices, Board recruitment processes, Board committee structures, Board operations, Board support processes and Board training programs.</p> <p>4.1.3 Develop, implement and regularly review the new risk management plan.</p> <p>4.1.4 Develop appropriate governance and operational policies to ensure currency and legal compliance.</p> <p>4.1.5 Implement and regularly monitor a compliance and quality assurance plan.</p> <p>4.1.6 Review and update if required, all Company insurances.</p>  |

## OUR 4 SUPPORTING PILLARS

- A commitment to quality and standards
- A commitment to strong relationships
- A commitment to good communications
- A commitment to integrity, respect and accountability



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