

STRATEGIC PLAN 2021-25



STRATEGIC PROGRAM AREAS



GOALS



KEY PERFORMANCE INDICATORS

ADVOCACY

Advocating for the region's needs and opportunities, including greater investment in enabling infrastructure and improvements to the policy, legal, regulatory and planning environment affecting the Region.

- Position the Group as a credible and respected voice for a united region and a key stakeholder in the decision-making processes that affect the Region.
- Build the profile of the SWG, its policy positions and strategic objectives with Federal and State Governments, media and key influencers and decision-makers.
- Develop strong working relationships with stakeholders that influence or make major decisions that affect the region.
- Form partnerships that assist regional advocacy efforts.

- The Region receives funding commitments or policy decisions in accordance with SWG advocacy priorities.
- State and Federal Members of Parliament are engaged with the Group, are aware of its advocacy priorities and consider them in strategy, policy and budget considerations.
- Infrastructure Australia and Infrastructure Western Australia are engaged with the Group and produce material that recognises its advocacy priorities.
- The Group regularly has a 'seat at the table' and represents the Region's views at forums, roundtables, taskforces etc.
- Key decision-makers and influencers deliver relevant deputations at SWG Board meetings and Forums.

INVESTMENT ATTRACTION & BUSINESS DEVELOPMENT

Facilitate a clear and coordinated regional approach to investment attraction and development of existing industries in order to support economic development of the Region.

- Develop the Region's trade and investment network.
- Promote the Region's strategic assets and competitive advantages.
- Identify and promote opportunities to invest in the Region.
- Work with partner organisations to help regional SMEs identify and access pathways to new markets for their business.
- Coordinate management of incoming investment enquiries received via partners such as Austrade and JTSI.
- Work with Member Councils and partner organisations to maintain a business environment that provides businesses with the best chance of success within the region.

- The Region's strategic assets and investment opportunities are well known by partners such as Austrade and JTSI, and well represented in their promotional material, and trade and investment activities.
- The Group regularly hosts trade and investment delegations to showcase the Region's economic strengths and investment opportunities.
- The Group receives incoming investment enquiries and request for content from partners such as Austrade and JTSI.
- (When travel is possible), regional SMEs are supported on inbound and outbound trade and investment delegations.
- The Group is invited by Federal and State Governments to be involved in economic development activities (e.g. employment, industry development, trade and investment etc.).
- Economic Development strategies and activities of members are more regional in their perspective and collaborative in their delivery.
- Key trade and investment partners deliver relevant deputations at SWG Board meetings and Forums.

RESEARCH & ANALYSIS

Collect information, undertake research and analysis that supports the Group's Vision for the Region, strategic plan goals and the aspirations of members.

- Undertake research on key issues that affect the achievement of the Vision for the Region and promote research findings to encourage positive real world change.
- Facilitate the collection of data and intelligence that supports the Group's Vision for the Region, strategic plan goals and the aspirations of members.
- Coordinate the Smart Region Steering Group and facilitate a greater understanding of the value of data, the effective management and analysis of it to improve service delivery.
- Provide content on 'regional issues and priorities' for member council's strategic community plans.

- There is evidence of a coordinated Regional approach to data collection, analysis and application.
- Information and data gaps are identified and filled collaboratively.
- Research and data collection and analysis is used directly to promote the advocacy priorities of the Group.
- Member councils are digitising data collection methods to improve productivity and delivery of key services that support the Vision for the Region.
- Officers and SWG members have a greater understanding of Smart
- Cities and Regions and the opportunities available to improve data collection, analysis and service delivery.