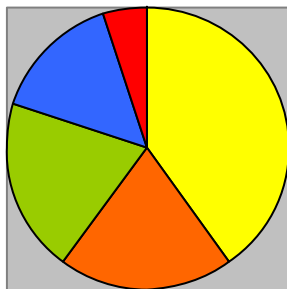


# HLN STRATEGIC GOALS 2013 - 2016

## Aspirational Focus

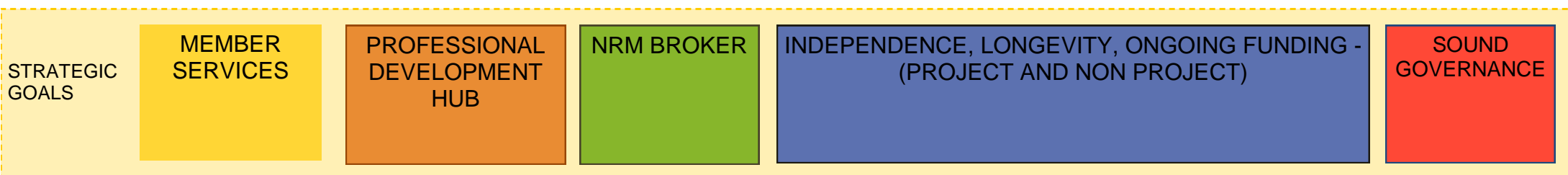


- Member Services
- Professional development
- NRM Broker
- Independence Longevity
- Governance

**Our vision:** An economically and socially resilient agricultural community with a strong environmental ethic

**Our mission:** Encourage, facilitate and support our rural community to achieve positive economic, environmental and social outcomes for the region

**Our organisational goal:** To be an independent, regionally relevant, professional, vibrant network providing information and support to producers and communities to enable informed and evidence based decision making with a focus on the high rainfall mixed farming zone of southern NSW



Local projects  
 Communications  
 Calendar  
 Resources  
 • tools, library  
 Support culture of care and participation  
 Coordination of activities such as  
 • weed control, fox baiting, soil sampling)  
 Professional Services such as  
 • Whole farm planning  
 • Mapping  
 • Tools and packages

**Build knowledge and Capacity**  
 Extend existing information/knowledge broker  
 ID Information gaps  
 Demonstration trials and research  
 Source Projects  
 • Community Driven  
 • Address Local priorities  
 • may extend to regional and catchment scale if they address local priorities  
 • Sust Ag & NRM

**PROJECTS**  
 • On ground delivery  
 • Devolved Grants Processes

**Value for Partners**  
 Service partner needs  
 Research support  
 Ground truthing - proof of concept (technology and R & D)  
 Grower Engagement  
 Knowledge management  
 Communication conduit feedback loop  
 Develop leaders  
 Provide grower representation  
 Engage and develop next generation  
 Community perspective

**Explore business opportunities**  
 Business model  
 Non project based funding  
 Long term partnerships  
 Establish reputation regional state and national influence  
 Charge for expertise or services.

**Create external environment supportive to landcare**  
 Industry leadership  
 Advocacy  
 Lobbying  
 Representation  
 Publicity

High quality staff (Competitive pay and conditions)  
 Professional Board  
 Professional financial and project management processes  
 Appropriate Systems, Policies and procedures