HLN STRATEGIC GOALS 2013 - 2016

**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

**STRATEGIC GOALS**

- **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

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

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

**MEMBER SERVICES**

- 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

**PROFESSIONAL DEVELOPMENT HUB**

- Build knowledge and Capacity

**NRM BROKER**

- Value for Partners

**INDEPENDENCE, LONGEVITY, ONGOING FUNDING - (PROJECT AND NON PROJECT)**

- Explore business opportunities
- Create external environment supportive to landcare

**HNN STRATEGIC FOCUS**

- Aspirational Focus