

FUTURE OF ORBOST & DISTRICT –STRATEGY

PURPOSE:				
To respond to the impact of Forestry Transition through building on existing strengths and leveraging new innovation and diversification opportunities to support economic, social and environmental outcomes and achieve a thriving resilient future for Orbost & District				
Our Pillars	Industry Development	Knowledge / Innovation / Capability-building	Enabling/Leveraging Existing Infrastructure	Leadership, Governance and Partnerships
Agriculture (including ‘Seeds’)	<ul style="list-style-type: none"> Exploring opportunities to extract more value from what we produce and from regenerative/sustainable production systems Working across LGA boundaries to encourage economies of scale Leveraging existing investment as well as exploring new ways of fundraising 	<ul style="list-style-type: none"> Facilitating appropriate connections to researchers and other knowledge institutions to develop new capabilities Leveraging existing capabilities, such as those in seed production to apply in other contexts 	<ul style="list-style-type: none"> Exploring opportunities to optimize water allocations and water security Facilitating local Level NATA, ISTA lab facilities Facilitating shared hubs/spaces for supporting collaboration, connections, and capability-building Facilitating production/value-adding and supply chain facilities 	<ul style="list-style-type: none"> Fostering collaborative purposeful partnerships that are outcome and impact driven Supporting collaboration and alignment across value-chains to unleash new opportunities
Forest Stewardship	<ul style="list-style-type: none"> Facilitating new business opportunities in forest stewardship Working with existing forest, plantation, and nursery organisations to create new work and skill pathways and businesses Leveraging existing investment as well as exploring new ways of fundraising 	<ul style="list-style-type: none"> Supporting educational and research programs and innovation on forest conservation, forest and fire management, and biodiversity Leveraging existing skills/capabilities Exploring how R&D can be linked to P13+ pillar 	<ul style="list-style-type: none"> Ensuring shared hubs/spaces for supporting collaboration, connections and capability-building – that leverage existing infrastructure 	<ul style="list-style-type: none"> Bringing together diverse groups to navigate complexity and support authentic place-based decision making Advocating DEECA to be agile and outcomes focused
Visitor Economy	<ul style="list-style-type: none"> Activating a visitor economy ecosystem which creates new business opportunities and enables existing business to sustainably grow and diversify Attracting visitors that value our natural environment and authenticity as much as we do and who contribute to our social, economic and environmental well-being Building and living a collective brand for the district Leveraging existing investment as well as exploring new ways of fundraising 	<ul style="list-style-type: none"> Identifying the skills and competencies needed by different groups in our community landscape, and in the different growth pathways Leveraging existing skills/capabilities 	<ul style="list-style-type: none"> Activating our tracks and trails and complementary infrastructure for supporting nature-based experiences; Developing a “Snowy River Visitor Precinct- Delivering enhanced connection, art, and outdoor experiences in Orbost and surrounding areas along the Snowy River. Ensuring shared hubs/spaces for supporting collaboration, connections, and capability-building 	<ul style="list-style-type: none"> Forming public-private partnerships for tourism development Collaborating amongst ourselves for consistent branding, year-round product and service offerings, and for ‘packaging’ Collaborating with external operators to better connect what we have to offer with niche markets Co-ordinating and collaborating with key agencies such as EGSC, EGMI and DG – particularly in relation to marketing
P-13+ Education	<ul style="list-style-type: none"> Building capabilities for existing and emerging industry Leveraging existing investment as well as exploring new ways of fundraising 	<ul style="list-style-type: none"> Exploring new ways of teaching and learning Enabling and supporting impact across all our pillars Leveraging existing skills/capabilities 	<ul style="list-style-type: none"> Ensuring shared hubs/spaces for supporting collaboration, connections and capability-building 	<ul style="list-style-type: none"> Facilitating partnerships with unis and training organisations and other knowledge institutions
Other	<ul style="list-style-type: none"> Being alert to new opportunities within a ‘circular economy’ and a ‘service economy’ Being alert to opportunities that build/strengthen business ecosystems around new/anchor businesses Supporting creative arts Leveraging existing investment as well as exploring new ways of fundraising 	<ul style="list-style-type: none"> Leveraging existing skills/capabilities Supporting the development of new capabilities 	<ul style="list-style-type: none"> Ensuring access to industrial land/precincts Ensuring livability to attract employees and new businesses Ensuring access to ‘new’ and affordable energy Leveraging existing infrastructure Ensuring shared hubs/spaces for supporting collaboration, connections and capability-building 	<ul style="list-style-type: none"> Exploring opportunities for collaborative business approaches/models to support local bids on bigger projects, strengthening local value chains, and marketing collective capabilities
VALUES				

NIMBILITY	COLLABORATION	INNOVATION	ENRICHMENT & EMPOWERMENT	PLACE-BASED	OUTCOME & METRIC FOCUSED
- Ensuring agility and nimbleness to rapidly react to changing circumstances.	- Strengthening our connections locally, regionally, nationally, and globally to support shared benefit and create shared value. - Committing to trust-based partnerships across community, government, industry, and knowledge institutions to achieve our vision, whilst acknowledging that at times there may be competitive tensions and competing priorities.	- Identifying, trialing, implementing, and evaluating new ideas to solve problems and leverage opportunities through co-design and diversity of inputs - Recognising the many faces of innovation (product, process, technology, business models, ways of working, governance, etc).	- Fostering opportunities for personal growth, learning and connection - Embracing diversity and inclusion, open minds/hearts and will, and positivity. - Encouraging collective leadership and acknowledging that leadership resides in many spaces across our community.	- Supporting our proud heritages whilst protecting the environment for generations to come - Ensuring active community engagement and appropriate local governance arrangements for place-based decision-making and influence, and advocacy.	- Being clear on what we're trying to achieve and actively using measurable data to guide actions and evaluate progress towards our goals.