



NATIONAL  
Growth Areas  
ALLIANCE

# STRATEGIC PLAN

2017-2020



**CONTENTS**

INTRODUCTION .....	3
VISION .....	3
MISSION.....	3
CHARTER .....	3
NGAA MEMBERSHIP CRITERIA .....	4
HOW WE WILL IMPLEMENT OUR CHARTER.....	4
VALUES .....	4
2017-2020 STRATEGIC OBJECTIVES .....	5

## **INTRODUCTION**

NGAA's 2017-2020 Strategic Plan is the result of a process of review, including surveys, discussions and workshop with NGAA Members. The Plan endeavours to respond to what we have heard during this process. Appendix 1 outlines the achievements from the 2014-17 Plan.

## **VISION**

NGAA is a national entity influencing policy and investment at the Federal level so communities and businesses in Australia's fast growing outer suburbs have the infrastructure they need for equitable access to jobs, services and markets.

## **MISSION**

Our Mission is to use research, our Members' experience and the critical mass of our communities to influence policies at the Federal level across the political spectrum and build widespread support for long-term planning and funding for fast growing outer suburbs.

We are seeking:

- Recognition that outer suburbs sustaining fast population growth experience particular challenges resulting from under investment in infrastructure, distance from jobs and services and the size and pace of growth. This requires targeted policies and investment
- Policies that support transport and other critical infrastructure being planned and funded in step with development
- A funding mechanism that provides dedicated investment in infrastructure in fast growing outer suburbs
- Genuine collaboration between all levels of government to address the current infrastructure backlog and provide for the continuing burgeoning population.

## **CHARTER**

We are a national alliance advocating for Federal policy change in support of the 5 million people living in Australia's fast-growing outer suburbs.

Our strength lies in our Membership - Municipalities from across the nation all experiencing the challenges and opportunities that come from sustained and rapid population growth.

As a collective voice for fast growing outer suburban Councils throughout Australia, the NGAA will:

- Seek to influence Federal policies and programs, with a particular focus on infrastructure
- Undertake research to continue to build the evidence base in support of the changes we seek
- Advise, assist and support member councils and state and regional groupings of members to undertake advocacy and in their approaches at State and Federal levels.

## **NGAA MEMBERSHIP CRITERIA**

Membership eligibility is based on:

- 2%+ population growth per annum in the past five years or expected in the next 5-10 years or
- 1000+ additional persons per annum in the past five years or expected in the next 5-10 years
- Designated as a population growth area by the relevant state/territory government
- Located on the outskirts of a capital city.

## **HOW WE WILL IMPLEMENT OUR CHARTER**

The NGAA Staff Team will provide advice, commission research, write submissions, organise Member activities and undertake communications and advocacy work.

The NGAA Chair, Deputy Chair and State Spokespeople will advocate and, along with the Executive Officer, be the primary voices for NGAA.

The NGAA Executive will manage the organisation.

The NGAA Members will agree on the direction for NGAA through the Strategic Plan, provide input to research and submissions, participate in activities, use NGAA research and messaging to help spread the word about what we are seeking and organise local activities in support of NGAA's goals.

## **VALUES**

NGAA is guided by the values of:

- Fairness/equity – having access to infrastructure and services no matter where you live
- Integrity – we will always be professional, non-partisan, reasonable and representative
- Partnerships/collaboration – to get more done than we can do on our own
- Leadership – to be a reliable, trusted voice at the forefront of national debate.

## **2017-2020 STRATEGIC OBJECTIVES**

### **1. Federal policies, programs and investment proactively address the needs of the growing outer suburbs, with a particular emphasis on those relating to infrastructure.**

- Ministers, advisors and departmental officers are paying attention to NGAA research and proposals;
- Growth area MP's, cross bench, state governments and influential organisations are advocates for NGAA proposals;
- Opposition policy is influenced by NGAA work;
- There is a heightened level of awareness and expressed concern by growth area communities and businesses
- There is a public profile of the issues and proposals.

### **2. Our arguments are soundly based in research which adds to the knowledge base on outer growth areas.**

- Our research is targeted, clear and strengthens our case for investment in growing outer suburbs.
- Collaboration extends our research reach.

### **3. NGAA is recognised as the go-to organisation on issues relating to growing outer suburbs.**

- NGAA has a high profile in traditional and social media, is regularly referenced in media coverage and government reporting and formally contributes to government policy development.
- NGAA is respected by Governments and stakeholders.

### **4. The NGAA Membership is strong, energised and engaged.**

- Member Councils from Councillors through to all relevant officers are confident to engage their stakeholders and communities on NGAA issues and during our campaigns.
- Membership numbers are increased and members are active contributors to the NGAA activities
- NGAA's activities firmly reflect the priorities of our members.
- State and regional groupings of Member Councils are working together on priorities that support the overall NGAA aims and objectives.