

Strategic Planning Workshop Outline

Purpose:

Collaboratively develop a strategic plan for GCG to help to position it with confidence and focus for the upcoming five years.

Outcomes:

- Future focus areas of the organisation is agreed
- Supporting goals, strategies and actions are identified
- Strong ownership of the plan is in place

Time	Task
10:45am	Arrival, tea and coffee
11:00am [15 min]	1. Welcome and overview <ul style="list-style-type: none">• Participant welcome (Chair)• Reiteration of Purpose and Outcomes (AH)• Above the Line model for working together (AH)• Expectations
11:15am [30 min]	2. Wave Analysis to review operating context <ul style="list-style-type: none">• Work in 4 breakouts to identify the operating context over the next 5 years<ol style="list-style-type: none">i. What might be the new edges?ii. What trends are you starting to see emerge?iii. What are some of the established norms?iv. What dying practices should we reconsider or let go of?• Each break-out group to capture responses in workshop template• Feedback and group discussion

<p>11:45am</p> <p>[30 min]</p>	<p>3. Strategic direction – development of the vision</p> <ul style="list-style-type: none"> • Definition: “The change that you want to achieve over the next 10 years” • Review examples of other groups <ul style="list-style-type: none"> ○ A vibrant Wheatbelt community creating healthy environments and livelihoods ○ An adaptable, diverse and multi-industry business community driving a strong economy ○ AAAC is the respected organisation of agricultural professionals that sets the standard for agribusiness consultants in WA • Use ‘Picture This’ images to help define the vision
<p>12:15pm</p> <p>[30 min]</p>	<p>4. Strategic direction – development of the mission</p> <ul style="list-style-type: none"> • Definition: “The role of the group in achieving the vision” • Examples: <ul style="list-style-type: none"> ○ Lead positive change in natural resource management through the creation of respectful partnerships, innovation and community action. ○ Support member development by actively communicating and collaborating, building business confidence and demonstrating and fostering leadership ○ We provide our members with cutting edge professional development, rich networking opportunities and tangible promotion of the profession • Define and gain agreement on the role (mission) of the GCG
<p>12:45pm</p>	<p>LUNCH</p>
<p>1:15pm</p> <p>[30 min]</p>	<p>5. Update of focus areas of the group</p> <ul style="list-style-type: none"> • Recommend 3-4 focus areas • Think about what are the key areas of need • Use examples from Broome CCI and AAAC • Agree on 3-4 focus areas and develop a key objective for each

<p>1:45pm</p> <p>[90 min]</p>	<p>6. Develop Strategies and Actions</p> <ul style="list-style-type: none">• Work in 2 x self-selecting breakout groups (one on each of the focus areas)• Refer to Wave Analysis• Develop up to 3 x strategies and 3 x actions for each strategy• Report back, refine and agree on strategies and actions
<p>3:15pm</p> <p>[15 min]</p>	<p>7. Reflections and next steps</p>