

Strategy 2018-20

Mission	Support better decision making, and assist in attracting investment, to support growth of regional businesses, services and economies.					
Values	Client centred, responsive, reliable, high integrity, collaborative and inclusive.					
Culture	We are an organisation that has a unique understanding of our client's needs and put our clients first. We have a deep understand of data, and deliver insight. We challenge assumptions, and deliver advice with candour and courage. We are results-driven, measuring our success by the success of our clients.					
People	We are professionals who are experts in regional growth and development who are trusted and objective business advisors.					
Customers	Business	Community	Government	Education		
Outcomes	Increased Organisational Capacity	Increased Client Satisfaction	Increased Number of Clients	Increased Sales and Surplus		
Journey	Improve systems and processes →	Grow skills and services →	Grow market presence and reputation →	Increase scale and capacity		
Themes	Robust Governance	Increase Sales	Enhance Organisational Capacity	Expand current services	Develop new services	Increase Business Scale and Capacity
Programs	<ul style="list-style-type: none"> • Modernise Constitution • Recruit to fill Board vacancies against Skills Matrix. • Establish Inland Research Trust 	<ul style="list-style-type: none"> • Develop tactical brand and marketing plan 	<ul style="list-style-type: none"> • Recruit new CEO with demonstrated background in research and with substantial P&L experience. • Develop Staff Plan and recruit new staff aligned to client needs and sales targets • Build staff sales and business development capacity aligned with targets • Develop training program to ensure that all research staff are experts in regional business planning and economic modelling. 	<ul style="list-style-type: none"> • Establish Associates Panel to increase service capacity, sales and revenue. 	<ul style="list-style-type: none"> • Develop a new training/certification business to increase new product sales 	<ul style="list-style-type: none"> • Identify and pursue appropriate strategic partnerships and mergers. • Review economic models and determine models going forward. • Review IT systems and modernise. • Review finance and audit requirements, and implement improved data capture, reporting and business intelligence systems.
Target	Achieve \$1.5 million in annual turnover by 2020 with a 5% return on revenue to retained earnings, plus an annual contribution of 3% of revenue to the Inland Research Fund (total of 8% return on revenue).					