NTE Strategy Development Masterclass

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Today’s Masterclass

• Frame setting
• Who are your customers?
• Evidentiary base
• Engagement process
• Preparing the strategy
• Governance
• Evaluation
Frame setting

- Why would you develop a strategy?
- Is it the right tool for your LGA?
- What do you need it for? What role would it play?
- What is the problem your trying to solve?
- Are there development opportunities you want to enable or is it an established NTE that’s problematic?
- Do you have political buy in?
Who are your customers

• Who are the customers of your NTE?
• What are their personas
• Who are the future customers - 10-15 years from now?
• Customer vs stakeholders
• Who are the NTE champions?
• Who influences the influencers?
Evidentiary base

• Research - the right tool for the job
• Understanding what research already exists
• Current business mix, how many people, what are they doing, what do they want?
• What does the future look like?
• What are broader trends that are shaping the NTE globally?
Engagement Process

- What kind of engagement is the right kind for you?
- Consultation vs co-design?
- Engagement methods?
- How to mitigate risk?
- Building evaluation into the engagement process - eg: what does good look like?
Preparing the strategy

- Discussion paper or not?
- Framing it - political positioning and context
- Alignment with state / federal / global?
- Opportunity areas and themes
- Pilot projects and quick wins
- Stakeholder engagement during writing the strategy
Governance

- Who are third party endorsers?
- Identify key supporters across government, sectors, residents
- Taskforce / committee – who chairs?
Implementation

• Launching the strategy
• Set up working group/s etc
• Implementation Plan and
• Monitoring and evaluation