

NORTH Link Strategic Plan 2015-20

Mission Statement

An independent association that promotes Melbourne's North

Objective

To facilitate actions that support the sustainable economic development of Melbourne's North

Goals

NORTH Link will:

- Provide advocacy for Melbourne's North
- Facilitate regional activities
- Develop and support independent research
- Maintain a sustainable environment for its membership



Strategies

Advocacy

To raise the profile of the northern region in order to attract investment

Facilitation

To support and provide leadership to organisations in order to stimulate regional economic activity

Research

To foster greater knowledge and understanding of the region

Sustainable Environment

To provide a successful organisation that maintains its usefulness to its membership and wider stakeholder group