



Connect

CONTINUE TO BUILD
RELATIONSHIPS, COLLABORATION
& COLLECTIVE INFLUENCE

- Maintain effective marketing, including the East Gippsland Shire Council contract
- Refresh our brand messaging & highlight our impact through data, insights, stories & case studies
- Strengthen relationships & partnerships with our various stakeholders
- Align initiatives with strategic partners like GLaWAC, East Gippsland Shire Council, East Gippsland Water, Food & Fibre Gippsland, Destination Gippsland, Parks Victoria, VTIC, C4G, & One Gippsland through strategic partner mapping

2024-2027



Invest

INVESTMENT ATTRACTION
& INVESTING IN SKILLS
& RESILIENCE

- Expand our role to support and encourage Investment
- Support and promote sustainable practices, increase employment, skills & education and development of exceptional nature-based tourism experiences aligned with East Gippsland's Eco-Destination Certification.

EGMI Values:
PASSIONATE
COURAGEOUS
COLLABORATIVE
ETHICAL

STRATEGIC PLAN



Grow

DIVERSIFY REVENUE ACROSS
EAST GIPPSLAND & BEYOND THROUGH
THE PILLARS OF INVEST, LIVE, WORK, VISIT

- Finalise financial plan & income diversification criteria for growth
- Use diversification criteria to evaluate new revenue opportunities, expand & marketable profitable & relevant services both in-person & online
- Support business & community resilience, strengthen skills & foster industry development
- Expand event participation, align with regional strategies & create new income streams