



The Mallee Regional Innovation Centre **STRATEGIC PLAN** 2022-2024

Based in Mildura, the Mallee Regional Innovation Centre (MRIC) concentrates on its region, along the Murray River from Swan Hill to the South Australian border.

With a focus on horticulture, water, energy and the environment, MRIC facilitates a Mallee-centred, collaborative innovation network. This provides a connected system of support, where research and development can be actualised for regional transformation.

To achieve this, MRIC engages with stakeholders and partners to explore complex issues faced by the region. It understands existing projects and mobilises research into areas of regional priority, where emerging inventions, systems, technologies and solutions can respond to challenges and develop opportunities.

With the support of its partners — the University of Melbourne, La Trobe University and SuniTAFE — and connecting businesses, industry, government and researchers, MRIC has facilitated new opportunities and innovations for the region since its inception in 2019.



VALUES

We are future thinkers

We transition deep insight into foresight. This enables us to create opportunity out of the region's biggest challenges.

We are collaborators

Opening our minds and combining our backgrounds, experiences, world views and expertise make us savvier problem solvers.

We go beyond

We commit to delivering the highest quality research with the greatest impact. In doing so, we are truly valuing our region, its industries, environment and communities.

VISION

The Mallee region: a global leader in collectively innovating and adapting to achieve sustainability of its natural resources and food systems.

PURPOSE

To mobilise a network of collaboration, innovation and adaptation that enhances the position of the Mallee region as a globally competitive food bowl in an environment that is prosperous, sustainable and resilient.

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| | BE KNOWN & TRUSTED | RESPOND & RESEARCH | LEAD INNOVATION & COMMERCIALISATION | MAKE IT HAPPEN |
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| GOAL | Embed the reputation of MRIC as a trusted and authoritative research partner. | Respond to the major energy, natural resource and horticulture challenges impacting the Mallee region and be proactive in developing opportunities. | Drive innovation in business to support global competitiveness and a thriving region. | Assure the long-term viability of MRIC to achieve its vision of sustainability for the Mallee region. |
| OBJECTIVE | Improve brand awareness, reputation and integrity and promote an understanding of MRIC's value proposition. | Mobilise new research partnerships in the Mallee to deliver programs of major strategic value in supporting community sustainability and resilience. | Translate research into impact through collaborative business models, commercialisation and other mechanisms. | Grow the capacity of MRIC to deliver its objectives and become: <ul style="list-style-type: none"> - Financially sustainable - Able to operationally 'make it happen' - Supported by loyal, committed stakeholders and networks. |
| STRATEGY | <p>Build MRIC's brand equity.</p> <p>Create a bond with stakeholders.</p> | <ul style="list-style-type: none"> - Know the Mallee and its research needs - Assist peak bodies, regional development authorities, communities and farmers to adopt more sustainable practices - Lead with a regional approach to translate academic research into tangible socio/economic benefits - Understand and reflect the aspirations of Traditional Owners. | <ul style="list-style-type: none"> - Lead the development of an innovation ecosystem - Empower a culture of innovation in the Mallee - Attract investor-backing to commercialise innovations. | <ul style="list-style-type: none"> - Establish MRIC as a commercially-oriented entity - Focus on financial sustainability - Align programs with capacity - Attract government funding for priority projects. |