

# UPPER CLUTHA SOCIETY STRATEGIC PLAN – 2020/21



‘Showcasing agriculture excellence through innovation, education, & competition.’

*“Our areas of focus”*

COMMUNITY  
RELATIONSHIPS

EDUCATION

GOVERNANCE

ASSET  
PROTECTION

*“We aim to deliver on”*

Effective communication  
  
Enhance exhibitor/competitor/visitor experience  
  
Attract & foster volunteers  
  
Engage in all constitution deliverables

Bridge rural/urban divide  
  
Showcase diversity through other events  
  
Industry representation within community

Effective policy & procedures  
  
Be financially prudent  
  
Effective leadership & sound decision making

Building expansion  
  
Develop funding opportunities  
  
Growth of capital assets

*“We champion for”*

**INCLUSIVENESS | INTEGRITY | INNOVATION**