



Big Ideas Forum

3 February 2021

Committee for Ballarat Members have their say in setting the Agenda

The upcoming Federal and State elections provide an opportunity for Committee for Ballarat, its members and key partners to develop a UNITED and ALIGNED plan that can be put to government to influence the decisions that will be made over the next 12 to 18 months.

The Big Ideas Forum, held at Sovereign Hill on 3 February 2021, was Committee's first step in contributing to the development of this plan.

The interactive workshop was designed to involve Committee members in a process of:

- Identifying opportunities for our region and the City
- Collaboration to facilitate the generation of ideas
- Providing input to shape the future of our region
- Ensuring Committee for Ballarat continues to deliver on its commitment to Thought Leadership and advocacy for a thriving and vibrant regional community recognised for its liveability, sustainability and inclusiveness



The Approach

- Sixty-one Committee for Ballarat members and local school students participated in the forum
- 2.5 hours of ideas, discussion and development
- George Fong (former Chair of Central Highlands Regional Partnerships) provided insights into Government relations, regional priorities and COVID recovery priorities
- Groups went to work to generate ideas, discuss detail, look for themes and consider next steps in developing a plan.

THE PROCESS

BIG ideas forum



Individuals generated as many ideas as possible.

Individual ideation



Individuals shared their ideas in small groups, leading to further idea generation.

Small group ideation



Small groups selected their top 3 key ideas from their collective pool of ideas.

Three key ideas



Each small group selected their BIG idea and pitched this to the entire group of participants.

Pitch your BIG idea

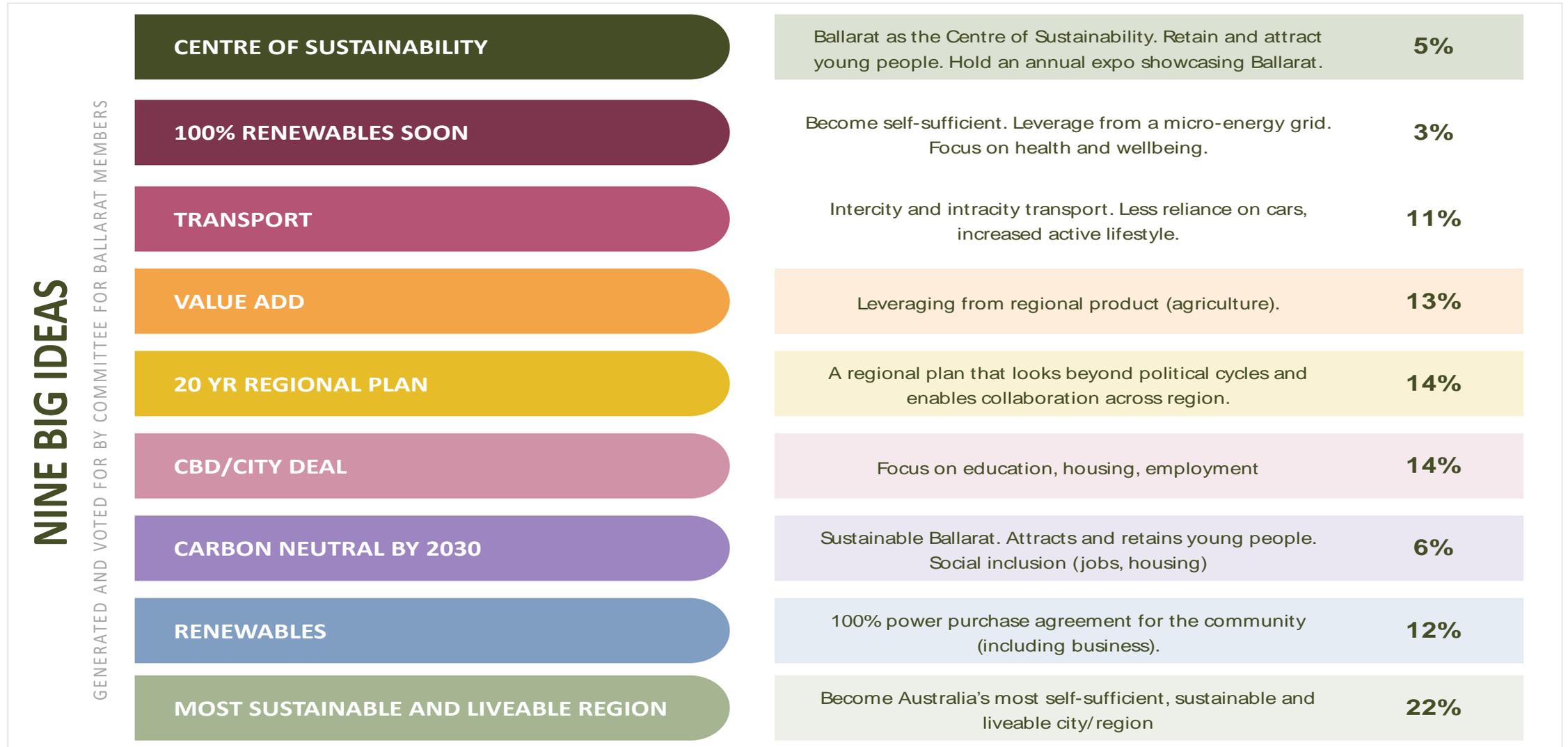


Individuals voted on the idea/s that they felt would make the biggest positive impact to our community.

Review and vote

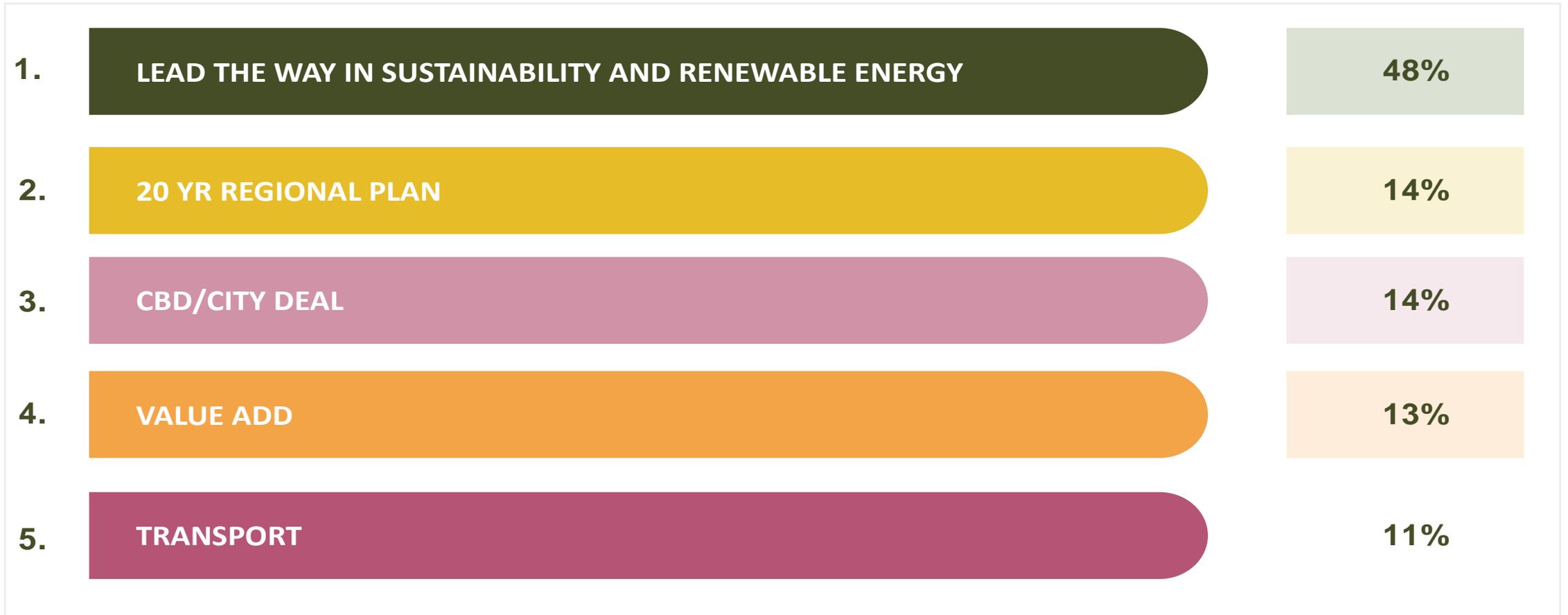
Key Outcomes

- 261 ideas were generated
- Participants identified and voted for the ideas they considered would make the biggest positive impact for the region.



Key Outcomes (cont)

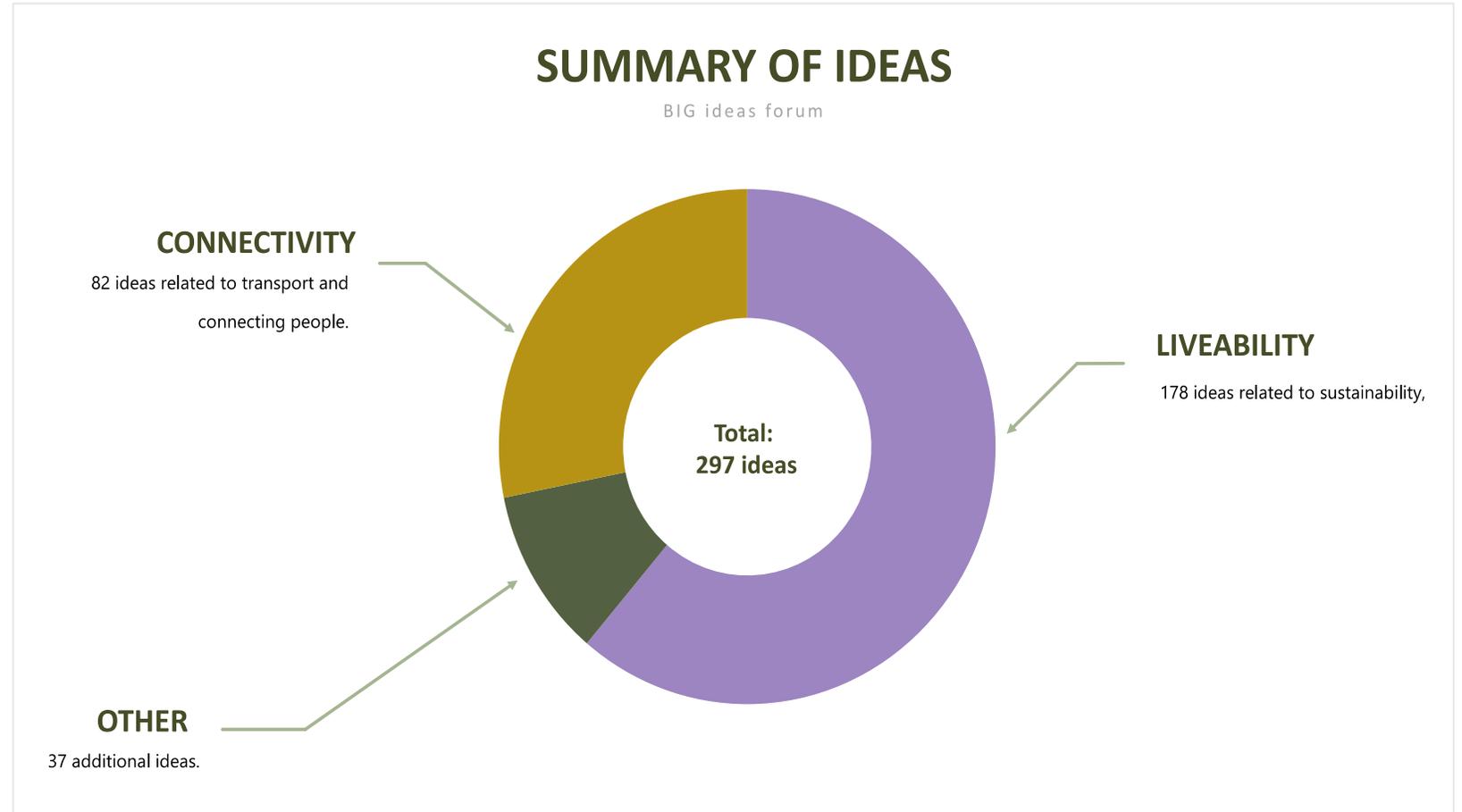
- Further grouping of ideas; FIVE KEY THEMES established
- Results were aggregated to establish the support for each theme (shown as a percentage)



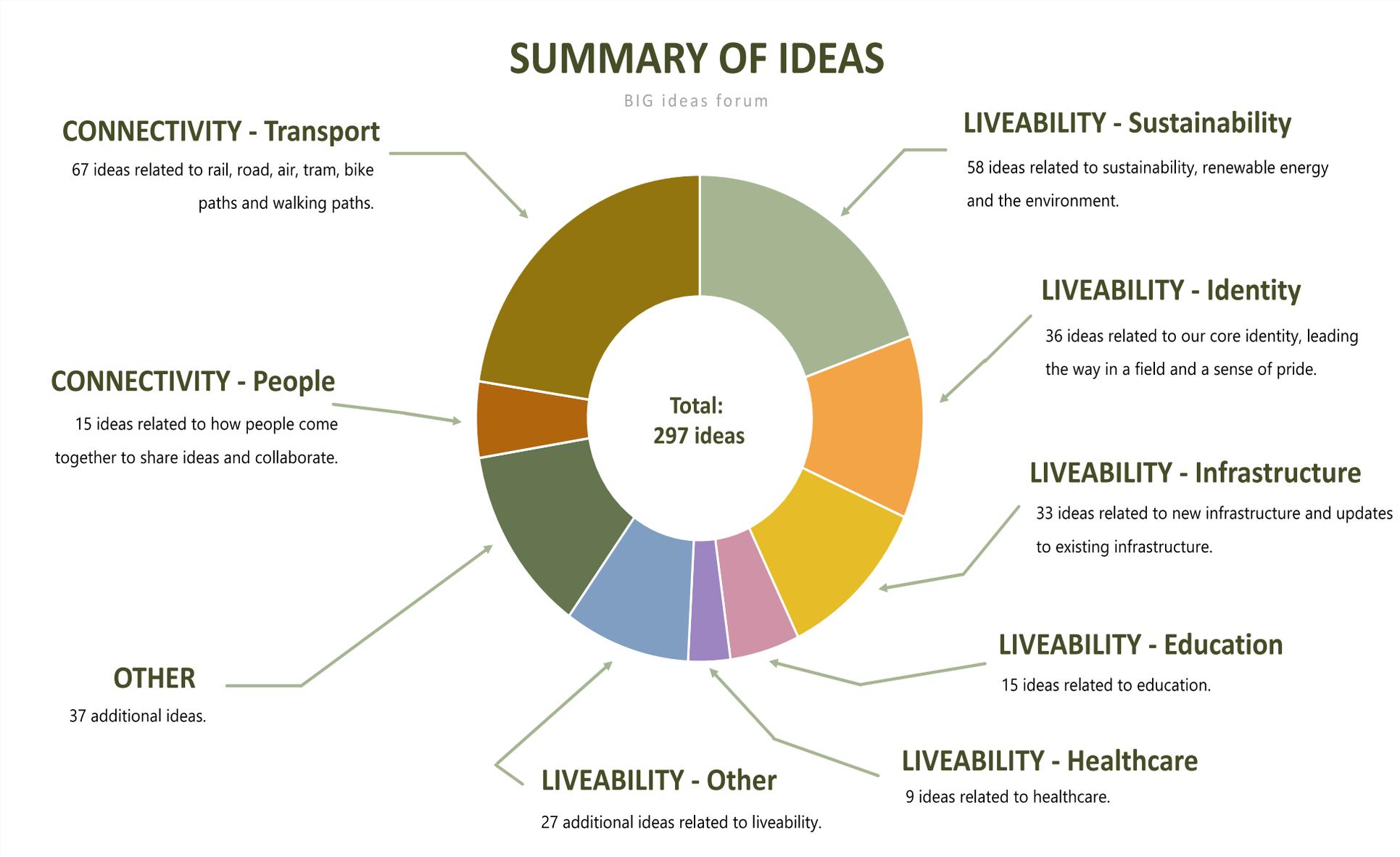
Combined Big Ideas:

Member Survey (December 2020) and Big Ideas Forum (February 2021)

- In total, 297 ideas were collated from the Big Ideas Forum and the December 2020 Member Survey
- All ideas were aligned to Committee for Ballarat's Strategic Priorities of **Liveability** and **Connectivity**
- 60% or 178 individual ideas were categorised into our Liveability agenda
- Sustainability features heavily in the ideas generated and has been categorised as part of the Liveability agenda



Summary of All Ideas: Strategic Priorities



What's Next?

The Big Ideas forum was the first step in a process that will evolve in the coming weeks to develop a UNITED and ALIGNED plan for the City and the region.

Committee will engage with other key stakeholders to develop this plan. Those stakeholders include:

- City of Ballarat
- Commerce Ballarat
- AI Group
- Ballarat Regional Tourism
- RDV & Regional Partnerships

The plan will be used to influence decision-makers across all three tiers of government as part of the short, medium and long-term planning for the region and the upcoming budget and election cycles.

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