

Griffith Hub Strategy

Growing value from water in
a changing world



Executive Summary

The Griffith Hub Strategy aims to enhance the Griffith region through collaborative research, community engagement, and industry partnerships.

The main goals are to improve the quality of life, economic stability, and environmental health in the region. The strategy focuses on impactful research, attracting top talent, and fostering strong community and industry partnerships.



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The goal is to use collaborative research and expertise from multiple disciplines to work together to enhance the region's overall quality of life for all, the economic stability, environmental health of everything that lives within this region.

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Background

The **Griffith Strategic Hub Plan** was developed after consultation with the Griffith RAC (Regional Advisory Committee) after extensive discussions regarding the outcomes from current research projects and potential areas of growth.

It outlines the key priorities and strategies required for a thriving Hub to be successful.

It is aligned with the principles of the **Thriving Hubs** document and the **One Basin CRC Strategic Plan** and is accompanied by a Regional Hub Action Plan which outlines the actions required across the following 24 months to achieve the aims of the **Strategic Hub Plan**.

Both documents are reviewed and updated annually by 30 September.

The Initial consult took place on February 13th, 2025

RAC members met at the Griffith Hub and mapped out current concerns, areas of growth, and began building a format for the 2025 – 2030 Griffith Hub strategic plan. A main theme concerning: “End User / Tangible Research Outcomes” – Adoption of Research Projects (Extension assistance), Attraction of members outside the Griffith area (Griffith is an Epicenter), And student care were main points of concern. Indigenous inclusion and Hub legacy was also a key focus for the group.

In March 2025, RHM (Regional Hub Managers) met in Melbourne for a week to build onto the strategy and ensure alignment to the Thriving Hub and One Basin Strategic Plan. The draft was crafted and redistributed to the RAC.

Throughout March and April, the Griffith Hub Strategy has undergone 6 Versions with updates due to feedback and consult from RAC, PhD students and Industry partners.

The Griffith Hub Strategy will set clear objectives for the main areas identified as listed in this document (known as 5 Pillars of Growth).



Mission & Vision

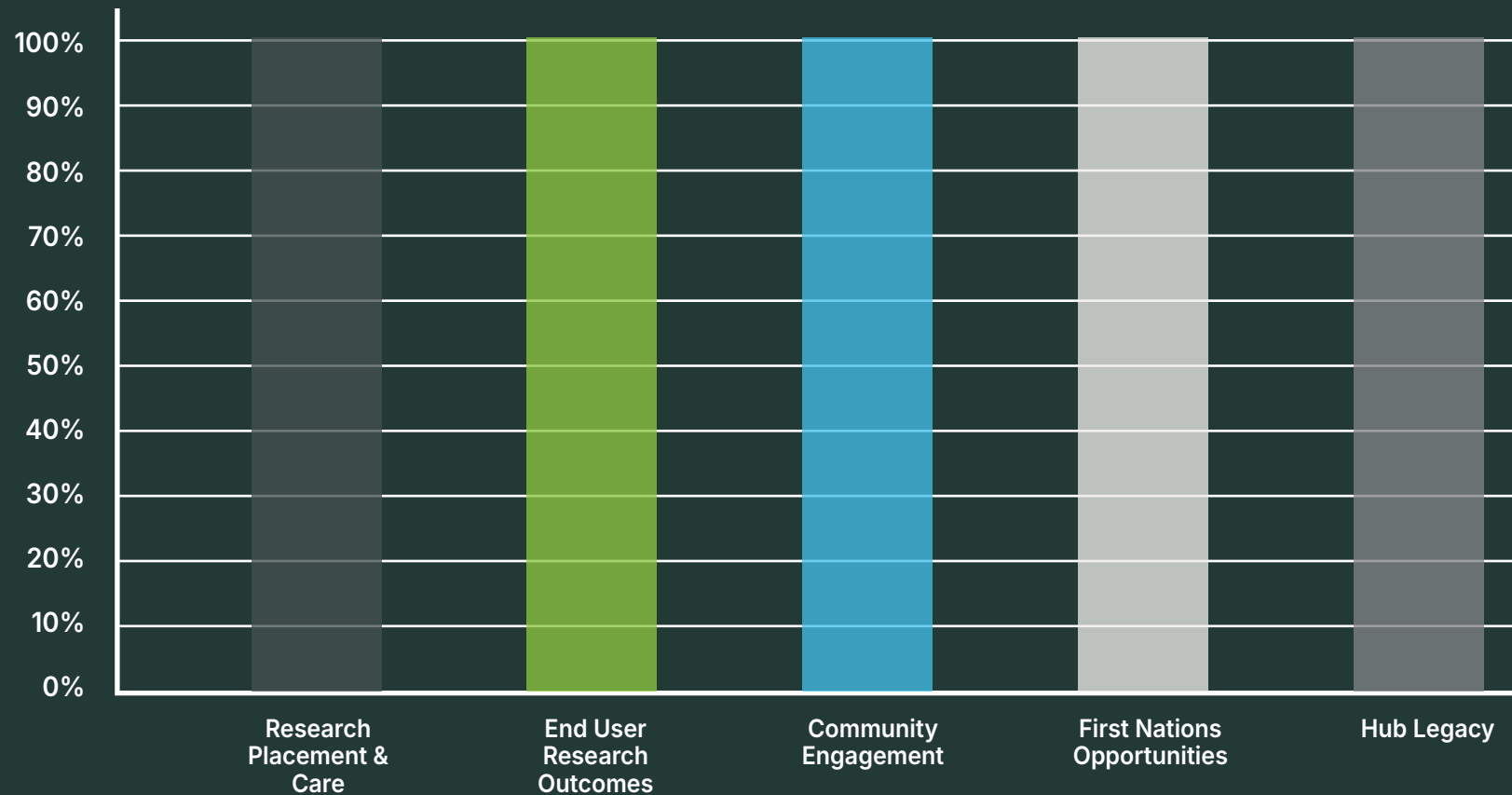
Mission:

Invest in regional beneficial projects, focusing on end-user and tangible outcome research driven by community and industry needs.

Vision:

Vision: Enable, empower, and enrich the region through quality research and researchers for a productive, sustainable, and resilient future.

Griffith Hub Pillars of Growth



Pillars of Growth

Priority ↓	Aim ↓
 Researcher Placement & Care	• Attract PhD students and postdoctoral researchers through open days, media campaigns, and attractive student packages • Provide support and care such as travel allowances, rental assistance, higher stipends, and employment opportunities with industry partners • Enhance PhD experience by networking with partners and seeking future employment
 End-User, Tangible Research Projects	• Use collaborative research and expertise from multiple disciplines to enhance the region's quality of life, economic stability, and environmental health through regular monitoring of research projects to ensure tangible and end-user outcomes remain the focus • Prioritize research that addresses specific needs of the Murray-Darling Basin, such as water management, agricultural innovation, and climate adaptation • Integrate community groups into research projects to ensure local impact • Advocate for the local economy by promoting diversity and conducting research on local economies
 Community and Industry Engagement	• Foster relationships with industry partners and community groups to ensure research projects have clear deliverables and tangible outcomes • Regular engagement with industry partners to identify new opportunities and collaborations
 First Nations Opportunities	• Build trusting and ongoing relationships with local First Nations
 Hub Legacy	• The collaboration during the One Basin CRC leads to a legacy for Partners and the Region

The **Griffith Hub Action Plan** sets out in more detail how these Hub Priorities (Pillars of Growth) will be achieved.

Action Plans and Initiatives

- Project Lead Tours: Invite project leads to Griffith for guided tours to experience the region firsthand.
- International Campaigns: Develop sister city packages and international campaigns to attract students from diverse backgrounds.
- Support for Researchers: Provide additional assistance such as vehicle allowances, private health insurance, and casual employment opportunities.

Pillar 1 Research Recruitment & Care

Milestone:

- **Q3 2025:** Develop and launch a video campaign promoting Griffith as a desirable place to live, research and work.
- **Q4 2025:** Organize university open days and industry collaboration events.
- **Q4 2025:** Implement attractive student packages and support measures (e.g., accommodation, scholarships).
- **Q2 2027:** Review and assess the effectiveness of recruitment strategies.
- **Q4 2028:** Achieve target numbers for PhD and postdoctoral researchers.

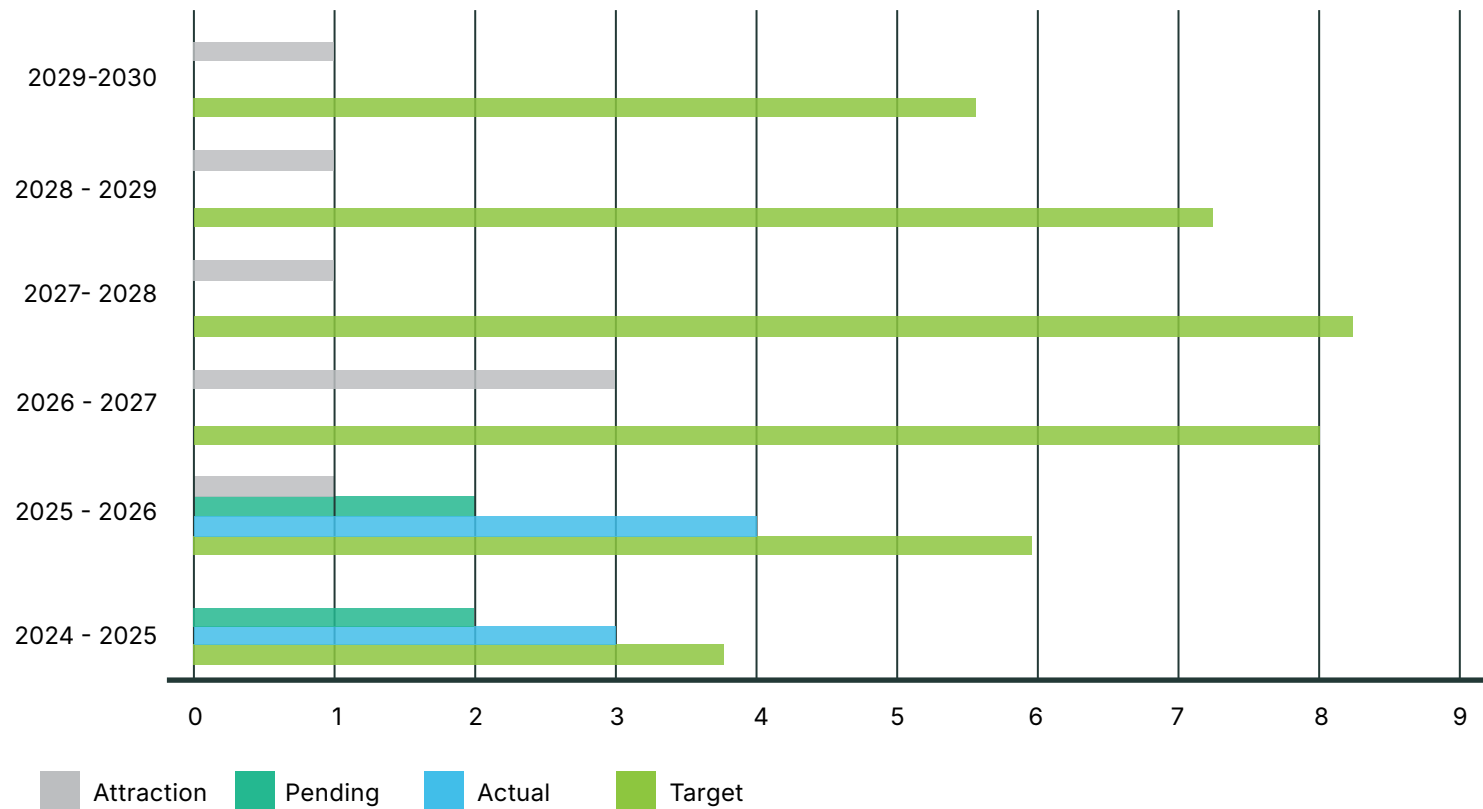
KPIs:

- Number of researchers recruited and retained over time through individual process monitoring such as effectiveness of promotional campaigns (e.g., video views, social media engagement).ROI on recruitment efforts)
- Digital Campaign lead generation monitoring. Number of signups per campaign).
- Measurements of efficiency of recruitment process by analysing application to offer conversion rate. (Time to fill research positions, costs per recruited researcher
- Satisfaction levels of researchers with support measures.
- Retention rates of researchers over time. Monitored via Community Integration Score to assess how well researchers and their families feel integrated into the local Griffith community. Via survey application.



Student Attraction

Student Attraction



- Student Attraction Graph indicates need to action university engagement to meet annual targets.
- Visa Issues are identified as major concerns for international students, along with high costs of Private Health insurance for families. In total, the Griffith Hub will need to attract a further 5 – 7 students to meet target.
- Attraction Numbers Y2025 - 2030

Pillar 2 Research & Beneficial Projects

Milestone:

- **Q3 2025:** Clear deliverables and accountability measures for research projects.
- **Q4 2025:** Mid-project review and assessment of progress and impact.
- **Q4 2025 - 2030:** Assessment of all Projects, review if they are on track to meet their deliverables and impact targets through regular updates and PAC.
- **Q4 2025:** Identify and prioritize new key research projects with tangible outcomes. Establish partnerships with industry and community stakeholders for co-design of projects.
- **Q2 2026:** Launch initial research projects focusing on renewable energy, circular economy, and innovative farming techniques or adopt “extension” research projects.
- **Q4 2026 - 2030:** Project review and assessment of progress and impact on quarterly basis.
- **Q4 2030:** Completion of initial projects and dissemination of results.

KPIs:

1. Number of projects with clear deliverables and accountability measures.

- Timeliness and quality of project deliverables.
- Overall project success rate and impact such as monitoring partnership development success, active number of research outputs and impact, number of publications and citations, patents or projects generated by research.)

2. Number of research projects initiated and completed.

- Percentage of projects with industry and community co-design.
- Tangible outcomes achieved (e.g., new technologies, policy changes).
- Stakeholder satisfaction and engagement levels.



Regional Beneficial Projects

Future projects or extensions identified

**Carbon Emissions
and Nitrogen
research**

**Technology and
AI adaption**

**Effective and efficient business
processes for adoption on
multiple farming / business
locations**

**Environmental Health.
Investigate healthy eco-
systems. Identifying other
barriers to outcomes**

**Renewable energy
and other ways to
reduce farming costs**

**Future proofing
communities by
integrating on ground
needs with government
policy makers**

**Market alignment (Changes
in European legislation and
impacts on constant
changes to policies)**

Wish lists
**Taken from organisations who have
not secured project funding. We
can establish if there is potential to
support some of these projects or
include in an existing project**

**Investments in circular
economy for new
potential industries /
employment**

Future Projects & Extensions

Focus on projects that promote environmental health, circular economy, and innovative technologies. Address barriers to outcomes and support projects that have not secured funding but hold potential value for the region.

Projects on the Board:



Lake Wyangan Restoration- Griffith City Council & CSU

A project looking at reducing blue/green algae in Lake Wyangan through plants, fish and entomology (the complete ecosystem).



Revolutionising Australian Food Bowl. A deep dive into drought tolerant crops for market and uses of native crops for niche markets.



Burning Bright - Unlocking Biochar for Water Wise, Waste Smart Agriculture in Griffith region. Focused on the Economics of input and output in the region. The Goal is to use this project as part of our LEGACY - with a manufacturing plant located somewhere in the region.



Water Nexus Model- formatting a communication model for MDA and LGA to identify water in all its uses and guide users to trusted resources and research.

Pillar 3 Community & Industry Engagement

Milestone:

- **Q2 2025:** Regular touchpoint meetings and site visits with industry partners and community groups.
- **Q2 2025:** Launch community engagement through Local Newspaper(s), social media and collaboration with partners (such as newsletters with IREC, MI etc.) and Griffith Hub video
- **Q2 2026:** Review of engagement activities and their impact via data analysis or customer surveys.

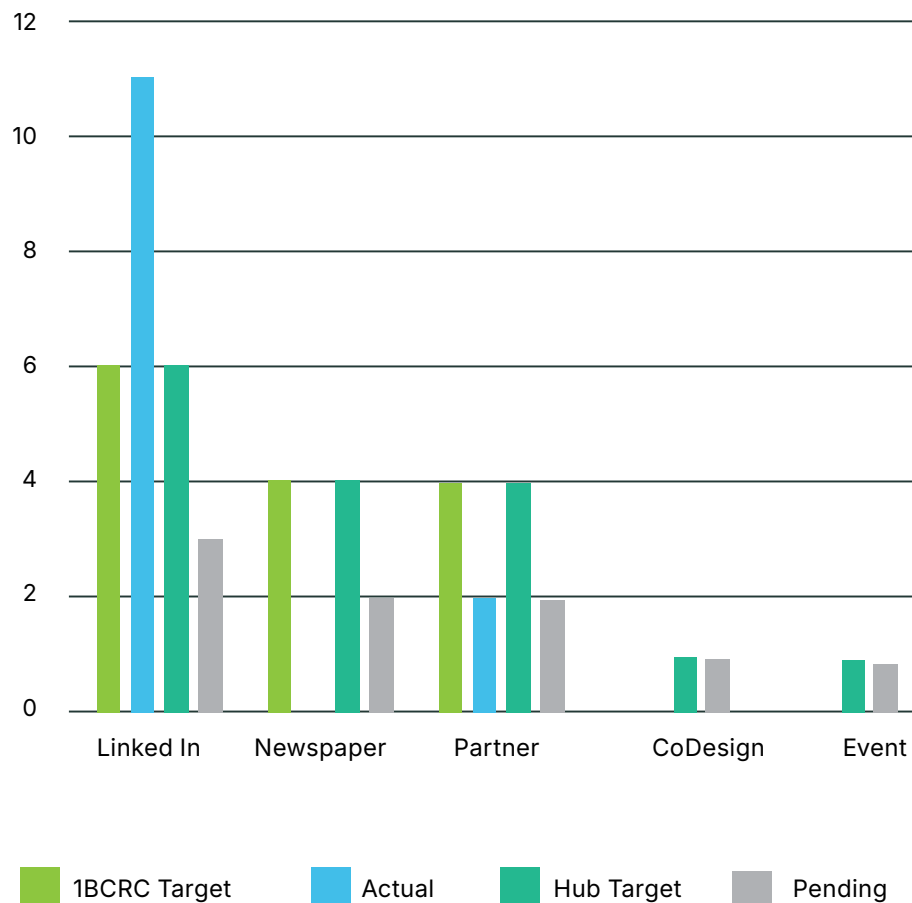
KPIs:

- Number of touchpoint meetings and site visits conducted. Documented through Monday.com
- Level of community and industry participation in engagement activities. Documented through 1BCRC Events & Communication reporting (Excel)
- Stakeholder feedback and satisfaction levels through 1BCRC Surveys.
- Results on engagement activities (engagement analysis).



Community Engagement

Communications & Engagement 2025 -2030



The Graph indicates the Griffith hubs goals in media / community engagement.

This year we will be co-host an event with partners MDA in Griffith (September / October).

We have established a solid relationship with local newspapers (ready to publish articles of interest). We have met LinkedIn targets and are included in IREC, MI newsletters on a regular basis.

The Graph is an annual measure of communication targets.

4 First Nations

The Griffith hub is located in the heart of the **Wiradjuri Nation** – the largest nation of Aboriginal and Torres Strait Islander (ATSIC) people in Australia. and represented by The **Griffith Local Aboriginal Lands Council** (GLALC), the peak Aboriginal representative forum for the Griffith Aboriginal community.

The notional area of activity over which the Hub operates includes the lands of many other Registered Aboriginal Parties such as Yorta Yorta, Ngarigo, Ngunawal, Nari Nari, Yuin, Yitha Yitha, Madi Madi, Wari Wari, Wongaibon, Wailwan).

Engaging and partnering with First Nations peoples throughout the Murray-Darling Basin is complex and requires continuous commitment and refinement. We aim to have meaningful engagement with First Nations people to build trusting, respectful relationships & will achieve this by early consultation.

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Meaningful engagement with First Nations people to build trusting, respectful relationships.”



Pillar 4 First Nation Opportunities

Milestone:

- **Q3 2026:** Establish initial contact with local Aboriginal councils and First Nations representatives. Identify potential research projects that align with First Nations' interests and priorities such as First Nations Food Source Project identified by RAC member Vito Mancini.
- **Q4 2026:** Conduct introductory meetings to understand community needs and priorities.
- **Q2 2026:** Identify key stakeholders and potential partners within the First Nations communities.
- **Q3 2026:** Organize consultation workshops with First Nations communities to gather input on research projects.

KPIs:

- Level of community and industry participation in engagement activities. Documented through 1BCRC Events & Communication reporting (Excel
- Stakeholder feedback and satisfaction levels through 1BCRC Surveys.
 - Results on engagement activities (engagement analysis).
- 1 x First Nations Focus Research Project



Pillar 5 Hub Legacy

Milestone:

- Q3 2026: An impact to the community /region through environmental change or economic development
- Q2 2027: Applications open to RAC members and 1BCRC industry partners and community members to form local Advisory committee group.
- Q3 2027 Assessment of applications and employment of committee.
- Q2 2027: Establish a governance structure like Regional Development Australia (RDA) to allow for adoption post 1BCRC. A committee to navigate future research projects in the region for farmer and industry adoption.

KPIs:

- Establishment of Committee:
- Gender balanced 50/50
- First Nation Representation
- Industry Partners (existing Partners)
- Community Partner (RDA, Council, Business Chamber)
- University Collaboration
- Investors (Philanthropy or Angel / Superannuation Investment?)



Budget

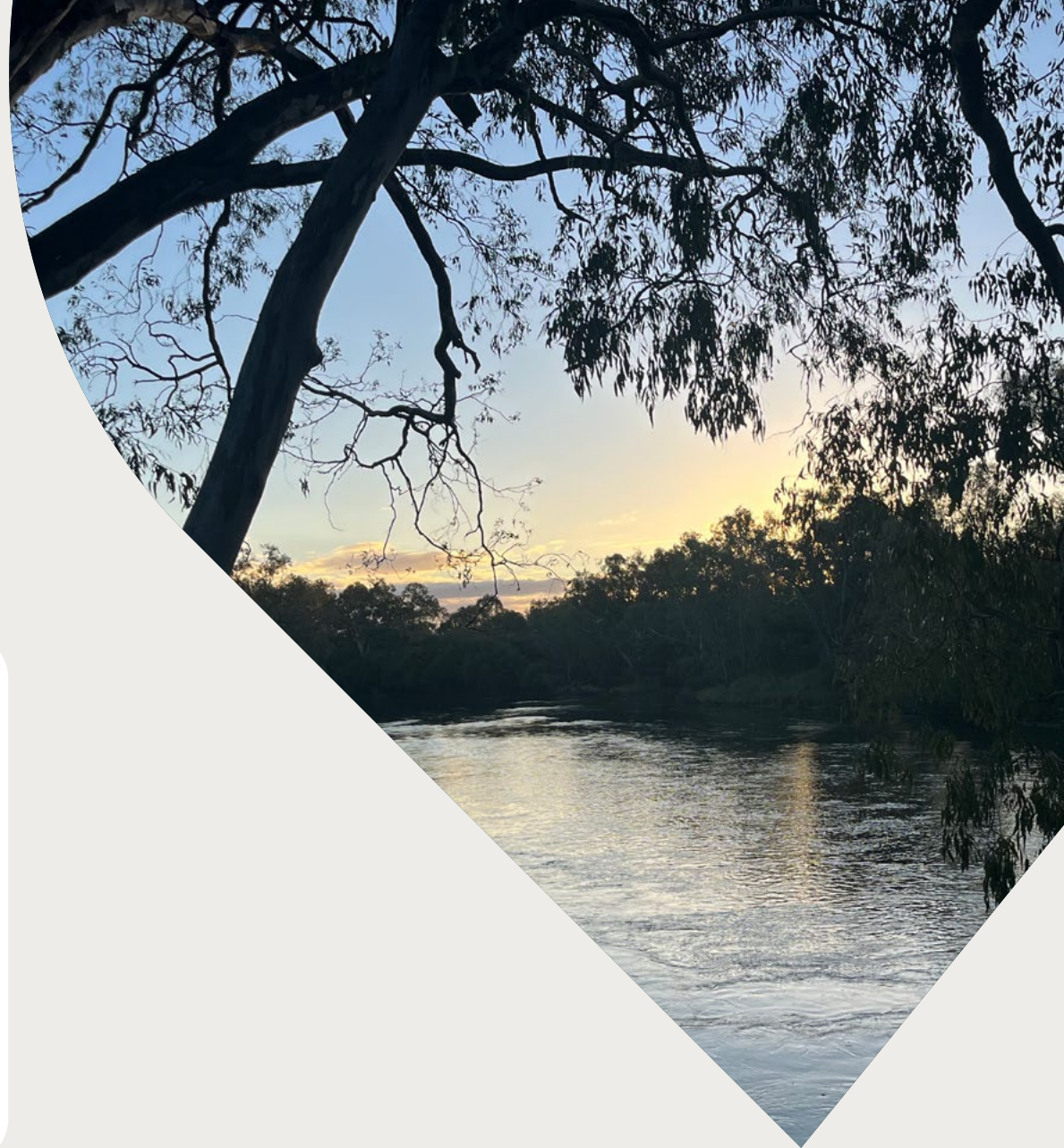
Budget and Funding

- Allocating funds for:
- video campaign, travel allowances, accommodation, and other support measures to attract and retain researchers.
- Explore additional funding opportunities and partnerships to support ongoing and future projects.

Summary

The strategy aims to create a thriving research hub in Griffith by focusing on impactful research, attracting top talent, and fostering strong community and industry partnerships.

The ultimate goal is to enhance the region's sustainability, productivity, and resilience.





Learn more

To learn more about our Hubs, visit our website or
contact us at: admin@onebasin.com.au



Australian Government
Department of Industry,
Science and Resources

Cooperative Research
Centres Program

