



2017 FUTURE
LEADERS PROGRAM

Future Leaders Program 2017 Project Brief

Newcastle 2037

“Newcastle - the harbourside city once with its roots firmly in coal and steel is reinventing itself. Huge investments in transport, the rejuvenation of the city foreshore, a revitalised central business district, an upsized university and a \$6.5 billion investment from the NSW Government make it the new boom town. Newcastle is on the cusp of transitioning from a great regional city to an emerging global city with a view to attracting investment, jobs and opportunities for its citizens and communities”

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1.0 Introduction

1.1 Newcastle Overview and History

Newcastle is the second largest city in New South Wales and the sixth largest in Australia. The Hunter Region is an important contributor to the NSW economy.

Newcastle as the Hunter's capital, has overcome adversity from downturns to disasters, yet has had the tenacity to reinvigorate, reinvent, through creative entrepreneurship, collaboration and a positive attitude.

Newcastle; in boxing parlance has dragged itself off the canvas to grow stronger and to punch well above its weight. It is currently in the midst of significant change - record spending on infrastructure and development in or around the CBD, the introduction of the Wickham Transport Interchange and the investment in light rail. The NSW state government's investment is at an all-time high and Newcastle is well on the way to becoming the perfect breeding ground for collaboration, innovative thinking, knowledge sharing and investment from start-ups to mature businesses; we are a city of the future.

1.2 Newcastle 1999 – BHP

In 1999, the BHP Newcastle Steelworks closed after 84 years of operation. The steelworks was at the time, the largest employer of people in the Newcastle region. Workers who had been employed for decades suddenly found themselves with nowhere to go. The unemployment rate in the region escalated from 9% to 12%. Newcastle had to adapt to this change and diversification became mantra of the day. The effect of the closure was offset by industry diversification in industries that required the skill sets not too dissimilar to what was required at the Steelworks. Manufacturing, Resources, Defence, Healthcare and Education came to the fore as the largest employers. In particular Hunter New England Health Service and the University of Newcastle were prominent in job creation.

1.3 Newcastle 2013 – Mining Downturn

The mining downturn in 2013 had a profound effect on Newcastle and the surrounding regions with close to 2200 Hunter jobs lost during the 2013 calendar

year. The large mining companies and contractors in the region undertook significant levels of cost reduction relating to capital spend in particular the areas of maintenance and labour costs. The flow on effect was felt throughout the community with manufacturing and a number of businesses within the supply chain having no alternative but to close their doors. Once again diversification and market expansion was forced upon businesses, either adapt to change or close your doors. Adapt they did, embracing new technologies, exploring and adjusting to the ever increasing changes not just what the region was experiencing, but the world around them was embracing. Growth in new sectors such as, Aged Care, Tourism, General Services, The Internet and Retail were the saving grace through this period. The NSW government stimulated growth by planning and announcing infrastructure projects and spend within the region that provided employment and growth opportunities.

1.4 Newcastle 2016 – Infrastructure and Development

In 2016, the NSW Government announced a record \$71.5 billion of infrastructure spend across New South Wales between 2016 and 2020. The investment in the Newcastle region was heavily weighted through the Light Rail project and the Williamstown RAAF base overhaul. The removal of heavy rail, the Wickham Interchange and road improvement projects continued to inject much needed funds into the local economy. Coupled with a residential development boom within the Newcastle CBD, with an additional 3000 apartments in the pipeline and \$1.6 billion worth of construction projects underway or awaiting approval this has provided a level of security for the regions businesses.

2.0 Project Brief

2.1 Newcastle 2037 – Introduction

Newcastle in 2017 is on the cusp of an anticipated growth period never seen in the region's history. Infrastructure and complimentary services are providing the support base for Newcastle to showcase its skills. Through innovation and understanding of the global market Newcastle is being showcased around the world.

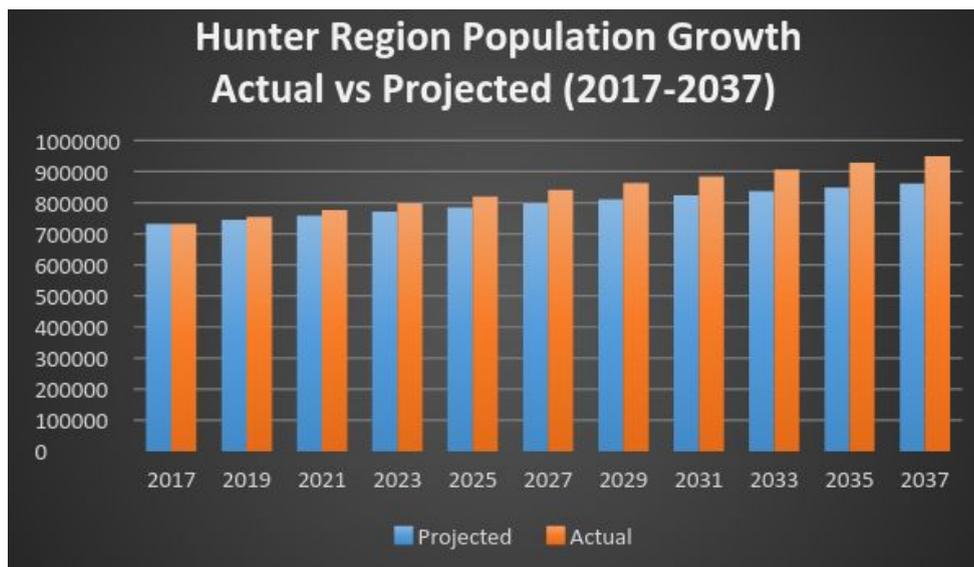
Fast forward to a new era in the history of Newcastle and the Hunter Region. It is now 2037; you are the leaders of the region in various fields of business, community and academia. The landscape of Newcastle and the Hunter Region has undergone a period of unparalleled growth. Export revenue, marketable businesses and population over the last 20 years has exponentially grown. The unprecedented

growth has made Newcastle and the Hunter Region the industry benchmark and world leaders in the global export market.

Newcastle 2037 - you are a leader within the Newcastle and Hunter Region and we are now recognised as an industry benchmark in the global export market – so how did you get us here?

2.2 Newcastle 2037 – Population Growth

The NSW Department of Planning in 2016 predicted that population growth in the Hunter Region would grow by 145,000 people between 2017 and 2037 (from 645,000 people in 2017 to 810,000 people in 2037). It is now 2037 and the Hunter Region has grown to 891,000 people – a 10% increase on original estimates.



2.3 Newcastle 2037 – Jobs Growth

The NSW Department of Planning in 2016 predicted that additional jobs generated in the Hunter Region would grow to an extra 61,500 full time positions between 2017 and 2037. It is now 2037 and this has grown to an additional 73,800 full time positions – a 20% increase on original estimates.

3.0 Project Requirements

3.1 Project Submission Overview

Each team is required to include the following components as part of their Project Submission:

1. A **20 page Written Project Report** with a one page executive summary is targeted at executive level management. The 20 page limit is to capture and hold the attention of a busy executive.
2. A **30 minute Project Presentation** to a panel of judges.
3. A **200 word Summary** to be included in the Gala Dinner programme is aimed at giving guests a summary of your project idea.
4. A **5 minute Extended Elevator Pitch** delivered during the Gala Dinner, aimed at giving guests a short, yet succinct overview of the key points of your project idea.

3.2 Written Report Details

The focus of the team written report submission is to:

1. Clearly and concisely articulate your idea.
2. Demonstrate a well-researched and thought out idea.
3. Explain how the idea was implemented (timeline) and how this drove the region to become a global export powerhouse.

4. Convince the panel of judges that your team's idea is feasible and did happen.

The written report format has flexibility, however the above content requirements must be met – the focus is on teamwork, leadership, creativity and innovation. The theoretical course work from the Future Leaders Program is intended to lay the foundations for your project, the team's interaction, creativity and brilliance will create the future.

3.3 Written Report Structure

- 12 point Arial font, justified, 1.5 spacing.
- Structure is flexible, but must contain:
 - Executive Summary
 - Table of Content
 - Introduction
 - Headings
 - Conclusion
 - References
- You may choose to include appendices over and above the 20 page limit; however these will not be assessed. The intent of the appendices is to offer further reading or supporting information.

3.4 Presentation Details

- Teams have a maximum of 30 minutes to present to the panel of judges, followed by 10 minutes of questions from the judging panel.
- A computer and projector will be provided.
- If the presentation is supported by a PowerPoint slideshow, it must be submitted in PowerPoint native format.
- Other supporting props are allowed but must be organised by the team members.
- Each team member must participate in the presentation equally.

3.5 Extended Elevator Pitch Details

- This will be delivered at the Gala Dinner.
- Maximum 5 minutes, delivered by one team member.

- While non-assessed, this is an opportunity to deliver your project idea to the other teams and more importantly to dignitaries and members of the Hunter Region Business Community.

3.6 Project Timeline

Date	Description
3 rd August 2017	Mentors and Teams Announced
3 rd August 2017	Project Launch
12 th October 2017 5.00pm	20 Page Project Report Due (5 hard copies)
13 th October 2017	200 Word Gala Summary Due (emailed)
25 th October 2017 5.00pm	Submission of Project Presentation Media
26 th October 2017	Project Presentations
2 nd November 2017 5.00pm	Submission of Extended Elevator Pitch Media
3 rd November 2017	Gala Dinner and Winner Announced

3.7 Project Assessment Criteria

Category	Criteria	Weighting
Project Idea	Innovative and Creative	20%
	Well Researched	20%
	Practicality	20%
Project Written Report	Quality and Structure	15%
Project Presentation	Quality, Structure and Delivery	15%
	Team Culture	10%

4.0 Contact

All electronic files, media, project submission documents as well as general questions or enquiries are to be submitted to:

Merran Wiggins
The Future Leaders Program Liaison
Email: merran@hunternet.com.au



2017 FUTURE LEADERS PROGRAM



Tuckman's Team Development Model

