



Melbourne Royal *Strategic Roadmap*

2021 – 2023

OUR PURPOSE

To Celebrate *Agriculture,* Cultivate *Events,* and Strengthen *Communities.*



OUR VISION

Melbourne Royal is globally recognised as a seal of excellence, highly valued for:

- Showcasing food and beverage, produce and producers
- Presenting premier events
- Activating and creating vibrant event spaces

AWARDS & COMPETITIONS

- Deliver a reputable and enviable awards and competitions program highly valued by industry
- Grow participation through innovation
- Enhance exhibitor value
- Enhance recognition and the reputation of our award presentations
- Promote award and medal winners to consumers
- Encourage, inspire, develop and celebrate the next generation of agriculture leaders
- Leverage our expertise, technology and systems to support regional competitions

VENUE

- Optimise site utilisation and yield
- Increase diversity in events and activation offerings
- Form mutually beneficial partnerships with suppliers
- Deliver visitor and client experiences that exceed expectations
- Market and leverage our point of difference to be perceived as a premier venue
- Create a unique and financially sustainable food and beverage offering
- Customer focussed processes and operations systems
- Elevate our focus on safety



SUSTAINABILITY

- Invest in planning, processes and people to drive growth and innovation
- Ensure financial sustainability and diversify our financial base
- Manage our investments responsibly
- Grow commercial returns and profitable partnerships
- Responsibly manage our risks
- Elevate and actively communicate our environmental sustainability practices
- Develop and implement a venue masterplan
- Pursue technology and innovation for greater business efficiency and customer experience
- Build brand equity in Melbourne Royal
- Preserve our heritage and create meaningful connections with our historical identity



SHOW

- Maximise awareness, interest and attendance
- Entertain, engage, and excite whilst educating visitors on the value of food and agricultural, produce and producers
- Improve real and perceived visitor value and experience
- Be recognised on Melbourne's major event calendar
- Curate and create new and unique content
- Enhance the food and beverage offering
- Identify and maximise market growth opportunities
- Build community, commercial and government involvement and advocacy



PEOPLE

- Create and strengthen meaningful connections to maximise support from:
 - Government
 - Rural and regional communities
 - Exhibitors
 - Members, volunteers and committees
 - Local neighbours
 - Key industry stakeholders
- Attract and retain highly skilled, motivated and passionate staff and volunteers
- Invest in the growth and development of our people
- Provide a safe and healthy environment
- Promote and bring our values to life
- Activate RAS Foundation to strengthen rural communities
- Deliver best practice volunteer recruitment and engagement

Celebrating *Agriculture* **Since 1848**

Our Values

F

FEARLESS

Take risks, speak up and have the courage to back yourself.

I

INNOVATIVE

Explore and support new ways of thinking to deliver the best solution.

R

RESPECTFUL

Embrace our heritage and diversity, listen and treat people as you would like to be treated.

S

SUCCESSFUL

Pursue our shared goals, strive to be the best at what we do and celebrate our wins.

T

TOGETHER

Be open, work together and have fun.



**MELBOURNE
ROYAL**