



Illawarra Innovative Industry Network

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Purpose & Mission Statement

The **Vision** of **i3net** is that the Illawarra Engineering & Manufacturing Industry and associated companies are seen as:

- Globally competitive and attractive to customers and investors
- Value adding to the economy and the community
- Creating attractive career prospects
- Developing export opportunities
- A leader in Innovation and Research & Development

The **Mission** of **i3net** is to promote Illawarra Industrial firms to local, national and international business markets & to the wider community, and to create an opportunity for businesses to grow in new markets.

To achieve the vision and mission, the network focuses on six key strategic objectives:

1. To provide the tools, processes and coordination to enable networking between organisations and to act as a channel of communication between the network and external organisations.
2. To maintain and grow the membership base of the network to optimise its effectiveness as a network and its business development opportunities.
3. To increase member company business confidence through increased access to knowledge, network contacts, skills and resources.
4. To increase member company market focus through enabling greater understanding of alternate market opportunities, by sharing knowledge, expertise, skills and costs.
5. To provide tools to professionally and proactively market and promote the network members and the collective capability of the Illawarra regions engineering and manufacturing industry to new business markets.
6. To act as the focal point to support the active pursuit of new business opportunities both locally, outside the region, and internationally to extend the customer base of members & the local engineering & manufacturing industry.