

## NSSN STRATEGIC PLAN 2019-21

### Vision

**We will transform the New South Wales smart sensing ecosystem and advance the prosperity of the state through the solutions and opportunities that we create.**

### Mission

**We bring together expertise in academia, industry and government to position New South Wales as a recognised global leader in smart sensing innovation.**

### Values

**We are solutions-oriented**

*We seek out and solve challenging problems that are faced by our clients.*

**We are innovative**

*We translate outstanding research strengths into opportunities, products and services that add value for our clients.*

**We are trusted**

*We are the go-to source for quality solutions. People rely on us as suppliers of knowledge. We offer value for money and the best solution for our clients.*

**We are collaborative**

*We offer a single point of entry to expertise across multiple institutions and multiple disciplines, from our core in science and engineering to diverse disciplines that can contribute to successful solutions.*

### Objectives

*Our objectives will enable us to realise our vision and achieve our mission.*

1. Create value for industry and government
2. Be a global thought leader in smart sensing and its deployment
3. Strengthen our network
4. Generate prosperity for NSW

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## Strategies

*Our strategies enable us to achieve our objectives. The NSSN Business Plan sets out the actions and targets for each strategy.*

Objective 1 – Create value for industry and government	
Strategy 1a	Target prospective clients that will make substantial investments with NSSN to solve their challenges
Strategy 1b	Build a market reputation for the Network
Strategy 1c	Maintain a deep understanding of our members' strengths and how they can be applied in smart sensing projects
Strategy 1d	Scale by attracting clients beyond NSW: nationally and globally

Objective 2 – Be a global thought leader in smart sensing technology and its deployment	
Strategy 2a	Advance leading-edge research in smart sensing in NSW
Strategy 2b	Identify paradigm-shifting possibilities in smart sensing
Strategy 2c	Enhance the reputation of our members in smart sensing

Objective 3 – Strengthen our network	
Strategy 3a	Deliver value to members by creating and managing opportunities and collaborations for them
Strategy 3b	Increase the membership by attracting more NSW universities, publicly-funded research organisations and interstate universities
Strategy 3c	Leverage our relationships with other networks and entities
Strategy 3d	Build long-term financial sustainability

Objective 4 – Generate prosperity for NSW	
Strategy 4a	Deliver outcomes that support economic growth, productivity, jobs and community well-being
Strategy 4b	Strengthen the NSW ecosystem in smart sensors

