



Strategy '22

A strategic plan for the Australian Water Association 2019-2022

**AUSTRALIAN
WATER**
—
ASSOCIATION



OUR PURPOSE

Inspire and drive a
sustainable water future

Our Value Proposition

To drive **prosperity and sustainability**
by providing individuals with career enrichment and
organisations with business opportunities as we:



SHARE

information and
knowledge



CONNECT

members with industry
and stakeholders



INSPIRE

positive change



WE ARE

Passionate

as we advocate
water sustainability

Collaborative

as we share expertise,
knowledge and solutions

Inclusive

as we seek innovation,
diversity and equality
in all we do

OUR GOALS FOR STRATEGY '22

Strategic Goal 1 **Strengthen Partnerships**

Strategic Goal 2 **Extend our Reach**

Strategic Goal 3 **Promote Diversity and Inclusion**

Our Key Strategic Projects

Strategic Goal 1

Projects for Partnerships

Project 1: Governments & Stakeholders

Consolidating our partnerships with Commonwealth and State Governments and industry allies (member organisations, universities and community groups) on programs, information and activities.

Project 2: Sustainable Development Goals

Facilitate partnerships to deliver projects on the Sustainable Development Goals in Australia, SE Asia, and the Pacific.

Project 3: Asia-Pacific

Strengthen our partnerships across the Asia-Pacific Region for trade and promotion of Australian water expertise.

Project 4: Operation Improvements

Building collaborations to install a new Customer Relationship Management system and improve our operational productivity, volunteer engagement, and member services.

Strategic Goal 2

Projects to Extend our Reach

Project 5: Model to Extend Reach

Review our model of membership, Branch, and Specialists Networks to enable the extension of our reach.

Project 6: Urban, Remote & Rural

Understand the needs of our urban, remote and rural members to better engage with them through our digital platforms, events and other activities.

Project 7: Other Industry Sectors

Engage with other industry sectors with a strong connection with water through our Branches, Specialist Networks, events, and other activities.

Project 8: Community Engagement

Develop a two-way conversation with the community to enhance water literacy and positive community engagement through our digital platforms, publications, Branches, Specialist Networks, events, and other activities.

Strategic Goal 3

Projects to Promote Diversity and Inclusion

Project 9: Innovation

Promote the innovations in management, projects, and outcomes achieved by our members and by leveraging our Specialist Networks.

Project 10: Channeling Change

Broaden our Channeling Change Program to incorporate a new range of activities to promote diversity and inclusion.

Project 11: Young Water Professionals

Review and enhance our YWP activities to encourage greater involvement of YWPs from across the water sector.

Project 12: Indigenous Water

Develop activities to improve understanding of our indigenous water culture including the facilitation of an Association Indigenous Reconciliation Action Plan.

Inspire and Drive a Sustainable Water Future

Strategic Goals

across all our services and activities



Strengthen Partnerships

To build partnerships with Governments & Industry Allies; Asia-Pacific Partners; and our service providers to facilitate a sustainable water future.



Extend our Reach

To engage with communities and other industry sectors in urban, rural, and remote Australia to drive a sustainable water future.



Promote Diversity and Inclusion

To celebrate the diversity and innovation of our members to promote a culture of inclusiveness as key to a sustainable water future.



SHARE



CONNECT



INSPIRE

Target Outcomes

FINANCIAL: Financially sustainable and resilient organisation for the water sector

ORGANISATIONAL: Recognition as a professional employer of choice with a positive culture and a Net Promoter Score of 30+

MEMBERS: Engagement with increased membership represented by motivated and engaged volunteers