

AUSTRALIAN
WATER
—
ASSOCIATION

Annual Review 18-19



2018-19 Summary Highlights for the Successful Year

The 2018-19 Financial Year was a highly successful period for the Association. Some of the highlights of the year include the following:

STRONG FINANCIAL RESULTS

The Association achieved a financial surplus of \$715K that is the highest surplus achieved by the Association. This was derived from our major revenue sources of Ozwater \$3.8M; membership subscriptions of \$1.6M; and the International Program \$1.1M.

POSITIVE MEMBER ENGAGEMENT

A survey of our members revealed a high level of member satisfaction and support for the Association's activities, programs, and the value for money membership. Our membership at the end of the financial year was 5,183. This represented a drop of 309 individual members principally from 97 lapsed student members and our large corporate members not filling their staff allocations that are included in their corporate membership. However, the membership subscriptions increased by \$63K due to additional new corporate members and some existing corporate members upgrading their membership category representing a 4% growth.

UPGRADE OF OUR OPERATING SYSTEMS

To lift productivity and enhance our member services the Association undertook upgrades during the year to our finance system, our event registration system, and our intranet platform. These upgrades have enabled us to provide more timely and accurate financial reports, much more efficient and agile event registrations, and a new intranet platform that enables more effective document sharing and communication with improved engagement between our elected volunteers, staff, and members.

HEAD OFFICE UPGRADE

After more than 11 years in the same premises our head office has been refitted with new open plan work-spaces, upgraded meeting rooms, video conferencing facilities, and a more contemporary look that better reflects the Association's modern and vibrant outlook and culture.

INCREASED DIGITAL ENGAGEMENT

Reflecting both industry and community trends, our members and stakeholders are increasingly turning to our digital platforms and publications as their preferred way to share, connect, and inspire. Our website sessions hit 473,333 throughout the year, which represents a 105.73% increase from the year before. Social media engagement has increased with the number of followers across each channel growing significantly. Our LinkedIn and Facebook followers have increased by 67% and 32% respectively.

The year also saw a significant increase in the download rate for podcasts and videos with 7,110 podcast downloads (85% increase from last year) and 82 videos uploaded to our YouTube channel with 8,841 views. Our Current Magazine, available in both digital and printed form, has maintained a readership estimated at 12,000. Our National Source digital newsletter has maintained open rates of 36% (10 week sample) that are well above industry standards.

BRANCHES

Our State and Territory Branches had a successful year attracting record numbers to their events and activities. The Branches have moved quickly to implement the new Strategy '22 with a renewed focus on regional members and activities, indigenous water matters, and diversity and inclusion events including unconscious bias, gender balance, and cultural diversity.

SPECIALIST NETWORKS

Our 14 Specialist Networks continue to provide members with the opportunity to share, connect, and inspire on specialist areas of expertise. Over the year the specialists networks have contributed 3 workshops at Ozwater, participants for two Ozwater panels; 22 articles in our digital and printed publications; 3 webinars; and 3 submissions.

BIOSOLIDS PARTNERSHIP

The Association's biosolids partnership maintained strong industry support with 21 corporate members and held its most successful National Biosolids Conference in Brisbane with 172 attendees. The ANZBP advisory committee recommended and has now commissioned several important projects for subscribers including the 2019 biannual biosolids production and use survey and a major Community Attitudes to Biosolids project in 2019-2020.

OZWATER'19

Our flagship international conference and exhibition Ozwater was held in Melbourne and once again raised the performance bar with an outstanding range of keynote speakers, industry and technical streams, and 4,724 attendees. The exhibition was rated highly as a modern and impressive display of water industry and technology capabilities. There were 236 exhibitors that recorded more than 5,100 business leads.

INTERNATIONAL PROGRAM

Our International Program had a year of significant growth with additional financial support from participating members, the Department of Foreign Affairs and Trade, State Governments, and the Australian Water Partnership. The year saw the Association's Utility Improvement Program expanded to rural areas of Vietnam and extended into Cambodia and Indonesia. Across

the urban water utilities in Vietnam and Australia 779 water utility staff were engaged in the Program.

Our trade delegation to VietWater had a record total of 103 Australians from 35 organisations involved and the Association facilitated additional visits to Cambodia, Indonesia, Singapore International Water Week, WaterNZ's Annual Conference, and the IWA World Water Congress in Japan.

Our Vietnam Program has now generated an estimated \$40M worth of new business for Association members. The Association's water technology demonstration projects in Vietnam throughout the year produced an additional 75,000 L per day of drinking water for up to 35,000 people (including 1,000 school children).

YOUNG WATER PROFESSIONALS

Last but certainly not least, the year saw impressive involvement of our Young Water Professionals with 17 events that connected with more 1,000 YWPs. The Ozwater'19 Young Water Professional Program had 100 attendees.

The AWA National Taskforce for YWPs that includes a representative from each State YWP sub-committee met regularly and assisted with the delivery of the international YWP Program at Ozwater'19 which supported the attendance of 17 Young Water Professionals from across the Indo-Pacific region. There were more than 250 applications for the 17 places funded by the Australian Water Partnership and the Department of Foreign Affairs and Trade.



Carmel Krogh OAM
President
Australian Water Association



Jonathan McKeown
Chief Executive Officer
Australian Water Association

Board of Directors



New Board appointed in May 2019

From L to R: **Daniel Sullivan** (iota Services), **Jurg Keller** (Advanced Water Management Centre, University of Queensland), **Louise Dudley** (Queensland Urban Utilities), **Jonathan McKeown** (CEO), **Carmel Krogh OAM** (President), **Jim Athanas** (Xylem Water Solutions), **Jeremy Lucas** (Allwater), **Sandra Hall** (Advanced Water Management Centre, University of Queensland), **Francois Gouws** (TRILITY), **Peter Dennis** (Hunter H2O).

We would like to thank and acknowledge the outstanding contributions made by our outgoing Directors: Mal Shepherd, Fabiana Tessele, Mike Muntisov & Garth Walter.

The Association delivered outstanding performance in 2019 which has been a turning point in its development and repositioning. Having fully refurbished Sydney office and upgrade of Finance and Event registration systems, the Association is now poised for growth.

We are focusing on sustaining a strong financial position to ensure we can meet our strategic goals in the future.

Financial performance for the year ended 30 June 2019



This favourable position is driven by increased revenue from our national conference Ozwater'19, improved investment portfolio and successful international program activities such as Vietnam and Indonesia. Our Balance Sheet is robust at **\$4,838K** and well positioned for future growth.

Our 5-year financial performance summary is detailed below:

\$'000	2014/15	2015/16	2016/17	2017/18	2018/19
Revenue	\$6,942	\$7,195	\$7,696	\$8,050	\$8,507
Operating Expenses	\$7,472	\$7,513	\$7,461	\$7,418	\$7,792
Operating Surplus	\$(530)	\$(318)	\$235	\$632	\$715

Revenue summary

Australian Water Association’s gross revenue for the year ended 30 June 2019 was \$8,507K and the sources were: Ozwater’19, Branch events and membership subscriptions.

Ozwater revenue was generated \$1,752K in exhibition, \$1,412K in delegates and \$617K in sponsorship income. For 2018/19, Ozwater revenue represented 44% of total revenue compared to 45% for 2017/18.

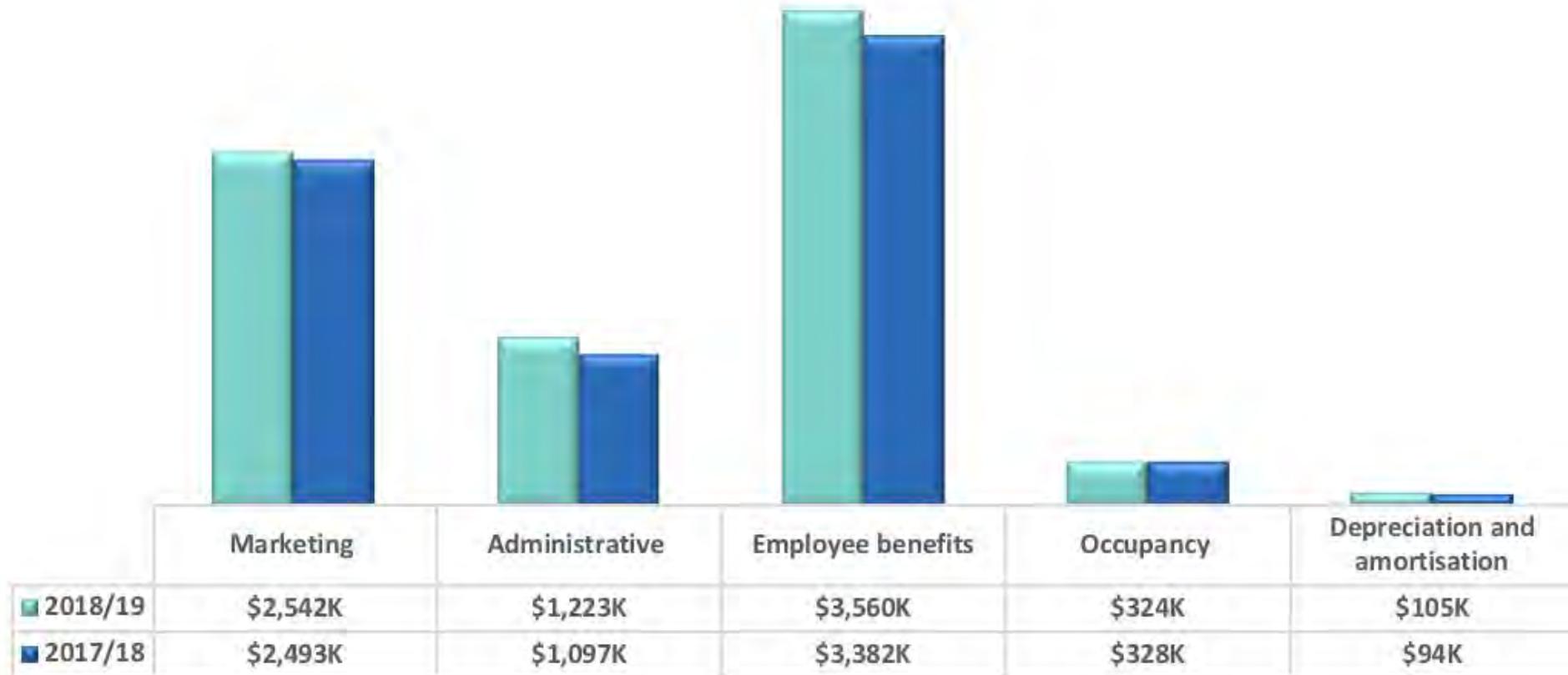
Branch events revenue increased by \$196K (18%) on 2017/18, which was proportional to a large increase in sponsorship and delegate income across most of the major branches and an average price increase of 2.5%.

Membership revenue increased by \$63K (4%) on 2017/18, which was related to an increase of 112 new corporate professional individual members, additional 8 universities joining as corporate members and an average price increase of 2.5%.



Operating expense summary

The overall increase in total operating expenses was \$374K. Of this, \$177K was attributed to increase in employee benefits which was proportional to an average salary increase of 2.5% and higher accumulated annual leave and long-service leave provisions. Administrative expenses increased by \$126k due to IT upgrades (\$100k), branches discretionary funding pool (\$26k).



Key performance measures

Our financial performance and financial sustainability is presented through the following industry accepted ratios.

Key performance measures	Type	2017/18	2018/19
¹ Return on assets (Net Profit/ Total Assets)	Profitability	10%	10%
² Return on equity (Net profit/ Total Equity)	Profitability	15%	15%
³ Current ratio (Current Assets/ Current Liability)	Liquidity	2.2	2.3

¹ Return on assets is an indicator of how profitable our Association is relative to our total assets.

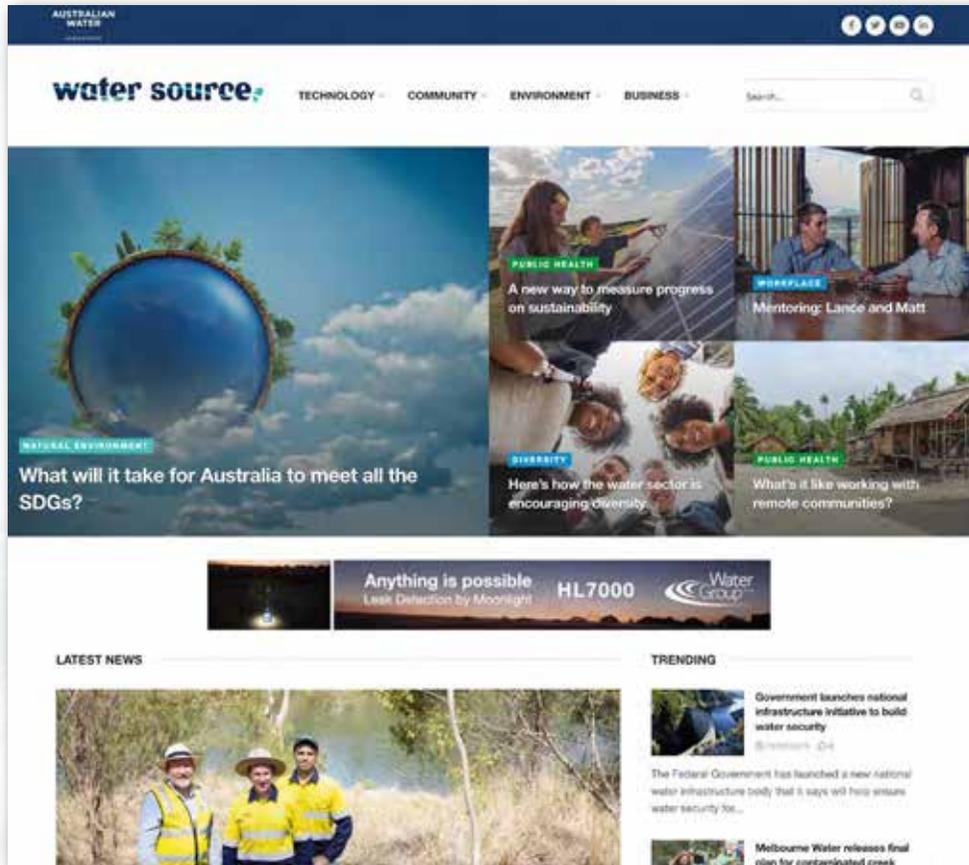
² Return on equity measures profitability by comparing the profit generated against the capital investments.

³ Current ratio indicates the extent to which current liabilities can be paid off through current assets.

water source.

In November 2018, we launched our online information hub, **Water Source** as part of our digital strategy.

Articles, technical papers and **Current** magazine feature stories are published under four key categories: **Technology, Community, Environment** and **Business**.



153,481
site users
between launch
and June 2019

262,480
page views
(an increase of daily news
views by 48% since moving
to the Water Source
platform)

**10 mins
25 secs**
average time on page
between launch
and June 2019

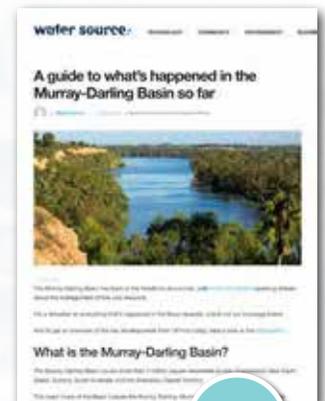
Top 3 Stories (between launch and June 2019)



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HERE



LINK
HERE

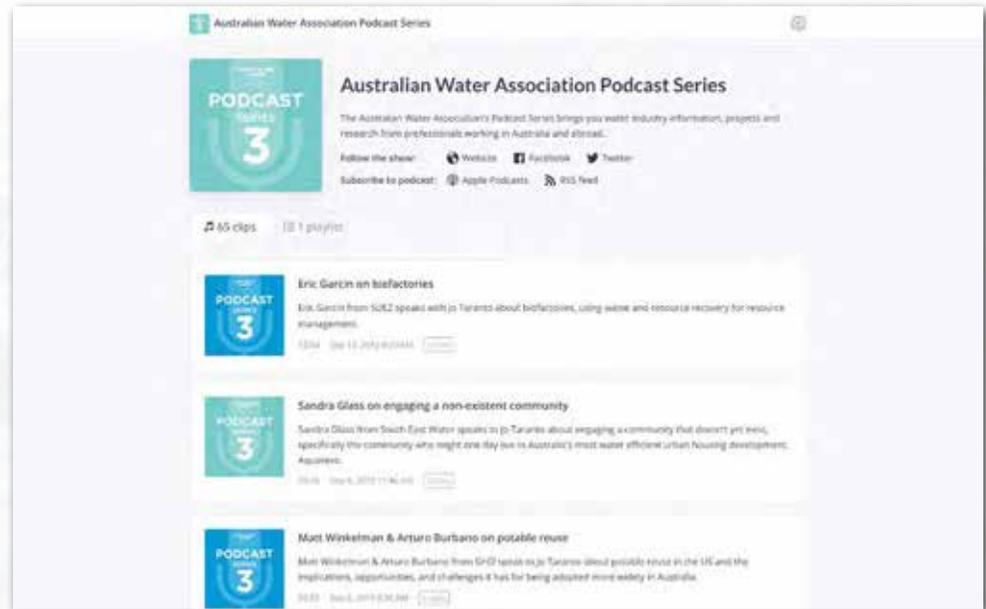
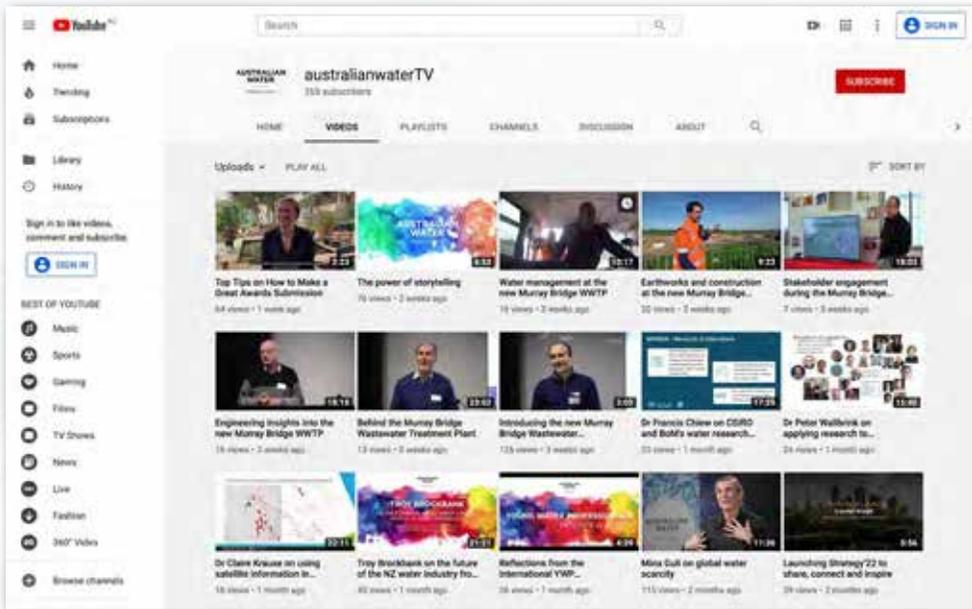
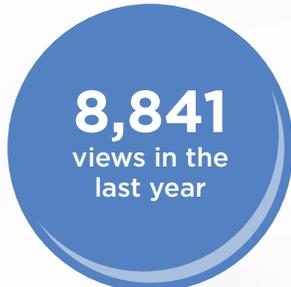


LINK
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This major project was a collaboration between AWA and Mahlab Media.

Videos and Podcasts

In the financial year 2018-19, we increased the amount of digital content on our YouTube and podcast channels. Videos and podcasts remain a popular source of water information for our members and the wider community.



Water e-Journal

After a decision to make the *Water e-Journal* open access, our technical papers are now freely accessible to members and non-members via the *Water Source* website.

28

technical papers
published in the
last year

10,410

views of technical
papers on
Water Source

The Association published a reduced number of technical papers this year (28 down from 44 last year) due to the delayed publication of the May edition.

Despite producing just over half the number of papers, the Water e-Journal views were still 10,410 this year.

The 2018 Best Water e-Journal Paper was awarded to Stephen Westgate and Matthew Robertson for their paper on '**A New Approach to Assessing Water Quality Risk**', which highlights the robust model TasWater has developed to assess and manage water quality risk.

LINK
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Current Magazine

Current magazine continues to be well received by members. This was reflected in our member survey, which was conducted in January 2019, we had a very positive response to the magazine.

70%

of surveyed members
read the publication in the
past 12 months

75%

of surveyed members agreed
or strongly agreed that
Current provides value

2,701

Online views

7,465

magazines distributed



E-communications

Email continues to be the most effective way to reach our members and the wider audience. We send out the national **Source** newsletter on a weekly basis, with State **Source** newsletters and **What's On** newsletters sent every second month. In between this, other industry relevant content is distributed as required.

National Source



35.9%

average open rate
(member version)

29.03%

(non-member version)

State Source



40.59%

average open rate

What's On



38.53%

average open rate

Websites

With daily news stories now published on **Water Source**, the AWA website has been streamlined to highlight our other offerings and initiatives. We continue to use the Ozwater website for all things related to our annual conference and exhibition, and the H2Oz site for water industry jobs.

AUSTRALIAN
WATER

ASSOCIATION

299,893

Visitors

(63% increase)

840,029

Page Views

ozwater

51,548

Visitors

228,251

Page Views

water source.

153,841

Visitors

262,480

Page Views

H₂Oz
careers in water

8,869

Visitors

514,151

total visitors
to our online
platforms

**1.33+
Million**

total page
views

Social Media



3,780

followers (up from
2,856 in previous FY)



Company Page

7,777

followers
(up from 4,647)

Group Page

12,827

members
(up from 12,612)



236

subscribers
(up from 174)



**Australian Water
Association**

5,600

followers
(up from 5,101)

Ozwater

2,563

followers
(up from 2,305)

ozwater'19

Ozwater'19 exceeded expectations and ended up being the most successful in the history of the event. Here's a snapshot of Ozwater'19 which was held in Melbourne on 7-9 May 2019.

4,724

PARTICIPANTS

↑ **10.5%** FROM OZWATER'18

1,404

DELEGATES

2,182

TRADE VISITORS

78

YWP PROGRAM, WORKSHOP
OR PANEL ATTENDEES

980

EXHIBITOR STAFF

80

OTHER

444

ABSTRACTS RECEIVED

219

PRESENTATIONS
AT THE EVENT

18

WORKSHOPS/
PANELS

236

EXHIBITORS

5,106

LEADS CAPTURED

404

INTERNATIONAL
ATTENDEES

↑ **87%** FROM OZWATER'18

42 COUNTRIES
REPRESENTED

PRINCIPAL SPONSORS



ozwater'19

9 Keynote Speakers including **Professor Jeffrey Sachs**, Director, UN Sustainable Development Solutions Network and world-renowned economics professor who presented in **holographic** format.



Our youngest ever Conference MC, 20 year old **Yasmin Poole**.

Equitable gender balance achieved across the keynote speakers and MC.

8 Accent Speakers featured in the technical conference program

Inaugural **Directors Program** held, targeting utility Directors nationally. Key topics included retaining community trust, transformative technologies & closing the gap on cultural water values. In addition, an exhibition tour for Directors was held. Ozwater attracted 175 delegates at a board level with 65 Directors directly participating in this program.

Industry Safety & Wellbeing Program continued for a 2nd year. Keynote Speaker, **Sidney Dekker** was one of the most highly rated keynote speakers with his take on doing safety differently. Article posted on Sidney's presentation achieved an astounding 85,000 page views.

Exhibition activations including theatre program, 3 delegate lounges, Club House, artistic poster displays with instant downloads.

1,100 **Gala Dinner** Attendees with 8 **Australian Water Awards** given out on the night to recognise excellence in the sector.

Six site tours offered pre and post conference.

The **latest event technology** utilised for instant access to papers, posters and seamless sharing of contacts with other delegates and exhibitors.

Sustainability front and centre with every satchel unique and made from recycled material diverted from landfill. Reusable sandwich wraps given out to eliminate single use plastic food wrap post event.

Expanded International Program: Vietnam

Rural Vietnam-Australia Water Utility Improvement Program commenced

6

regional water utilities and local councils

Technology Demonstrations

6

technology demonstrations facilitated

75,000L

of clean water per day provided to rural communes

35,000

Vietnamese individuals with access to safe drinking water

100

attendees at the Gender Equality and Social Inclusion workshop at Vietwater'18

Vietnam-Australia Water Utility Improvement Program

10

urban water utilities in Australia and Vietnam

779

water utility staff

12 million

customers with improved water services

Vietwater'18 Delegation

103

35

individuals organisations

\$40m

estimated trade value

4

Vietnam's young water professionals connected with **AWA's YWP** network



Expanded International Program: Cambodia

Cambodia-Australia
Water Utility Improvement
Program commenced

1

Australian water utility

3

Cambodian water
utilities

4

Cambodian young
water professionals
connected with

AWA's YWP
network

**Cambodian
Delegation**

to Ozwater'19

**Capacity
development**
of Cambodian Water
Association

**MoU
signed**

with Cambodia
Water Supply
Association

Australian
water
technology
pilot



Expanded International Program: Indonesia

The Australian Government's Department of Foreign Affairs and Trade with the Australian Water Partnership has provided financial support to expand the Association's International Program into Indonesia. Funding has been allocated to support the Association's Water Utility Improvement Program connecting 3 Australian water utilities with 3 Indonesian water utilities.

Indonesia-Australia
Water Utility
Improvement Program
commenced

6

water utilities
and PDAMs

Development of
**Indonesia-
Australia Gender
Equality and
Social Inclusion
Network**

2

Indonesian young
water professionals
connected with

AWA's YWP
network

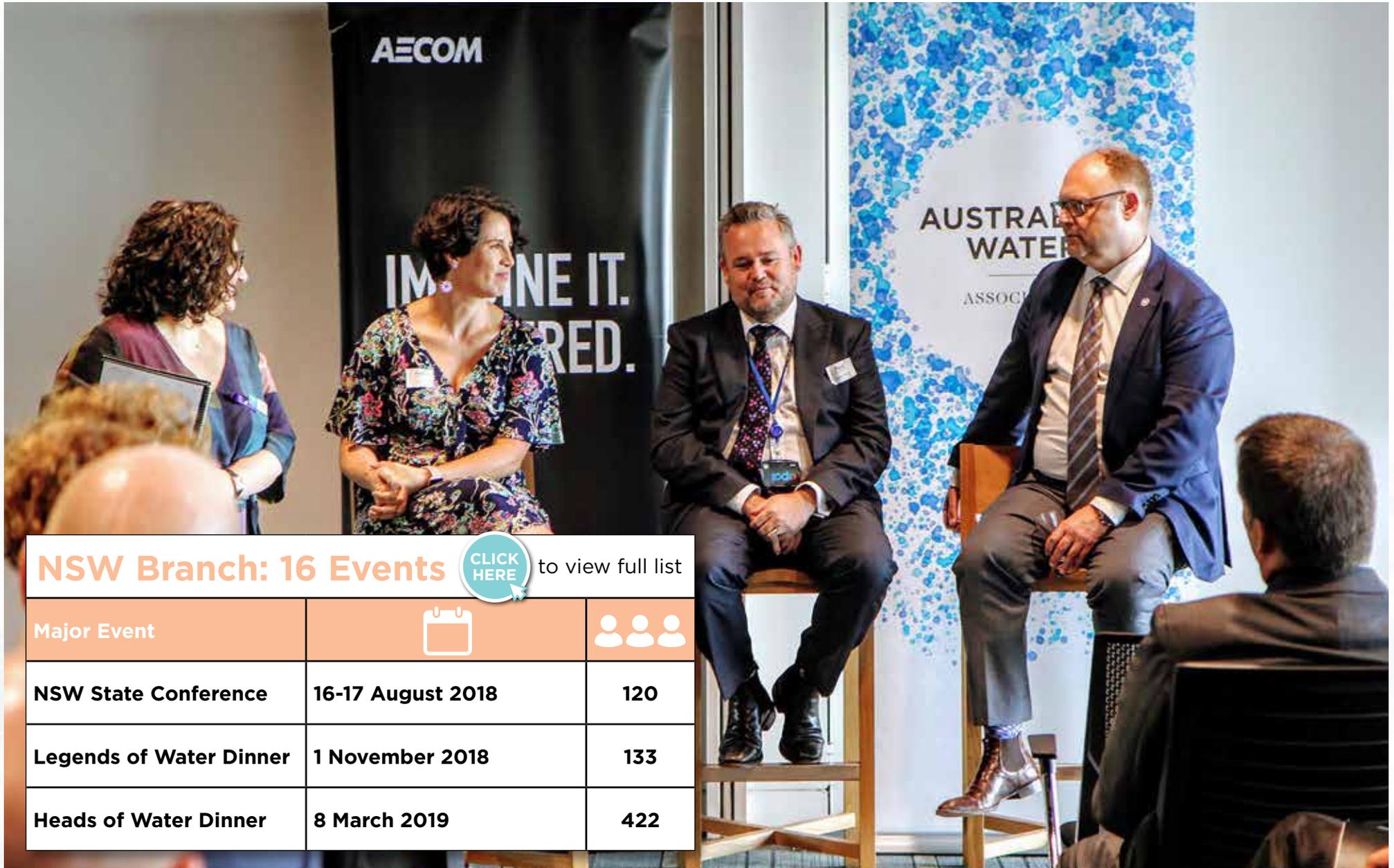


Events Connecting our Members

Over the last financial year, our Branches and our National Events have provided water professionals across the country with numerous opportunities to connect with each other and grow their professional networks. These have included conferences, technical seminars, forums and webinars.

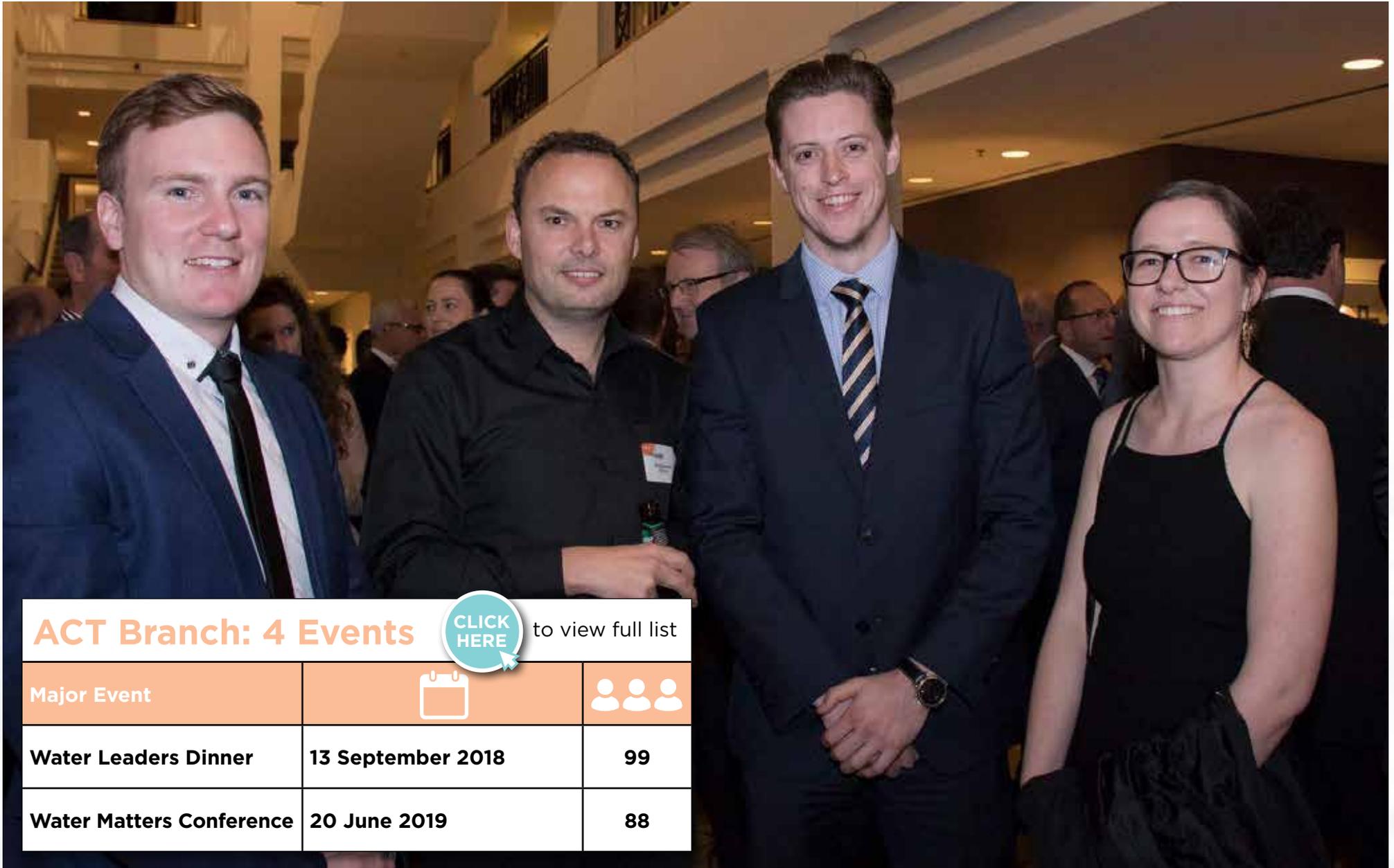


A breakdown, by Branch, of these events follows.



NSW Branch: 16 Events [CLICK HERE](#) to view full list

Major Event		
NSW State Conference	16-17 August 2018	120
Legends of Water Dinner	1 November 2018	133
Heads of Water Dinner	8 March 2019	422



ACT Branch: 4 Events

[CLICK HERE](#) to view full list

Major Event		
Water Leaders Dinner	13 September 2018	99
Water Matters Conference	20 June 2019	88



TAS Branch: 12 Events

CLICK
HERE

to view full list

Major Event		
Where the Waters Meet Conference	16 August 2018	152
Galah Dinner and Awards	15 November 2018	120

VIC Branch: 14 Events

CLICK
HERE

to view full list

Major Event		
Annual Dinner	2 August 2018	552
Water Awards Luncheon	6 December 2018	162
YWP Annual Ball	14 June 2019	238





QLD Branch: 26 Events



to view full list

Major Event		
NQ Regional Conference	26-27 July 2018	116
Gala Dinner & Awards Night	7 September 2018	424
QWater Conference	1-2 November 2018	169



NT Branch: 2 Events

[CLICK HERE](#) to view full list

Major Event		
Water in the Bush Conference	18-19 October 2018	125



WA Branch: 22 Events

[CLICK HERE](#) to view full list

Major Event		
Water Awards Dinner	26 October 2018	210
North West Study Tour	30-31 May 2019	38
Water Industry Breakfast	19 June 2019	190



SA Branch: 14 Events [CLICK HERE](#) to view full list

Major Event		
Young Water Professional Forum	19 July 2018	78
Annual Conference	21 September 2018	67
Awards and Gala Dinner	23 November 2018	254

Specialist Networks

14

Specialist
Networks

105

Members
represented on
committees

5

Workshops/
panels featured
at Ozwater'19

20

Stories
published on
Water Source

3

Member surveys
conducted

3

Webinars

3

Industry
Submissions

Australian Water Awards

Our annual Australian Water Awards aim to recognise the outstanding contribution of our members to the water industry and wider community

151 Award Submissions



Australian Water Awards



LIFE MEMBER AWARD

Lucia Cade
Victoria

Graham Dooley
South Australia



RESEARCH INNOVATION AWARD

Winner

Driving Change from Conservatism to Pragmatism - Better Use of Biosolids and Recycled Water by Using Research to Challenge Guidelines

South East Water

Highly Commended

UGOLD - A Decentralised Technology for the Removal & Recovery of Valuable Nutrients from SourceSeparated Urine
Advanced Water Management Centre,
The University of Queensland and
Queensland Urban Utilities



PROGRAM INNOVATION AWARD

Winner

Enhancing Our Dandenong Creek
Melbourne Water



INFRASTRUCTURE PROJECT INNOVATION AWARD

Winner

Groundwater Replenishment Scheme
Water Corporation

Highly Commended

Sun and Salt: Logan's Water Quality Solution
Logan City Council, Downer, Cardno
and WSP



WATER INDUSTRY SAFETY EXCELLENCE AWARD

Winner

Potable Robotic Tank Cleaning Program
Watertight Robotics



AUSTRALIAN STOCKHOLM JUNIOR WATER PRIZE

Winner

The SODIS Sticker: Development and testing of a Film based detector system for appropriate Ultraviolet Solar Disinfection (SODIS) of Water
Macinley Butson, The Illawarra
Grammar School

Highly Commended

Deadly Heavy Metals Filter: Using Carbon Coated Mussel Shells and High Magnetic Field Magnet for the Filtration of Heavy Metal-Contaminated Water
Uriah Daisybell, CAPS Coolgardie



STUDENT WATER PRIZE

Winner

Real-time Monitoring of Cyanobacteria: Validation of Fluorometers as a Tool for Optimising Treatment Processes
Florence Choo, University of New
South Wales



YOUNG WATER PROFESSIONAL OF THE YEAR

Winner

Matthew Robertson
Process Engineer, TasWater

Highly Commended

Kate Bowker
Senior Technical Advisor - Wastewater
Recycling, Water Corporation



WATER PROFESSIONAL OF THE YEAR

Winner

Darryl Day
Managing Director, ICE WaRM

Highly Commended

Kevin Young
Managing Director, Sydney Water

**CLICK
HERE**

to read about the winners

International Program

Facilitation of **6** technology demonstrations

Provision of **75,000L** per day of safe drinking water servicing up to 35,000 Vietnamese people

170 Australians participating in outbound missions

5 countries visited in the last year

404 international attendees at Ozwater'19 representing 42 countries

42 international exhibitors at Ozwater'19 representing 11 countries



Channeling Change

- International activities including:
 - Workshop delivered at the IWA World Water Congress, Japan, September 2018
A Vision for Cultural Change through Diversity
University of Queensland, AWA, Yarra Valley Water & WaterAid
 - Gender Equality and Social Inclusion workshop held at Vietwater
- QLD hosted **4** Channeling Change Summits focussed on gender, age, ethnicity, mental health & invisible disabilities
- Cultural Water Values workshop, Cognitive Disabilities Workshop and Values and Inclusion Session delivered at Ozwater'19
- Channeling Change activations at events including:
 - Customised centrepieces at 2018 Queensland Gala Dinner (include image)
 - Heads of Water Gala Dinner and Forum hosted on International Women's Day (IWD) and IWD ribbons given to all attendees
- Unconscious Bias session held at Strategic Advisory Council meeting
- **13** Channeling Change events held
- **4** articles published on Water Source

Young Water Professionals

National Taskforce formed

17 events held by and/or for YWPs around the country

Over **1,000+** YWPs engaged in events and programs

Ozwater'19 engagement:

YWP Program attracted
100
attendees

17
AWP (DFAT)
funded
international
YWPs

21%
of attendees at
Ozwater were
YWP's

International YWP program held in Vietnam

2018 National Young Water Professional of the Year Katrin Doederer travelled to China on international study tour, courtesy of TRILITY

Mentoring partnerships profiled in **Current** magazine and on **Water Source**



Mentoring programs held in:

SA
12
mentoring
pairs

NSW
25
mentoring
pairs

QLD
24
mentoring
pairs

VIC
48
mentoring
pairs

WA
12
mentoring
pairs

121 mentoring
pairs nationally

Australian & New Zealand Biosolids Partnership

21
members

**ANZBP Bi-annual
Conference
held in Brisbane,
February 2019**

172 delegates
(160% increase on last conference)

2 international speakers
Chris Peot (DC Water) &
John Novak (Virginia
Polytechnic Institute &
State University)



National Water Week

The Association continues to manage and promote the National Water Week in October.

Events and activities across Australia

- Short film competition
- Poster competitions
- Photography competitions
- Catchment community tours
- Best tasting tap water competition
- Library community talks
- Community events

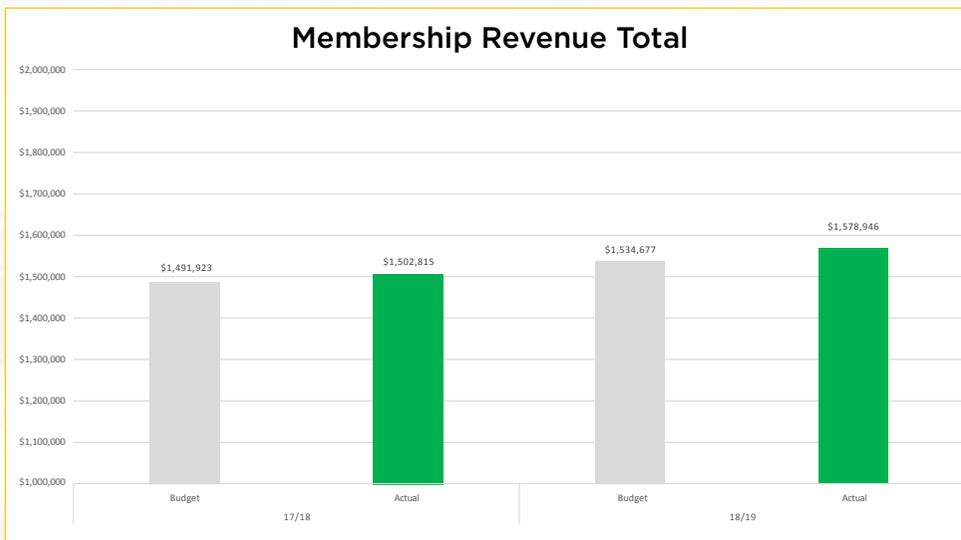
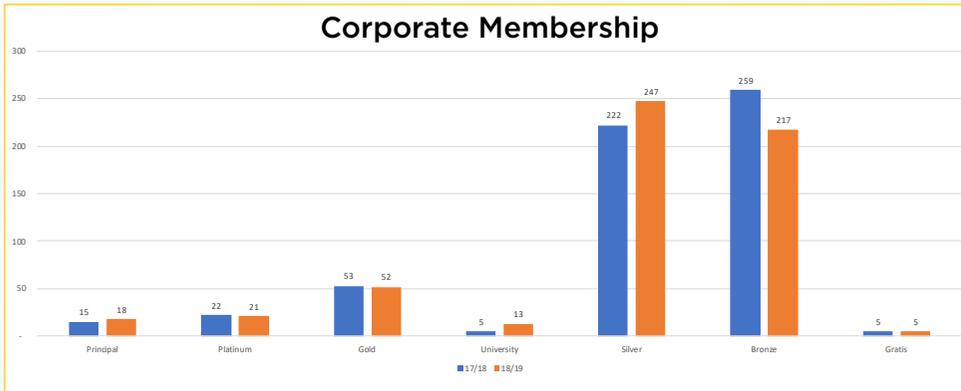


Exposure and Reach

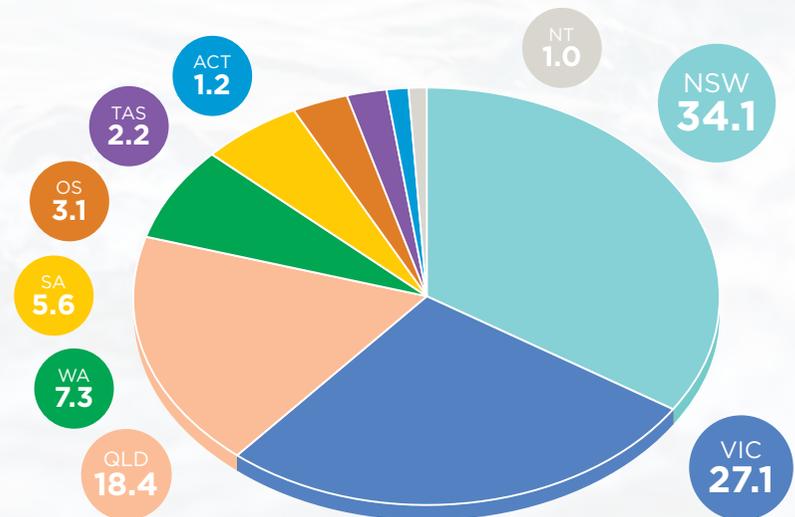
- 2.4M** potential reach
- 52** editorial mentions
- 1.1M** peak volume of media exposure
- 62.5M** peak social media reach
-  **474** Twitter posts
-  **269** Facebook posts
-  **77** Instagram posts
-  **8** YouTube videos
-  **3** blog posts
- 5,060** webpage views from 1 Oct to 1 Dec 2018

Membership

Our membership at the end of the financial year was 5,183. This represented a drop of 309 individual members principally from 97 lapsed student members and our large corporate members not filling their staff allocations that are included in their corporate membership. However, the membership subscriptions increased by \$63K due to additional new corporate members and some existing corporate members upgrading their membership category representing a 4% growth.



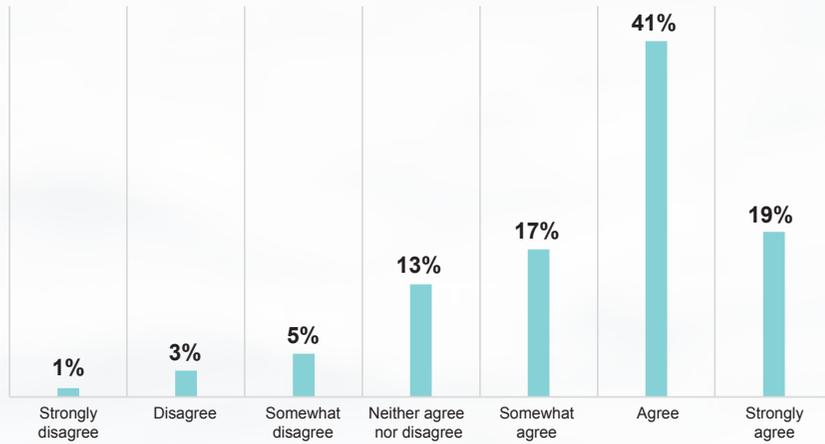
% Total membership revenue by branch 18-19



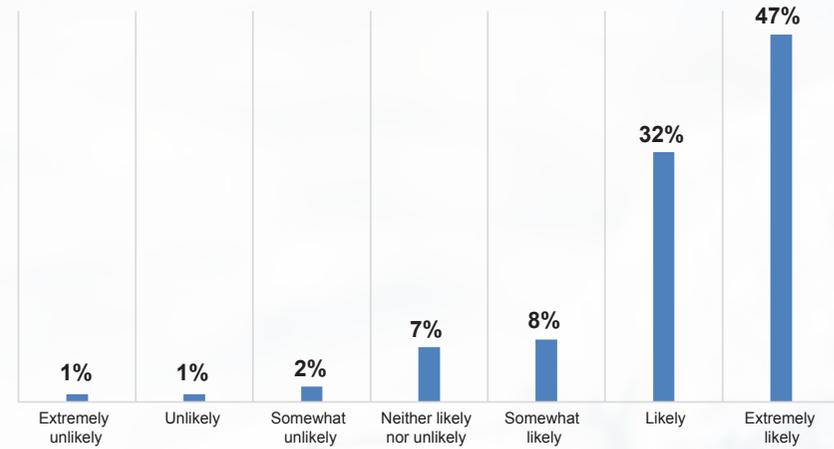
Member Survey Results

The member survey was sent out by an independent party to all AWA members in January 2019 with 587 respondents. Here's a snapshot of the results.

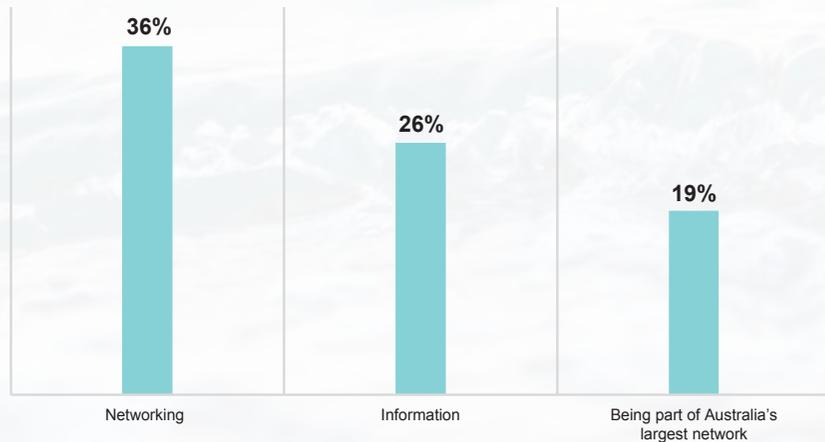
Value for Money



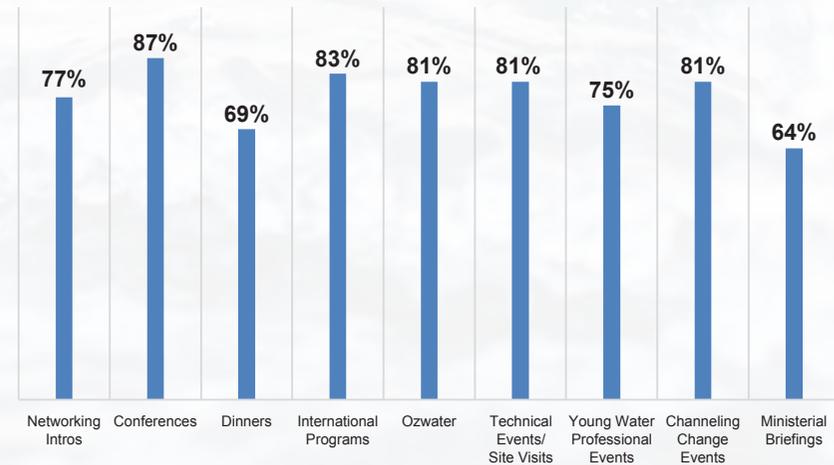
Likelihood to Renew



Top Areas of Value

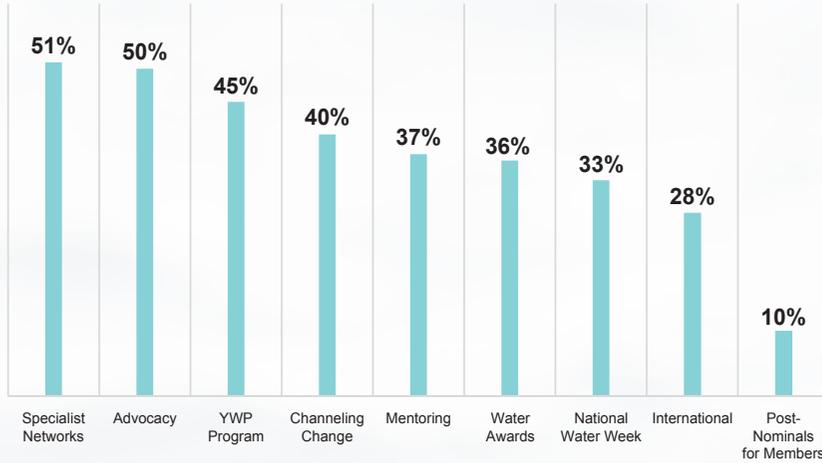


Event Value

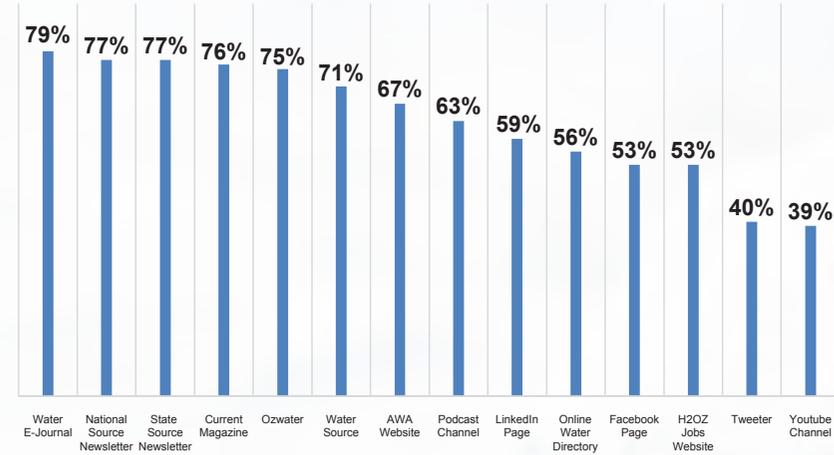


Member Survey Results

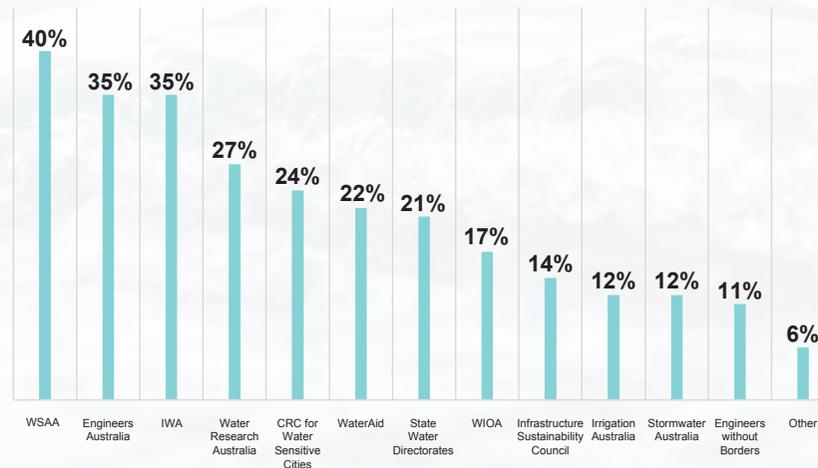
Program Value



Value of Information Sources

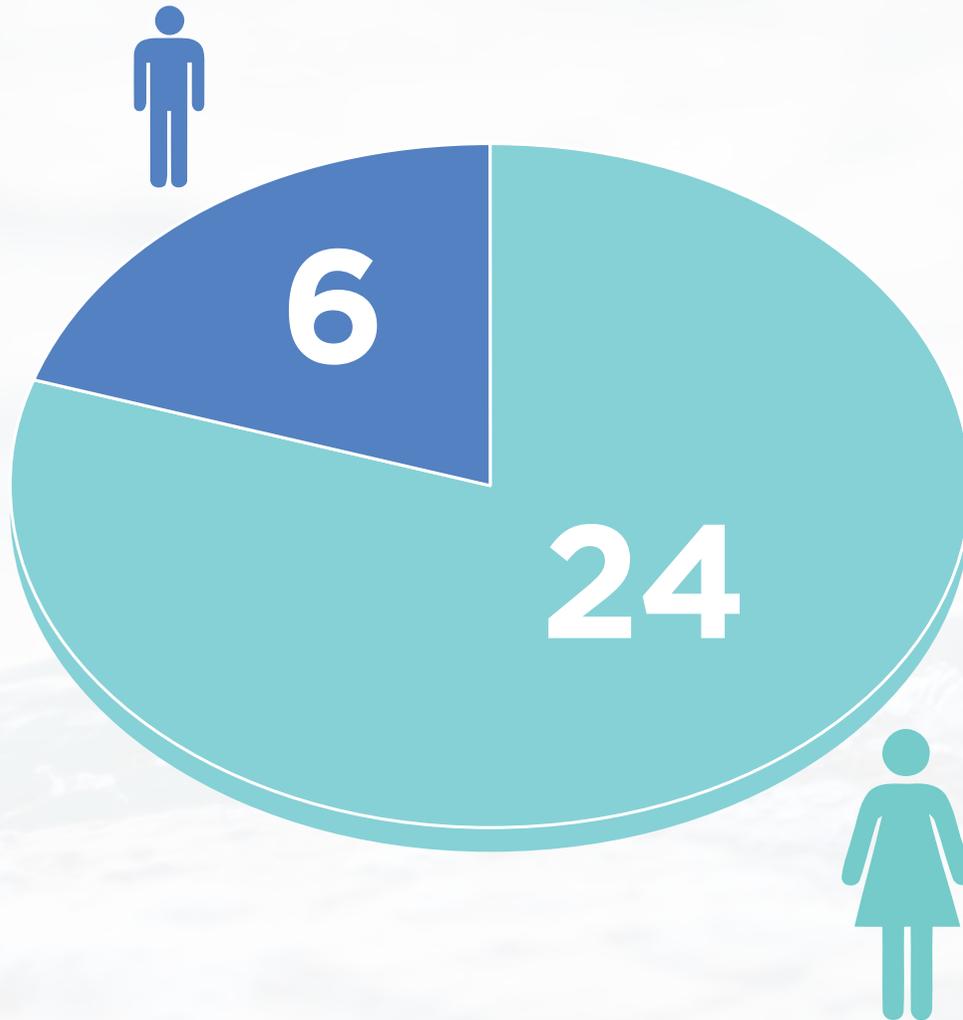


Who AWA Should Collaborate With



Our Workforce Profile

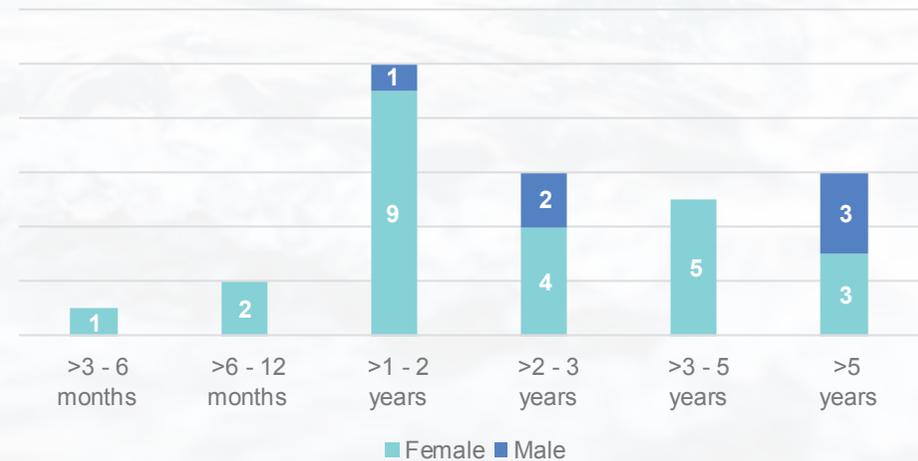
Workplace Gender



Workplace Age Profile



Workplace Tenure



Strategy'22

Launched at Ozwater'19 by President, Carmel Krogh OAM

Strategy'22 is the Australian Water Association's next three-year strategic plan, but it's not just a plan. Strategy'22 is a vision to be Australia's biggest water network inspiring and driving a sustainable water future.

Over the next three years, Strategy'22 will give our staff, Board, elected volunteers and members direction and purpose in everything they do. Together, we will continue 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

Focus Areas and Priority Projects

Strategic Goal 1

Partnerships

Focus Areas

Technology Partnerships

Technology partnerships to enhance engagement between staff, volunteers and members including a new CRM to increase effectiveness.

Governments & Stakeholders

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

Sustainable Development Goals

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

Asia-Pacific

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

Strategic Goal 2

Extend our Reach

Focus Areas

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.

Model to Extend Reach

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

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.

Other Industry Sectors

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

Strategic Goal 3

Diversity and Inclusion

Focus Areas

Indigenous Water

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

Innovation

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

Channeling Change

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

Young Water Professionals

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

3 Focus Areas have been elevated to Priority Projects to help deliver Strategy'22

Priority Project
**Technology
Partnerships**

Priority Project
**Community
Engagement**

Priority Project
**Indigenous
Water**

**AUSTRALIAN
WATER**

ASSOCIATION

*The Association wishes to
thank all of our committed
volunteers and staff for their
contribution to this year's
outcomes and results*
