Strategy ‘22
A strategic plan for the Australian Water Association 2019-2022
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**

<table>
<thead>
<tr>
<th>Project 1: Governments &amp; Stakeholders</th>
<th>Project 2: Sustainable Development Goals</th>
<th>Project 3: Asia-Pacific</th>
<th>Project 4: Operation Improvements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consolidating our partnerships with Commonwealth and State Governments and industry allies (member organisations, universities and community groups) on programs, information and activities.</td>
<td>Facilitate partnerships to deliver projects on the Sustainable Development Goals in Australia, SE Asia, and the Pacific.</td>
<td>Strengthen our partnerships across the Asia-Pacific Region for trade and promotion of Australian water expertise.</td>
<td>Building collaborations to install a new Customer Relationship Management system and improve our operational productivity, volunteer engagement, and member services.</td>
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</table>

### Strategic Goal 2  
**Projects to Extend our Reach**

<table>
<thead>
<tr>
<th>Project 1: Model to Extend Reach</th>
<th>Project 2: Urban, Remote &amp; Rural</th>
<th>Project 3: Other Industry Sectors</th>
<th>Project 4: Community Engagement</th>
</tr>
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<td>Review our model of membership, Branch, and Specialists Networks to enable the extension of our reach.</td>
<td>Understand the needs of our urban, remote and rural members to better engage with them through our digital platforms, events and other activities.</td>
<td>Engage with other industry sectors with a strong connection with water through our Branches, Specialist Networks, events, and other activities.</td>
<td>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.</td>
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### Strategic Goal 3  
**Projects to Promote Diversity and Inclusion**

<table>
<thead>
<tr>
<th>Project 1: Innovation</th>
<th>Project 2: Channeling Change</th>
<th>Project 3: Young Water Professionals</th>
<th>Project 4: Indigenous Water</th>
</tr>
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<td>Promote the innovations in management, projects, and outcomes achieved by our members and by leveraging our Specialist Networks.</td>
<td>Broaden our Channeling Change Program to incorporate a new range of activities to promote diversity and inclusion.</td>
<td>Review and enhance our YWP activities to encourage greater involvement of YWPs from across the water sector.</td>
<td>Develop activities to improve understanding of our indigenous water culture including the facilitation of an Association Indigenous Reconciliation Action Plan.</td>
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</tbody>
</table>
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.

**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