

# Strategy 2030

**Our Vision**  
**A sustainable water future.**

**Our Purpose**  
**To inspire, connect and transform the water sector.**

## Strategic Priorities

### Inspire System Change

*AWA will drive long-term, sector-wide change to address critical water challenges in a changing climate.*

- **Amplify the voice of water** by securing stronger policy outcomes through evidence-based advocacy.
- **Advocate for inclusion of traditional knowledge** in water management practices and decisions.
- **Enhance community water knowledge** to ensure understanding of the essential role and value of water.

### Foster Cross Sector Collaboration

*AWA will inspire connection both within and beyond the water sector to drive innovation and positive change.*

- **Foster a collaborative water community** that embraces constructive challenge, driving better decision-making and improved outcomes.
- **Inspire cross-sector collaboration** to drive innovative solutions to complex challenges.
- **Facilitate initiatives** that enhance climate resilience, water security, environmental and public health outcomes, including in underserved communities.

### Grow Sector Capability

*AWA will strengthen sector capability by developing people, resources and tools to meet future challenges.*

- **Deliver access to the broader knowledge base** of the water sector to drive impact.
- **Equip people with the information, skills, tools and resources** to tackle key challenges.
- **Attract and retain talent** by strengthening career pathways and leadership development for the water sector workforce.

## Strategic Enablers

**Data-Driven Decisions**

**Personalised Experience**

**High-Performance Culture**

**Sustainable Business**