


**AUSTRALIAN
WATER**

ASSOCIATION

Strategy'25

Inspiring and driving a sustainable water future



The Australian Water Association acknowledges the Traditional Custodians across Australia, where we live, work and play, for their deep connection to our precious waters and land. We pay our respect to Elders past and present, and the ancestors who have cared, protected and nurtured Country for many thousands of years.

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About AWA

The home of people who care about water

We share knowledge, connect people with purpose, and inspire positive change. Our members and communities are connected by water.

They have diverse careers across disciplines including scientists, engineers, urban designers and planners, treatment plant operators, consultants, academics, researchers, educators, communications, community consultation, policy makers, regulators, people and culture advisors, managers, data analysts, data scientists, information technology, business development, strategists, asset managers, water and catchment managers, field workers, manufacturers, trades and more.

We are motivated by the opportunity to create a more sustainable and inclusive water future. A future where our members have the skills, expertise and network to adapt to an ever-changing climate and where innovation is celebrated and promoted. Where collaboration and deep engagement with Aboriginal and Torres Strait Islander people is practiced and expected and where water has a voice in the community, is understood and revered. We are proud to share our knowledge and expertise with our international neighbours as they also strive for a sustainable water future.

As an Association, we want to be the best and attract the best. We will achieve this by investing in our people and culture and through great data and technology that will streamline operations and deliver a great member experience.

Our Purpose

Inspire and drive a sustainable water future

10 Year Aspiration

Water is recognised by all as essential to economic prosperity, health, the environment and Indigenous connection to country

Our Value Proposition

As Australia's biggest water network, the Australian Water Association aims to drive prosperity and sustainability by providing individuals with career enrichment and organisations with business opportunities as we:



information and
knowledge



members with industry
and stakeholders



positive
change

Our Values

Passionate

as we advocate for water sustainability

Collaborative

as we share expertise, knowledge and solutions

Inclusive

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

An aerial photograph of a crowded beach, showing numerous people swimming in the ocean and sunbathing on the sand. The image is darkened to serve as a background for the text.

Strategy'25 Focus Areas

**Strategy'25
Focus Areas**

**Member
Experience**

**Water for
Sustainable
and Resilient
Communities**

**Indigenous
and
Community
Collaboration**

Enabled by

People and Culture

Data and Digital



Member Experience

By 2025, our members will be more diverse, connected and included, have impact and influence, have developed as professionals and celebrated success together.

Outcomes to be achieved

- Delivery of in-person, online and hybrid **professional development events and networking** that inspire action and meet the varying needs of all of our members, technically and geographically.
- **Specialist networks** that are relevant, contemporary and valued with strengthened peer to peer connections and improved collaboration with other events and programs.
- **Australian Water Award** finalists and winners have greater visibility improving recognition within the industry and their contribution and value to our communities.
- Growth in **Ozwater** participation and influence, new diversity & inclusion initiatives, strengthened B2B connections and increased international attendance.
- Expansion of our **mentoring program** to target minority demographics such as Indigenous, migrants as well as those in regional, rural and remote areas and internationally.
- Support of the **skills and training** required across the industry to address skill shortages and challenges, establishing key partnerships with relevant stakeholders.



Water for Sustainable and Resilient Communities

By 2025, we will be recognised for our thought leadership and programs in Australia, South –East Asia and the Pacific that promote and deliver sustainable water outcomes for all.

Outcomes to be achieved

- Connect our members expertise with need and opportunity in regional and remote Australia, South-East Asia and the Pacific to **address climate impacts and improve liveability**.
- Members, funders and end users are successful in achieving their objectives and we actively report on and contribute to meeting the **Sustainable Development Goals**.
- Increased creation and sharing of content that **elevates the topic of water resilience and sustainability** to a wider audience, **encourages investment** and moves the conversation forward.
- We are an **integral partner to the Australian government** and the International Development and Trade Programs are **valued by members** with increased awareness and use.
- Increase and **diversify our partnerships** to access more funding options and both commercial and non-commercial opportunities for our members.
- **Innovate our offerings** through a deeper understanding of our members, funders and end users needs and seek new markets.
- **Local cultural awareness to be embedded** in all programs.



Indigenous and Community Collaboration

By 2025, National Water Week will deliver a stronger voice for water to the community and students. We will create a culturally safe space for the sharing of indigenous water management practices and celebrate collaborations that deliver positive change.

Outcomes to be achieved

- Increased engagement with schools, community groups and the media during **National Water Week**.
- Increased promotion of **careers in water**, including career pathways and links to STEM.
- Increased promotion of water, its value culturally and economically and its **contribution to liveability**.
- New content developed for schools that **links to the curriculum**, including Indigenous water management and connection to Country.
- Enhancement and growth of the **school's program at Ozwater**.
- Implementation of our **Reflect Reconciliation Action Plan** and an external advisory group to guide programs and collaborations.

The background image shows an industrial facility with several large, cylindrical storage tanks. Three workers wearing high-visibility vests and hard hats are walking away from the camera in the foreground. The scene is dimly lit, suggesting dusk or dawn. The text 'Strategy'25 Enablers' is overlaid in the center in a large, white, sans-serif font, flanked by two horizontal white lines.

Strategy'25 Enablers



People and Culture

By 2025, we will have reinforced a culture for people who care about a sustainable water future. Our people are connected, collaborative, innovative, commercial & entrepreneurial. We embrace inclusivity for a sustainable water future.

Outcomes to be achieved

- Demonstrated best practice for **inclusive attraction, recruitment, retention and career advancement** of our team.
- Improved retention, engagement and **recognition of our volunteers and members** and their contribution to AWA through the stages of their career from YWP to retired.
- Support of organisations that **champion cultural and social diversity in water** ie Pride in Water.
- **Improved accessibility** to our products/services through a review of the needs of our different members, potential members and stakeholders.
- More opportunities for our **community of members to contribute** outside of a traditional committee structure, fostering innovation and harnessing passion.

Data and Digital

By 2025, we will deliver a personalised member experience, valued online library, data-driven decisions and the team will be supported through our digital capabilities.

Outcomes to be achieved

- Members and the AWA team have a **positive digital and online experience** and we listen and act on feedback received.
- We are the **trusted source** for digital information and content that members are looking for.
- Development and delivery of a highly valued **digital library** of AWA generated content that is searchable and easily accessible with different views for different communities.
- An increase in the **sharing of data** that will support the water community in decision making and planning
- All staff are **digitally enabled** and supported and we identify opportunities and make decisions informed by good data.

A person in a patterned dress and hat walks away from the camera on a sandy beach towards the ocean. The scene is dimly lit, with a dark, overcast sky and a calm sea. The person's shadow is cast on the sand. The text 'Strategy'25 on a page' is overlaid in the center, flanked by two horizontal white lines.

Strategy'25 on a page

Our Purpose
Inspire and drive a sustainable water future

10 Year Aspiration (2032)
Water is recognised by all as essential to economic prosperity, health, the environment and Indigenous connection to Country.

Strategy'25

Value Proposition
Share
Connect
Inspire

Values
Passionate
Collaborative
Inclusive

Strategy'25 Focus Areas

Member Experience Water for Sustainable and Resilient Communities Indigenous and Community Collaboration

Enabled by

People and Culture Data and Digital