



**IRRIGATION
AUSTRALIA**

Strategic Plan



2023

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How this plan will be used

This plan is an evolving and living document. It will be under constant review with a view to ensuring it is meeting contemporary needs as they develop and as milestones are met. It is not a set and forget document, it serves as both strategic guide and cornerstone document for Irrigation Australia Board and management, as an evolving work plan.

The Strategic Plan will be reviewed by the Board on an annual basis and reported on at the Annual General Meeting. The Chair and CEO will report on progress against KPIs and goals and present a progress report to members at the Annual General Meeting.

Irrigation Australia Ltd (IAL) was founded in 2007, following the merger of the Australian National Committee on Irrigation & Drainage (ANCID) and the Irrigation Association of Australia (IAA).

From 1983 to 2007 IAA was the industry peak body for the Australian irrigation industry and ANCID was the Australian representative of the International Commission on Irrigation and Drainage (ICID).

Irrigation Australia is an apolitical association and is Australia's peak national organisation representing the Australian irrigation industry in all sectors from water users, consultants, designers and installers through to educational institutions, government, manufacturers and retailers.

Irrigation Australia is a Registered Training Organisation - RTO 91313.

Irrigation Australia is also the Australian representative body of the International Commission on Irrigation and Drainage (ICID). Irrigation Australia is a member based, not-for-profit, association with its national office in Brisbane and a regional office in Perth.

This Strategic Plan is the foundation document setting out the organisation's vision, mission, values, principles, objectives, key performance indicators, strengths, weaknesses, opportunities, and threats. It is an evolving document which will be updated and reviewed as goals and objectives are met, and new tasks are added.

As a membership-based organisation, our plans and policies are all driven by our members, for our members. It is important to note that our members represent the diversity of the irrigation industry and therefore on occasions can have diverse views on some matters. Irrigation Australia does not seek to make judgement on every matter but does commit to communicate the views of members in a respectful manner to ensure that all members are aware of the views of others. Our members support the irrigation industry and their local communities and expect Irrigation Australia to represent them fairly and to advocate for a stronger, more successful and sustainable irrigation industry.

To find out more about Irrigation Australia and our policy positions, please visit www.irrigationaustralia.com.au and feel free to engage with us at @irrigationaustralia on Facebook and @IrrigationAus on Twitter, or by email to info@irrigation.org.au.

Simon Treptow

Chair

Dave Cameron

Chief Executive Officer

Overview and Constitution

Irrigation Australia is a member-based not for profit association with offices in Brisbane, QLD and Perth, WA.

Our Mission Statement is:

As the National Representative Body of the Australian Irrigation Industry, Irrigation Australia Limited will:

- Provide value and service for its members.
- Be the prime source of irrigation-related knowledge for all stakeholders.
- Provide quality skills development for the irrigation industry.
- Promote Ecologically Sustainable Development principles, Australian leadership in sustainable practices, and safety and well-being.

Our Vision:

- To lead and provide services to enable a prosperous and sustainable Australian Irrigation Industry

We provide a range of services, including:

- Irrigation Training – competency and non-competency based.
- Certification Programs
- Waterwise Programs
- Industry publications
- Regional events
- Conferences

From 2023/24, Irrigation Australia will promote a range of new initiatives focussed on member services, but including:

- Applied research and development.
- Industry policy
- Holistic learning and development; and
- Industry careers

Irrigation Australia Ltd is the national peak body representing the irrigation industry in Australia, supporting more than 1,000 members and member organisations in every state and territory. Members are represented in the following categories:

Individuals Primary Producers	Retailers Installers Contractors
Manufacturers – Distributors – Suppliers	Consultants - Designers
Landscapers	Governments – Federal State Local
Water Authorities	Industry Training Providers
Rainwater Harvesting	Affiliated Members
Life Members	Students

Irrigation Australia has affiliations with other irrigation industry organisations including:

- National Irrigators Council
- Pump Industry Association
- Irrigation New Zealand
- Irrigation Association – USA
- Australian Water Partnerships
- Plastics Industry Pipe Association of Australia
- Master Plumbers’ Association of Queensland
- Water Industry Operators Association of Australia

With new evolving partnerships being built to deliver the proposed new initiatives.

As the voice of the irrigation industry across Australia, Irrigation Australia has the following Strategic Pillars:

Advocacy and Public Relations

Our Goals are that:

- Irrigation Australia and the irrigation industry is viewed positively by the public – as world-leading, sustainable, water and energy-efficient and fundamental to food and fibre production as well as mental well-being through efficient open space management
- All regions will be active advocates of Irrigation Australia and the irrigation industry
- The Irrigation Australia brand becomes more widely known and recognised including with regulators, policy-makers and the broader food and fibre supply chain
- Irrigation Australia is a communications leader on irrigation matters

How we measure our progress:

- Feedback from members, industry stakeholders and regional committees
- Engaged regional and topic-based committees with clear action plans
- Support of Irrigation Australia events
- Clear, professional and technical commentary on industry matters

Training and Professional Development

Our Goals are to:

- Deliver sustainable, relevant & compliant training to industry with a growing commercial return to enable other industry support activities
- Widen the scope of Irrigation Australia training while ensuring quality delivery and service to customers
- Ensure Irrigation Australia's RTO status is maintained and compliant
- Evolution of the Irrigation Australia Centre of Irrigation Excellence (COIE)/ Irrigation Futures
- Market the value of irrigation training to industry
- Continually build the level of government investment into the sector
- Provide effective mechanisms for members to actively participate in the business of the association

How we measure our progress:

- Respond to industry needs by growing the number of training courses run or facilitated by Irrigation Australia
- Ensure that Irrigation Australia's RTO meets ASQA standards
- Build the value proposition for the Centre of Irrigation Excellence (COIE)/ Irrigation Futures to its sponsors and the broader industry through key partnerships
- Continuous improvement of student experience including enrichment of learning materials
- Evidence of growth through increasing memberships and participation

Membership (primary focus area 2023/24)

Our Goals are to:

- Improve member satisfaction
- Ensure growth in membership
- Provide member benefits that are clear, enticing and relevant to all member categories and build internal capacity to support these benefits
- Maximise Irrigation Australia's participation in ICID to maximise value for members
- Develop a membership strategy to attract younger members and ultimately other under-represented sectors which rely on irrigation
- Enhance support for existing regional committees, and encourage the formation of more regional and topic-based groups

How we measure our progress:

- Continually reaching out to members for feedback and to celebrate wins
- Implementation of a help desk system to monitor and improve customer service
- Evidence of increased participation through new members, participation in events, training, certification and new programs

Certification

Our Goals are to:

- Grow the number of Certified Professionals
- Market and increase the demand for the use of Certified Professionals, reinforcing principles of quality and integrity
- Educate stakeholders on the programs and see the requirement to use Certified Professionals (to drive sustainable practice) enshrined in legislation, policy and procurement
- Support the Certification Board to manage the program and maintain key partnerships including with the Irrigation Association (USA)

How we measure our progress:

- Measure and report on the number of Certified Professionals by type.
- Monitor the number of councils and authorities that require either CID or CIP involvement in projects and actively build opportunities for Certified Professionals.
- Other evidence of increased participation and response to feedback from Certified Professionals, policymakers, and regulators.

Financial Sustainability for the Business

Our Goals are to:

- Actively seek new opportunities for incremental, higher security revenue generation, including further government investment.
- Grow industry investment in the association.
- Maintain existing operational partnerships and seek new partnerships.
- Provide profitable, interesting and relevant events for industry stakeholders.
- Maximise opportunities by collaborating with allied industry groups.
- Effectively manage costs, balanced with a desired level of quality member service

How we measure our progress:

- Continual monitoring of financial results.
- Maintenance and strengthening of existing partnerships.
- Continuous feedback processes.
- Ongoing review of business sustainability including membership structures and pricing.



Constitution

A copy of Irrigation Australia's Constitution is available by logging into the Irrigation Australia website via the following link:

[Click here to see IAL's Constitution](#)

The last review of the Constitution was undertaken in 2018, and a further update is proposed for 2024.