

# Making a BIG Splash

## 2021-2026 STRATEGY

### Our Vision

Leading source of water wisdom for healthy communities and a healthy planet



### Our Mission

We deliver collaborative water research, innovation & capability building that supports public health and safeguards the sustainability of our water resources

### Our Way

collaborate innovate impact



Our members, trusted partners, alumni, staff and Board



- Member-focussed
- Integrity
- Teamwork
- Initiative
- Agility
- Results

### Our Objectives

#### Catalysing Value from Research

- Co-produce** high quality research that is trusted, timely, and adopted
- Drive** and measure value creation at every step of the research life-cycle
- Stimulate** and facilitate game-changing research

#### Strengthening our BIG team

- Grow** member participation, capacity and capability
- Forge** strong and diverse relationships between researchers and industry
- Nurture** our staff to support a high performing BIG team

#### Enduring and Thriving in a Dynamic World

- Ensure** our business model is attractive and flexible
- Refine** our business processes and platforms for exemplary member service
- Diversify** our revenue base, better leveraging member investment

### Our Strategic Initiatives

**Realising the Value of Research**  
By taking the 'Value from Research Good Practice Guide' from useful to used

**Ensuring Knowledge & Innovation, Transfer & Translation**  
By strengthening the bridge between research outputs and industry outcomes

**Leading the Way to a Smarter Future**  
By developing pathways and encouraging game-changing research

**Growing from BIG to Awesome**  
By expanding the sector's capability and capacity to collaborate, innovate and impact

**Creating Future-fit Foundations**  
By building systems and processes that are flexible and responsive to member needs

### Our Outcomes

- » Members derive maximum value from our research
- » The water sector's knowledge and capability needs are anticipated and met by WaterRA
- » We generate value at every stage of the research lifecycle through co-design and co-delivery
- » Research leadership is evident from Operations to the Boardroom
- » Our staff are highly motivated and skilled to support the BIG team
- » We are your 'go to' place for research, giving value for money, being easy to deal with, and there when needed
- » Our blend of foresight and responsiveness delights our members and attracts broader investment