



WaterRA Strategy 2018-2021

Highlights

A Clear Vision



Collaborate

we bring together experts from industry, government and research to co-design & co-deliver



Innovate

research and services that enable evidence-based decisions and solutions to shared problems,



Impact

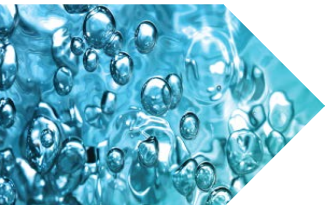
and support our Members to achieve measurable impact in their business.

WaterRA Strategy 2018-2021

Our new three-year strategy is Member-focussed:

- Optimising our business model to provide enduring value for Members
- Strengthening our engagement with Members and continuing to grow our Member base
- Tailoring our services to meet Members' needs
- Nurturing and developing the WaterRA BIG Team

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Creating an Enduring Business

- Ensuring the business is adaptive and will continue to grow and diversify through expansion of our BIG Team
- Building products and solutions that fit our Members' needs
- Continue to be recognised as a leader in providing impactful research solutions for water industry



Strengthening Our Community

- Placing collaboration, co-planning, co-design and co-delivery at the heart of our Membership offering
- Encouraging participation and developing our BIG Team
- Development and delivery of key events to showcase our achievements and engage Members and other water industry stakeholders

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Harnessing the Value of Research

- Co-create and deliver high-impact research through a diverse mix of products and services
- Grow and sustain a vibrant professional development program from professional trainee to mentor
- Increase the water industry's capability across the research value cycle



Nurturing Awesome People

- Enable WaterRA community to work as a BIG Team and realise its potential for synergy
- Collaborating within and beyond Australia through trusted partnerships across and beyond the water industry
- Capability development
- Empowered and engaged WaterRA team

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Eight strategic initiatives have been developed to drive our strategy:

- Refreshing our business model
- Strengthening our foundations
- Growing our BIG Team
- Showcasing the BIG Team's approach to success
- Ensuring maximum Value from Research
- Developing 'bespoke' products and services
- Enhancing research and innovation capability
- Nurturing our 'Awesome' people: our team, our Members and partners

The Year Ahead

Guided by our new three-year strategy, we'll be working to:

- Improve efficiency with Annual Research Strategy workshops
- Initiate new Communities-of-Interest (Cols) and mature existing: including alternate water, Smart Meters for Smart Living, prioritisation of contaminants, climate change
- Create career-long and sector-wide research and innovation capability