

# A summary of the IAL's Strategic Plan 2009-2014



“Best practice, professional  
irrigation for sustainable,  
healthy communities”.





## Our Members

IAL's extensive membership comes from the entire Irrigation Value Chain. From irrigators to water providers, from equipment suppliers and manufacturers to system designers and installers, IAL's members are as diverse as the industry. This broad base gives IAL its great strength, its technical expertise and knowledge is why the organisation is highly regarded as a source of credible information. IAL values its members and exists for their benefit.

## Background

The IAL was formed in September 2007 with the amalgamation of two well established Australian irrigation groups, the Irrigation Association of Australia (IAA) and the Australian National Committee on Irrigation and Drainage (ANCID).

The amalgamation occurred at a time of exciting new challenges and opportunities for the industry. This is particularly the case given the ongoing water crisis that is driving a major rethink of water policy and an increasing awareness of the importance of the irrigation industry in underpinning not only the fundamental economies of the majority of our rural communities, but also the way Australians live.

The IAL's Strategic Plan for 2009-2014 outlines the pathways that will be taken to rise to these challenges and opportunities for the benefit of our members and the wider community.

This brochure aims to provide a brief summary of the Strategic Plan so that members will understand where the IAL is heading over the next five years. The Plan will provide the basis for annual Business Plans which will be the detailed blueprint for the activities required to deliver the objectives. Progress will be regularly monitored and reviewed to ensure objectives are achieved and that members are well served by their organisation.

## Mission

“IAL will lead the development of a professional irrigation industry embracing best practice to underpin healthy, sustainable urban and rural communities and lifestyles.”

## Vision

“As the respected peak national organisation representing the Australian irrigation industry, Irrigation Australia will add value to members by:

1. Bringing together, in fellowship and a united voice, all members of the irrigation industry;
2. Actively fostering a viable and sustainable irrigation industry to support community interests, needs and activities; and
3. Being the prime source and provider of irrigation related knowledge for Australian stakeholders.”

## Key Objectives

IAL's objectives are:

- To develop into a high-profile, stronger, more active and financially robust organisation, to which all segments of the Australian irrigation industry look for leadership and representation;
- To actively engage with the International Commission on Irrigation and Drainage through representation on their Working Groups;
- To have a robust, professional presence and capability in each state to better pursue IAL's interests at a state and local government level;
- To ensure all irrigation water is used efficiently and responsibly;
- To be the recognised national certifying body for irrigation;
- To provide new opportunities to co-ordinate, facilitate and enhance national irrigation research;
- To promote the responsible use of water through training and certification schemes;
- To provide forums, conferences and expos to discuss, promote and disseminate new ideas, concepts and technologies;
- To promote environmental stewardship; and
- To provide the premier Australian irrigation journal.

## Structure

IAL has designed a structure which will be progressively put in place over the next five years as the organisation grows and develops under this plan.

This structure will provide strong communication links and professional support to IAL's Regions and Special Interest Groups to ensure all members are able to fully benefit from the IAL's activities. It is also intended to provide and foster communication and the exchange of ideas between and across the IAL's broad membership.

The IAL recognises that the IAL's Regions and Special Interest Groups function best to serve all members when they have professional support to ensure that aims and objectives are met; that things get done. Regions and Groups will be supported to ensure members' interests are recognised and progressed.



### **Contact Details for More Information**

As a member you are most welcome to contact your organisation at any time. Please contact one of the following for more information, or to discuss any issues where we might be of assistance.

#### **CEO:**

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#### **General Enquiries:**

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For contact details of local regions visit [www.irrigation.org.au](http://www.irrigation.org.au)

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