

## Welcome to the World's Largest Irrigation Event in 2022

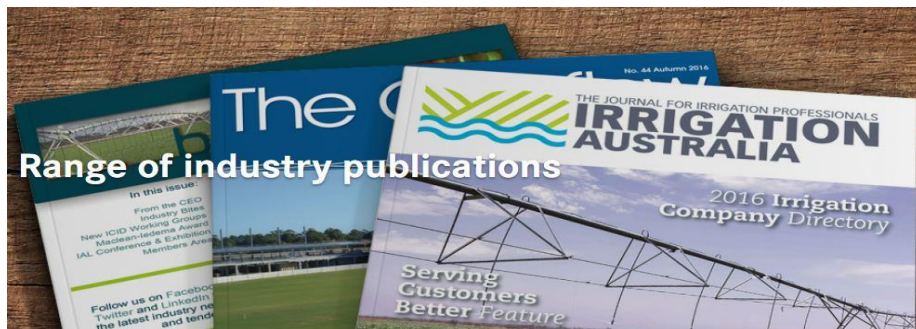
📅 3rd - 10th October 2022 📍 Adelaide, South Australia

Delegates registering for either the Irrigation Australia Conference or the 24<sup>th</sup> International Congress can attend either event and the Geosynthetics conference on a single registration fee which provides access to all events on the program

REGISTRATION FOR THIS EVENT IS NOW OPEN



# Strategic Plan 2022



Range of industry publications

### Subarnarekha Irrigation Project Scoping Proposal



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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.

## Foreword

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 new 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](http://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](mailto:info@irrigation.org.au).



Andrew Ogden  
Chair



Bryan Ward  
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 professional development for the irrigation industry supporting economic sustainability in Australia

## Our Vision:

- To lead the 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

Irrigation Australia Ltd is the national peak body representing the irrigation industry in Australia, supporting in excess of 1000 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 Plumber’s Association of Queensland

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 well-known and viewed favourably by the public
- All regions will be active advocates of Irrigation Australia and the irrigation industry
- Governments and industry leaders will come to Irrigation Australia first for comment or opinion on irrigation matters
- The Irrigation Australia brand becomes more widely known and recognised
- Irrigation Australia is a communications leader on irrigation matters

How we measure our progress:

- Feedback from members, industry stakeholders and regional committees
- Regional committee activity reports and events
- Member satisfaction survey
- 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
- Widen the scope of Irrigation Australia training
- Ensure Irrigation Australia’s RTO status is maintained and compliant

- Continue to develop the Irrigation Australia Centre of Irrigation Excellence (COIE)
- Market the value of irrigation training to industry

How we measure our progress:

- Grow the number of training courses run or facilitated by Irrigation Australia
- Add further competencies to Irrigation Australia's scope
- Ensure that Irrigation Australia's RTO meets ASQA standards
- Delivery of the Centre of Irrigation Excellence (COIE) to industry and the number of sponsors

## Membership

Our Goals are to:

- Improve member satisfaction
- Ensure growth in membership
- Provide member benefits that are clear, enticing and relevant to all member categories
- Increase Irrigation Australia's participation in ICID to maximise value for members
- Develop a membership strategy to attract younger members

How we measure our progress:

- Conduct an annual membership satisfaction survey
- Report to members annually on membership metrics
- Periodically review member benefits and measure satisfaction
- Consult members about potential new services

## Certification

Our Goals are to:

- Grow the number of Certified Professionals
- Market and increase the demand for the use of Certified Professionals
- Educate stakeholders on the program
- Support the Certification Board to manage the program

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
- Irrigation Australia Board to meet the Certification Board biennially

## Commercial Activities

Our Goals are to:

- Actively seek new opportunities for incremental revenue generation
- 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

How we measure our progress:

- Number of new and existing projects commenced on an annual basis
- Renewal of existing partnership
- Event feedback reports
- Ensure the viability of Irrigation Australia

## 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](#)