



## **Synopsis of Water New Zealand's Strategic Plan for 2010**

This document provides a synopsis of Water New Zealand's strategic plan for 2010. It defines goals and strategies for achieving the constitutionally defined purpose and objects of the Association.

The annual Board work plan requires a strategic plan to be ratified in February each year. This then informs a business plan. This in turn informs the annual budget, which is set prior to the start of each financial year. Subscriptions for the year are then approved by members at the annual general meeting.

### **Vision**

Ensuring water for our future

### **Mission**

Providing leadership in the sustainable development of the water environment to meet the needs of New Zealand

## **Outcomes to Achieve Vision**

### **Strategic**

National and regional policies in the water environment are integrated, and based on sound principles and knowledge

### **Service to Members**

Members are able to exchange knowledge and their needs for effective representation, quality products and services are met

### **Societal**

A better societal understanding of the sustainable management and development of the water environment

### **Resourcing**

The fundamental and practical knowledge of natural water resources, water use and the water environment is advanced and applied by motivated and competent people.

## **Goal 1 – Leadership**

### **Strategies to Achieve Goal**

- Create an awareness of the need for reform of water management in NZ
- Create an agenda for improving water management in NZ
- Demonstrate credibility by communicating effectively and authoritatively on topical issues
- Forge and maintain strong strategic alliances to improve management of the water environment
- Use the knowledge residing within membership to develop and articulate evidence based policies
- Promote education in the water environment

## **Goal 2 – Collaboration**

### **Strategies to Achieve Goal**

- Forge and maintain strong strategic alliances to improve management of the water environment
- Undertake effective communications and networking activity
- Coordinate activity with strategic partners
- Using the knowledge residing within membership develop and articulate evidence based policies

## **Goal 3 – Adequate Resourcing to Achieve Objectives**

### **Strategies to Achieve Goal**

- Seek alternative funding models
- Provide excellent service to members
- Work collaboratively with strategic allies to improve management of the water environment
- Using all available resources to promote education in the water environment

## **Goal 4 – Communication**

### **Strategies to Achieve Goal**

- Implement effective structured communication strategy
- Use strong strategic alliances to increase coverage and penetration of key messages
- Using the knowledge residing within membership to develop and articulate evidence based policies
- Demonstrate credibility by communicating effectively and authoritatively on topical issues

## Priorities and Timelines

The following table specifies priorities and timelines for implementation of strategies specified in the plan in the period 2010

Strategy	Priority	Timeline
Create an awareness of the need for reform of water management in NZ	High	Ongoing until reform achieved
Create an agenda for improving water management in NZ	High	December 2009 - July 2010
Seek alternative funding models	High	Ongoing until adequate resourcing achieved
Forge and maintain strong strategic alliances and work collaboratively with partners to improve management of the water environment	High	Ongoing
Undertake effective communications and networking activity	High	Ongoing
Use the knowledge residing within membership to develop and articulate evidence based policies	Medium	Ongoing
Promote education in the water environment	Medium	Ongoing
Implement effective structured communication strategy	Medium	Ongoing
Provide excellent service to members	High	Ongoing
Demonstrate credibility by communicating effectively and authoritatively on topical issues	Medium	Ongoing