



# **Water New Zealand 2014 Strategic Plan**

## **Core Purpose**

Water New Zealand is a network containing New Zealand's water expertise. The expertise contained within this network is used to ensure that sound evidence and technical knowledge informs decisions on water.

## **Stakeholders**

Our stakeholders include members, the media and politicians, along with locally based and international organisations with interests in sustainable management and development of the water environment.

## **Key Strategic Goals**

- 1) Water New Zealand will lift the profile of the water industry and be the 'go to' organisation for informed conversations and debates on water.
- 2) Water New Zealand will identify and promote sound technological trends and innovation.
- 3) Water New Zealand will advocate for high quality evidence based standards and decisions on water.
- 4) Water New Zealand will provide great opportunities to network and learn with a focus on accessing technical expertise.

## **Strategic Outcomes**

Water New Zealand's members are well engaged. Special interest groups are well aligned, and members are satisfied with the performance of the organisation.

| Goal   | Strategies   | Tactics  | Success   |
|--|--|--|---|
| <p><b>Goal 1</b><br/>Water New Zealand will lift the profile of the water industry and be the 'go to' organisation for informed conversations and debates on water</p> | <p>1.1 Water New Zealand will enhance its communications capability and capacity to lift the profile of the water industry</p> <p>1.2 Water New Zealand will foster its Special Interest Groups and other forums to allow for informed conversations and debate on water</p> <p>1.3 Water New Zealand will build its public profile through implantation of a new communications plan</p> <p>1.4 Water New Zealand will ensure it is structured to retain full industry representation</p> | <p>1.1 Develop and implement new communications plan</p> <p>1.2 Use social media as a primary method of communication – with specific focus on attracting and retaining young water professional as members</p> <p>1.3 Review and revise Water New Zealand's organisational structure to align with member needs</p> <p>1.4 Use Water New Zealand's awards programme to lift the profile of the water industry</p> <p>1.5 Publish and promote good quality information through Water New Zealand's suite of publications</p> <p>1.6 Support Water New Zealand Special Interest Groups and other Water New Zealand forums by ensuring their needs are met</p> <p>1.7 Review constitution annually to ensure it is aligned with the organisational structure</p> <p>1.8 Consult widely with members on policy initiatives</p> <p>1.9 Develop and provide easily accessible information directories</p> | <p>1.1 There is active participation by a cross section of senior water executives in the Water Utilities Association and the Service Providers' Forum</p> <p>1.2 Water New Zealand has 2000 members by June 2017</p> <p>1.3 Board recommendations regarding changes to the constitution are approved at AGMs</p> <p>1.4 Financial reserves policy is achieved</p> <p>1.5 Water New Zealand is pro-actively consulted on new policy initiatives by key influencers</p> <p>1.6 News media regularly seek Water New Zealand commentary on topical water matters</p> <p>1.7 Members actively engage in development of Water New Zealand policies</p> <p>1.8 Water New Zealand policies are received positively in public forums</p> <p>1.9 Other industry bodies actively collaborate with Water New Zealand</p> <p>1.10 Member satisfaction surveys indicate that Water New Zealand's suite of publications are well read</p> |

| Goal   | Strategies   | Tactics  | Success  |
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| <p><b>Goal 2</b><br/>Water New Zealand will identify and promote sound technological trends and innovation</p> | <p>2.1 Water New Zealand will enhance its capacity to identify and promote sound technological trends and innovation.</p> <p>2.2 Water New Zealand will foster accurate and effective benchmarking of utilities' performance</p> | <p>2.1 Identify and prioritise technological trends and innovations that require promotion by Water New Zealand</p> <p>2.2 Provide sufficient resource to support technical coordination activity</p> <p>2.3 Ongoing programme of policy and technical standards development and review</p> <p>2.4 Provide good quality technical material including standards into the public arena</p> <p>2.5 Expand reach and quality of Water New Zealand's National Performance Review and coordination with other process benchmarking activity</p> <p>2.6 Work collaboratively with aligned organisations to avoid duplication of activity and rationalise resourcing</p> <p>2.7 Seek out opportunities to work more closely with the 'productive' water sector</p> | <p>2.1 The collective needs of the water industry for technical standards are met</p> <p>2.2 All Water New Zealand's technical standards are reviewed regularly to maintain currency</p> <p>2.3 Water New Zealand's National Performance Review is used by utilities covering 90 per cent of the reticulated population and is recognised as the authoritative process benchmarking tool for water utilities</p> |

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|--|---|--|--|
| <p><b>Goal 3</b><br/>Water New Zealand will advocate for high quality evidence based standards and decisions on water</p>                      | <p>3.1 Water New Zealand will actively seek out and engage with key influencers on water policy including in the productive water debate</p> <p>3.2 Water New Zealand will promote the development of sound water policies and regulation</p>   | <p>3.1 Monitor and feed into development of relevant public policy using collaborative approach with aligned groups where possible</p> <p>3.2 Nurture existing networks and develop new relationships with relevant institutions/organisations</p> <p>3.3 Work closely with National Infrastructure Unit and its Board</p> <p>3.4 Develop and implement new communications plan</p>  | <p>3.1 Periodic communications audits rank Water New Zealand as the leading representative organisation in the water space</p> <p>3.2 New Zealand's water governance system (policy, regulation and delivery) is fit for purpose</p>   |
| <p><b>Goal 4</b><br/>Water New Zealand will provide great opportunities to network and learn with a focus on accessing technical expertise</p> | <p>4.1 Water New Zealand will constantly seek out opportunities to promote and foster great conferences, seminars, workshops, roadshows, and regional events</p> <p>4.2 Water New Zealand will actively engage with providers and facilitators of education to ensure an ongoing stream of well - trained people working in the water industry</p> <p>4.3 Water New Zealand will promote credentialing of water professionals</p> | <p>4.1 Support Water New Zealand Special Interest Groups and other Water New Zealand forums to ensure their collective networking and learning needs are met</p> <p>4.2 Promote NZWETA and support development of training and qualifications within the water industry</p> <p>4.3 Promote regional activity to foster collegiality and the interests of the industry</p> <p>4.4 Foster and maintain strong links with water science community and aligned international organisations</p> | <p>4.1 Water New Zealand's Special Interests Groups' and other forums' annual work programmes are highly productive</p> <p>4.2 The training needs of the water industry are foreseen and met</p> <p>4.3 NZWETA is recognised as a key facilitator of water industry training, and it is financially successful</p> <p>4.4 Water New Zealand conferences, seminars, workshops, roadshows, and regional events are well patronized and recognized as meeting industry need</p> |

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|------|--|---|---|
|      | <p>4.3 Water New Zealand will ensure it remains financially viable</p> | <p>4.5 Find new and enhanced funding streams for Water New Zealand</p> <p>4.6 Work with WIOG and AWA to introduce credentialing programmes for water professionals</p> <p>4.7 Foster young water professionals engagement in the water industry through Rising Tide</p> | <p>4.5 Water New Zealand's events activity is financially sustainable</p> |

## Priorities and Timelines

The following table specifies priorities and timelines for implementation of strategies specified in the plan in the period 2014

| Strategy  | Priority | Timeline       |
|---|----------|----------------|
| Water New Zealand will enhance its capacity to identify and promote sound technological trends and innovation.                                | High     | By end of 2014 |
| Water New Zealand will enhance its electronic and hard copy communications capability and capacity to lift the profile of the water industry. | High     | By end of 2014 |
| Water New Zealand will build its public profile through implantation of a new communications plan.  | High     | By end of 2014 |