



WATER DIRECTORATE

Water Directorate Incorporated Strategic Plan Revised November 2006

Our purpose is to....

***Provide guidance, assistance
and advocacy to ensure a
sustainable water industry for
NSW Local Government***

Strategic Directions

1. Continue to provide our high quality technical and advisory base for our members
2. A stronger presence in shaping and influencing Government policy
3. Explore ways to better support and service members and harness our members knowledge
4. Strengthen and develop our external relationships and create relationship opportunities for our members
5. Build a stronger profile and brand in the industry
6. To ensure our activities address the sustainable water cycle management.

1. Continue to provide our high quality technical and advisory base for our members

Outcomes	Actions	Accountability	Outcome Measures
1. Provide relevant updated guidelines, protocols and management initiatives	i. Undertake a health check to test Councils progress/status in the best practise application and current manual use. ii. Use information from healthcheck to: <ul style="list-style-type: none"> • Establish guideline needs • Determine priorities • Determine delivery methods 	Exec Officer Exec C'ttee	- Annual newsletter item in December to encourage members' feedback.
2. Continue to evolve and refine the tools and mechanisms through which we disseminate advice and information to members	i. Assess how we improve communication and dissemination process into the Healthcheck, perhaps covering: <ul style="list-style-type: none"> • expanding emails lists • establishing email groups • interest needs ii. Define external groups information needs from Water Directorate	Exec C'ttee /Policy Subc'ttee Exec C'ttee /Policy Subc'ttee	- Develop health status audit/monitoring process - Demonstrate positive improvement via annual assessment - Annual members feedback survey prior to end December each year - Monitor webpage hits and chat room enquiries
3. Review and refine our current benefits to members	i. Executive Committee to review members benefits annually	Exec C'ttee	- Use a variety of mechanisms to determine the satisfaction of our members eg. Web based membership survey, anecdotal conversations and training feedback forms.

3. Explore ways to better support and service members and harness our members knowledge

Outcomes	Actions	Accountability	Outcome Measures
7. Explore new opportunities for membership services	i. Support and promote water industry career development initiatives	Policy Subc'ttee	Ongoing
	ii. Explore the best method to develop training and assessment for operational staff	Policy Subc'ttee & Exec Officer	Ongoing
8. Operator relationships and networks	i. Establish specific water and sewer groups meeting/forums on a region by region basis	Exec Officer	Completion by End 2005 Number of meetings and Forums
9. Facilitate the currency of our members knowledge base	i. Update and expand mailing list to include all relevant sewerage and water staff and others	Admin Officer.	Advice that action completed
10. Develop implementation support for our member councils	i. All projects briefs to be expanded to include implementation brief for the document	Exec Officer	Ongoing

5. Build a stronger profile and brand in the industry

Outcomes	Actions	Account-ability	Outcome Measures
18. Enhance water industry understanding of our roles and capabilities <ul style="list-style-type: none"> - Our own councils - Government departments - Other organisations 	i. Review Marketing and Communication Plan and continue to implement ii. Focus on Government departments by establishing email list for people within Government Dept's (including updating process)	Policy Exec Officer	Ongoing. July 2007. Water Directorate standing in the Industry is increased

6. To ensure our activities address sustainable water cycle management

Outcomes		Account-ability	Outcome Measures
19. Ensure the industry has sustainable water cycle management practice	i. Influence the development of sustainable water cycle management	Exec Officer & Chair & Subc'ttees	Executive Committee level of satisfaction with the direction of government policy is an indication of our success or failure to influence the policy environment.
20. Expand our activities to address water cycle initiatives impacting on our members	i. Support and implement the Water Loss Management Program (WLMP)	WLMP Subc'ttee	Number of councils involved Water saved Timeliness of project NWC signoff