


## Key Strategic Achievements 2014/15

The Board adopted 10 Key Strategic Actions for 2014/15 at its June 2014 meeting. The following are the achievements for the past 12-month period.

KEY STRATEGIC ACTIONS DELIVERED IN 2014 / 15	STRATEGIC OBJECTIVE 	%	PROGRESS & COMMENTS
1. Launch non-member to member conversion campaign	Engage Members	100%	50 new non-members converted and joined online over the 2-week campaign.
2. Implement new round of IPWEA eLearning ProfCertAMPLanning	Build Capacity	100%	Cahoot #2 commenced 16 <sup>th</sup> Sept 2014; Cahoot #3 17 <sup>th</sup> March 2015.
3. Publish new publications (Practice Notes for LOS, Roads, Parks, Street Lighting; AIFMG 2 <sup>nd</sup> Edition); Identify new publications in pipeline	Provide Leadership	80%	Street Lighting, Parks & LOS PN's all launched. Roads pending 2015. AIFMG Ed.2 in final review draft. Pipeline of publications developed.
4. Develop and establish Mentor Match program	Engage Members	100%	Young IPWEA Mentoring Program successfully developed and established. Oversubscribed.
5. Develop & implement strategies for fostering young professionals, women in public works, and for connecting university students to employers to gain vacation work experience; launch an associated Jobs Board	Provide leadership	50%	Careers Blog established to provide content and encourage young members, women in public works. Jobs Board options investigated.
6. Launch refresh of IPWEA Website	Enhance Systems	100%	New website refresh launched.
2 <sup>nd</sup> stage enhancement to cater for responsive design		60%	Responsive website substantially commenced.
7. Enhance communications and relationships with Divisions	Enhance Networks	100%	Joint Presidents & Staff meeting held 24 <sup>th</sup> Nov 2014.
8. Develop a strategy for future structure & composition of the Board	Provide Leadership	50%	Under consideration as part of comprehensive review underway of Constitution.
9. Successfully deliver 'Sustainability in Public Works' Conference	Build Capacity	100%	Successful Sustainability Conference delivered. Planning commenced for 2016 Conference.
10. Deliver successful IFME / IPWEA / IPWEA NZ International Public Works Conference in Rotorua.	Enhance Networks	100%	Successful conference delivered.

Green: On track for completion or completed; Orange: May not complete or longer-term project; Red: Will not complete.

## Membership Growth

The membership fee model adopted by the Board in October 2013 now provides a flat fee structure common across all Divisions with only 3 membership subscription rates:

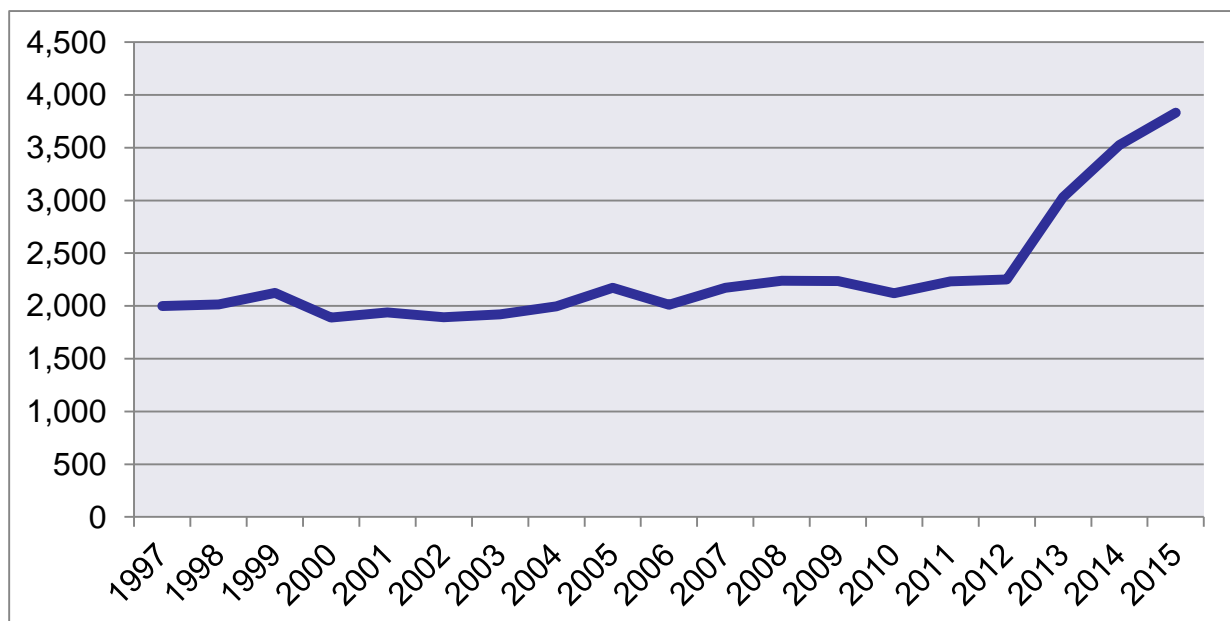
- Full Member (Member, Fellow)
- Young IPWEA Member (Under 35)
- Senior Member (65 and over)

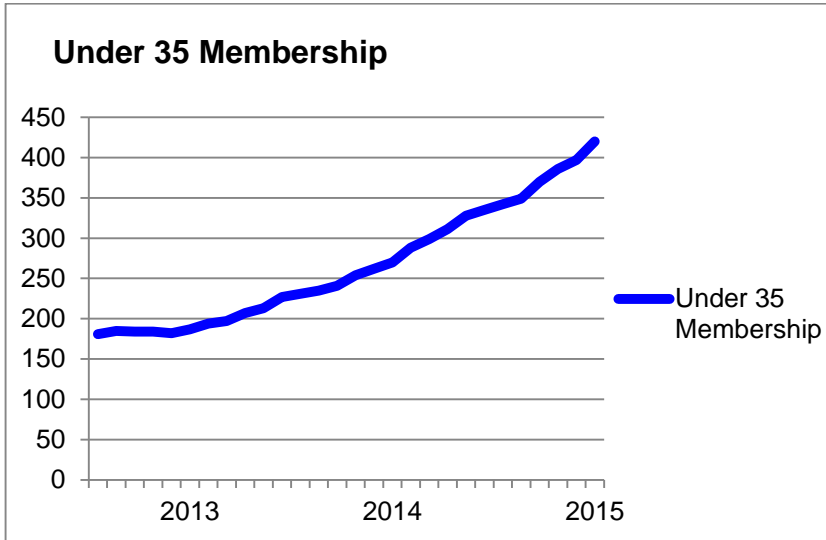
This has seen significant success as a part of an overall Australasian strategy to increase membership.

**IPWEA Australasia has implemented a number of initiatives since 2011 which have had significant impact on increasing membership, including:**

- Launching new Higher Logic website integrated with iMIS central database (2011)
- Launch Higher Logic Communities of Practice and Ask Your Mates Open Forum (2012)
- Launch new Public Works Professional magazine and integrated content strategy (2012)
- New Zealand Division Joins (2013)
- Launch & support for Young IPWEA (2013)
- Single Membership Model implemented (2014)
- Online Joining implemented (2014)
- Website refreshed to provide marketing focus on Membership (2014)
- All Divisions now part of the central iMIS contact database (2014)
- Non-Member Convert Campaign by IPWEA Australasia (2014)

## IPWEA Membership 1997 - 2015





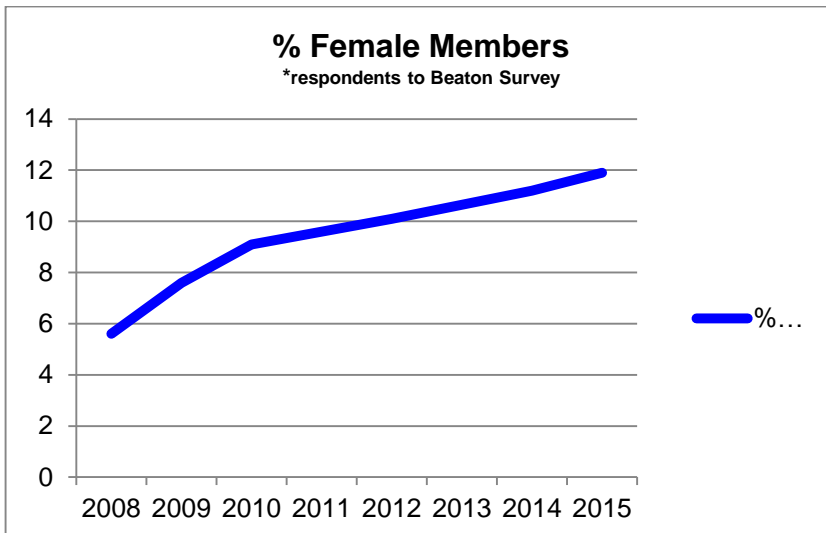
### Further Initiative to Increase Membership:

#### Corporate Bulk Billing

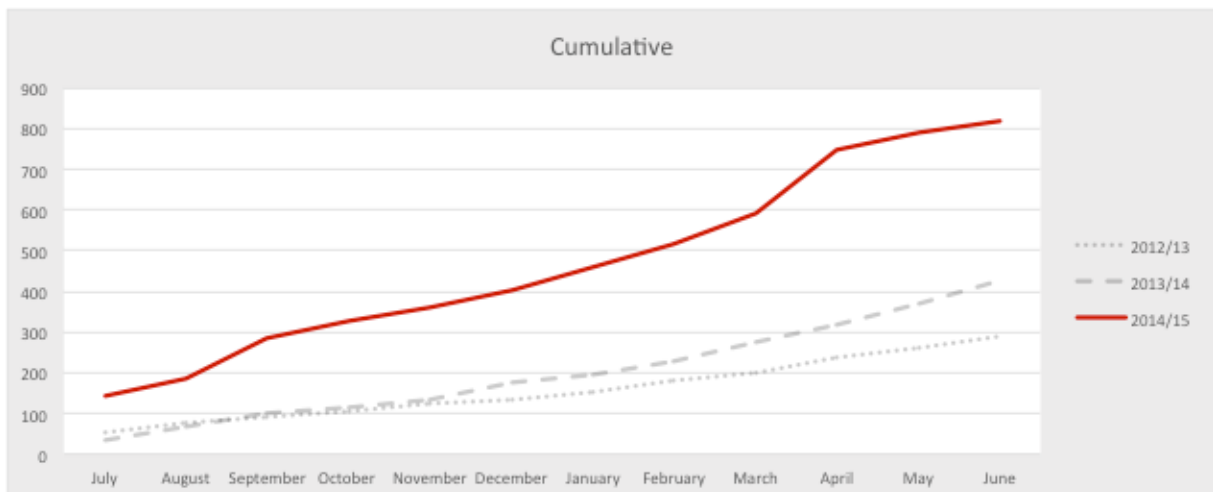
In addition to a common membership fee and structure, the IPWEA Australasia Board has determined that it would be desirable to adopt a common treatment for corporate membership. This is where an organisation pays for a group of staff members and entitled to a discounted rate.

Already a company effectively enjoys a 10% discount on fees as they can recover the 10% GST. Note that this is completely different from corporate sponsorship.

Agreement is currently being sought from all Divisions for a common "Group Billing" for IPWEA individual memberships on the basis of the common discounts.



### Cumulative New Members by Month by Year



## Key Strategic Actions for 2015-16

	Key Strategic Action
<b>Strategic Objective 1</b>	<b>ENGAGE MEMBERS &amp; PUBLIC WORKS COMMUNIT</b>
1.1	Complete delivery and evaluate Young IPWEA Mentoring Program
1.2	Obtain agreement of Divisions for a common corporate membership model
1.3	Work with NZ Division to support increased engagement of membership and broaden Australasian initiatives
<b>Strategic Objective 2</b>	<b>ENHANCE PROFESSIONAL NETWORKS</b>
2.1	Review IPWEA Community Forums to ensure ongoing effectiveness and reach
2.2	Grow IPWEA professional networks, membership & business including making use of inbound and content marketing
2.3	Plan 2017 Perth International Public Works Conference
<b>Strategic Objective 3</b>	<b>ENGAGE STRATEGIC PARTNERS</b>
3.1	Engage with IPWEA Divisions; agree market sectors and roles
3.2	Engage with external stakeholders & partners
3.3	Engage with international partners and markets
<b>Strategic Objective 4</b>	<b>PROVIDE LEADERSHIP &amp; ADVOCACY</b>
4.1	Enhance advocacy initiatives to government and stakeholders
4.2	Deliver ongoing pipeline of new publications
4.3	Present at external conferences or other opportunities
<b>Strategic Objective 5</b>	<b>BUILD PROFESSIONAL CAPACITY</b>
5.1	Expand existing PD to deliver new workshops
5.2	Explore potential for new online courses
5.3	Plan 2016 Sustainability in Public Works Conference
<b>Strategic Objective 6</b>	<b>GOVERN &amp; OPERATE SUSTAINABLY</b>
6.1	Develop new Constitution; review Board/Entities Structure
6.2	Financial sustainability
6.3	Undertake a formal competitor, market & product analysis of Asset Mgmt business
<b>Strategic Objective 7</b>	<b>ENHANCE TECHNOLOGY &amp; SYSTEMS</b>
7.1	Implement mobile responsive website
7.2	Implement & operate job board