



IPWEA

2023 – 2026 Strategy

KEY STRATEGIC IMPERATIVES



LEAD THE FUTURE OF THE PUBLIC WORKS PROFESSION AND ASSET MANAGEMENT PROFESSIONALS

Delivering on the future needs of the public works and asset management professionals.



PROVIDE WORLD CLASS EDUCATION, PRODUCTS AND SERVICES

A professional development offering that meets the current and future needs of the public works professional. An educational offer that focuses on asset management and creates lifelong opportunities to learn.



RELEVANT AND CONSISTENT IN OUR APPROACH. WE DELIVER A GREAT USER EXPERIENCE

Collaboration with Divisions to create a consistent approach. We provide a great experience with all our touch points.



KEY STRATEGIC IMPERATIVES



INCLUSIVE AND CONSTRUCTIVE CULTURE FOCUSED ON SERVICE EXCELLENCE

A culture of collaboration focused on service excellence of our members and customers.



OPERATING IN A WAY THAT ALLOWS US TO INNOVATE AND PROVIDE THE RIGHT TOOLS AND SERVICES

Providing public works professionals with the very best in education, training, and networking opportunities benefiting the communities that we serve.



KEY STRATEGIC IMPERATIVES



HAVE A VOICE IN ADVOCACY SPECIFICALLY IN MATTERS RELATED TO PUBLIC WORKS/ ASSET MANAGEMENT

Co-ordinated advocacy approach focusing on asset management working with the IPWEA Asset Management Committee and IPWEA Divisions.



KEY STRATEGIC IMPERATIVES



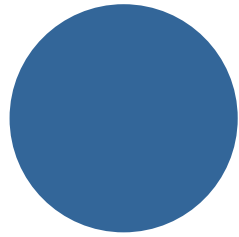
INTERNATIONAL EXPANSION OF OUR PRODUCTS AND SERVICES

Diversify offer in Australasia, a financially sustainable Canada that assists our North American expansion - continued international growth. Identify future international opportunities.

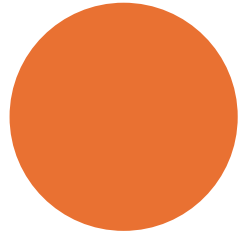


KEY STRATEGIC IMPERATIVES

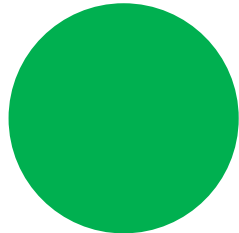
COLOUR GUIDE



= ENGAGED MEMBERS



= STRONG AND EFFECTIVE ADVOCACY



= INTERNATIONAL PRESENCE

