



Partnering for stronger communities

**Wannon Water's
Community Strategy**

June 2016-December 2017

water & beyond 
a community initiative


wannonWATER

'Beyond water for stronger communities'

Partnering for Stronger Communities aims to build on the relationships Wannon Water has forged with its communities, helping them to flourish.

We will work with our 83,000 residents, our communities and businesses to create 'win/win' solutions. Because we all benefit from a buoyant, health and connected community.

Our goal: Wannon Water is recognised as an influential community partner and helps its communities to flourish.

Making a genuine difference

Far more than simply providers of quality water and sewerage services, Wannon Water is an important part of our regional community. Our 200-plus employees and their families are also a part of that rich fabric.

Keeping our prices low is a priority for Wannon Water. So rather than focus on traditional sponsorships or donations, we believe we can effect genuine change for our communities through our actions and by finding smarter ways to deliver our services.

To do this, we will increase our focus on finding out what is important to our communities and how they think we can improve our products and services and help our communities at the same time.



How did we develop this strategy?

This strategy was developed over six months with input from the Wannon Water Board, our employees, our Community Advisory Committee and other key regional stakeholders.

It draws on existing research and strategies and takes account of our own organisational goals.

Key Themes

Wannon Water has identified five key themes that are important to our organisation and to our communities:

- Regional prosperity
- Education, training and volunteering
- Health and wellbeing
- Natural environment
- Telling our story.

Regional prosperity

We all benefit from a sustainable and prosperous regional community. Wannon Water wants to actively build our economy via our products, services and actions.

Education, training and volunteering

Access to quality education options, training and volunteering is essential to delivering a skilled workforce. Active participation in learning is a precondition to positive life outcomes.

Health and wellbeing

Being healthy and well is a precondition for achieving quality of life. Wannon Water aspires to helping our people and our customers to build prosperous, engaged, happy and rewarding lives.

Natural environment

Healthy and sustainable ecosystems are crucial to ensuring we can all access clean water, unpolluted air and fresh, healthy food. Natural environments also contribute to our physical and mental health.

Telling our story

The best outcomes will be achieved when we all work together. Increasing understanding of Wannon Water's products, services and priorities will create new opportunities for us to partner with our communities. That increased understanding will also foster richer engagement with our customers, ensuring their views inform our decision making.



What are we going to do?

Outcome 1: Wannon Water understands regional priorities

Wannon Water understands and supports key issues affecting our region, particularly those that relate to our five key themes.

- We will create a plan to engage directly and meaningfully with our communities and stakeholders.
- We will understand existing council plans and other community-based strategies and how we can create shared value.
- We will complete a 'State of the Region' report, collating data relating to our key themes.

Outcome 2: Wannon Water partners on regional priorities

Wannon Water partners with others to address priority issues within our region.

- We will create at least one region-wide partnership to address one of the themes.
- We will create at least two sub-regional partnerships to address themes.
- We will create at least three community or township partnerships that address the themes.
- We will ensure there is at least one partnership in place to address each of the key themes.
- We will review our Sponsorship Program to align with this Community Strategy.

Outcome 3: Wannon Water understands and acts on what the community values about water and sewerage services

Wannon Water understands what its communities value about water and sewerage services and uses this information in all its planning and decision making.

- Wannon Water employees will be supported to engage and partner with communities.
- New ways of engaging with our communities will be explored.
- Community views will be heard and fed into our planning and water pricing.
- At least two innovative projects relating to water and sewerage services will have been identified and planned.

Outcome 4: Wannon Water educates and informs the community about Wannon Water and its services

Wannon Water supports its communities to improve understanding of water and sewerage services delivered in this region.

- We will create a detailed, five-year plan to communicate with our communities and stakeholders across a variety of media channels.
- We will have a detailed, five-year plan in place to deliver face-to-face education about local water and sewerage services to at least 10 per cent of our children, young people and adults across our region.

Outcome 5: Monitor and evaluate the difference Wannon Water is making

Wannon Water understands the difference it is making in the regional community.

- We will measure the value we contribute to our communities and to the region generally.
- We will create a careful methodology to gather and capture information about the impact of our community partnerships in relation to the themes in this strategy.
- We will conduct research to determine to what extent Wannon Water is recognised as an influential partner that is helping its communities to flourish.

How can you get involved?

Wannon Water would like to hear your ideas about how we could partner with you and your community.

Our primary responsibility is to deliver high quality water and sewerage services to you, our customers, at a reasonable price. It is therefore important that we maintain our focus on delivering 'shared value'.

Potential community initiatives will be assessed according to:

1. Alignment with the five key themes identified in this strategy:

- Regional prosperity
- Education, training and volunteering
- Health and wellbeing
- Natural environment
- Telling our story.

2. Alignment with existing organisational vision:

Our mission is *To provide safe, reliable, innovative and sustainable water services and strengthen communities in south-west Victoria.*

3. Shared value

Initiatives that deliver benefits for both Wannon Water and our communities are most likely to be delivered as part of this strategy.



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