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### Our Constituent Organizations

- Alberta Water and Wastewater Operator Association (AWWOA)
- Manitoba Water and Wastewater Association (MWWA)
- Municipal Service and Suppliers Association (MSSA)
- Northern Territories Water and Wastewater Association (NTWWA)
- Saskatchewan Water and Wastewater Association (SWWA)
- Western Canada Water Environment Association (WCWEA)
- Western Canada Section American Water Works Association (WCS AWWA)



Western  
Canada Water

# Strategic Plan



Working Together for Water

## Mission Statement

We are an association of water organizations that represent a diverse set of skills and professions. Our purpose is to influence the future of water.

## Vision Statement

Working together for Water

## Vision Elements

Western Canada Water will

- Foster a cooperative environment where stewardship, regulatory, engineering, construction and operations professionals collectively work together to provide safe water for human consumption and environmental protection.
- Deliver an annual conference and magazine for the water industry to provide information on technology, regulatory requirements, problem solving and networking.
- Deliver a collaborative training and education program.
- Promote public awareness of the importance of water.
- Implement a water profession workforce development program.
- Serve as a voice and advocate on water regulations at all levels of government.
- Provide data management, finance services, marketing and administration to our Constituent Organizations as required.
- Maintain strong linkages with the Canadian Water and Wastewater Association.

*We believe that working together makes us stronger, like creeks and streams coming together to create the rivers and lakes that provide the life giving resource for our communities. With better strength we can make a difference in our efforts to provide safe water and protect the environment.*

## CORE VALUES

### PROFESSIONAL RESPONSIBILITY

We are committed to honesty and integrity in all actions of our staff, volunteers and members, and to helping each other and our partners openly share information and solve problems in a spirit of cooperation.

### RESPECT AND EQUALITY

We are committed to treating our staff, volunteers and members with consideration, esteem and dignity.

### MEMBER SUPPORT

We are responsive to the needs of our members and committed to the highest standards of service, products and operations through continuous review and improvement.

**PUBLIC FOCUSED** We are committed to protecting the health and welfare of the public and the environment.

## CORE STRATEGIES

### SUPPORTING THE WORKFORCE

- Supporting Constituent Organizations and water professionals while building the industry as a whole
- Provide training, education and information resources, technology for education, networking opportunities, conferences, mentor/mentee relationships, employment board and office support.

### PUBLIC AWARENESS OF THE VALUE OF WATER

- Increase public awareness and perception of the value of water and related infrastructure

### INFLUENCE AND ADVOCACY

- Be a voice and advocate on water regulations at all levels of government.

### FINANCIAL PLANNING AND OPERATIONS

- Confidence from COs that reserve funds are being managed appropriately.