



The Australasian Corrosion Association

Strategy 2024-2026

OUR PURPOSE

The purpose of the association is to be a non-political, not-for-profit organisation established for promoting the co-operation of academic, industrial, commercial and governmental organisations in relation to the dissemination of information on all aspects of corrosion and its prevention or control by promoting lectures, symposia, publications, training and other activities.

OBJECTIVES

1. Knowledge of corrosion and its mitigation is communicated to key stakeholders (both within, and external to, the corrosion community) throughout Australasia.
2. Corrosion practitioners in Australasia have a clear professional development pathway, their level of expertise can be clearly identified, and is aligned with the improved engagement of the next generation.
3. Grow the ACA membership base through improved engagement with our target audience including asset owners, government, consultants, contractors and next generation corrosion practitioners.

MISSION

To lead in knowledge and management of corrosion for the benefit of society and the environment.

VALUES

Integrity, informative, diligent, supportive, transparent, co-operative.

OUTCOMES

Increased member revenue and satisfaction

Financial sustainability

Trusted partnerships

Asset owners and younger generation engagement

Increased recognition of ACA and certifications

PILLARS



1. Education & Training



2. Conference & Events



3. Certification



4. Policy & Advocacy



5. Governance & Management



6. Volunteer & Member Services



OPERATIONAL OBJECTIVES

1. Education & Training

- a. **Communicate with and educate** asset owners, government policymakers and the public about the costs, safety, and environmental impacts of corrosion.
- b. **Provide advice** on how to manage corrosion through case studies at events, marketing, conference, and the journal.
- c. **Expand our training** offerings to extend into new industry sectors and new technological advances.
- d. **Work with AMPP** and other industry partners to increase our pipeline of lecturers.
- e. Map the potential corrosion practitioner **career pathways** and make these more visible.

3. Certification

- a. Implement the proposed amended **certification program** in consultation with experts in Q2 of 2024.
- b. Improve **administration of the Certification Program** and link with ACA business systems in the medium term.
- c. **Promote the Certification Program** and its links to standards.

5. Governance & Management

- a. **Implement** revised By-Laws and charters into operations.
- b. **Review and update** ACA support for the ACA Foundation.
- c. Ensure **ACA policies, procedures, and contracts** are updated with changes to legislation and governance documents.
- d. Apply **best practice processes and management** and governance aligned with the ACA's size and complexity of business.
- e. **Protect our staff and volunteers** with appropriate insurance and legal frameworks.
- f. **Leverage the new business systems** to maximise ACA's efficiency and provide business information to inform all levels of the association.
- g. Ensure ACA operations are **financially sustainable**, and the Board and Management work to rebuild the surplus and cash reserves in the medium term.
- h. Ensure effective **cross-functional activities** occur to maximise ACA activities particularly through our marketing and communications (e-news, journal, social media, website).

2. Conference & Events

- a. **Evolve** ACA events to meet the needs of our changing membership and stakeholder base.
- b. **Encourage technical content** to be included at in-person events wherever possible to ensure the ACA remains relevant and recognized as a leader in corrosion.
- c. Increase **asset owners engagement** with all ACA activities.
- d. **Pilot webinars and digital events** to supplement in-person events.

4. Policy & Advocacy

- a. **Implement the Advocacy Plan** and report to members.
- b. **Collaborate with AMPP, WCO** and other partners to advocate on issues that are of importance to our members.
- c. Consider how to '**mobilize**' the voices of our members to support issues that are a priority eg. via an Advocacy Toolkit.
- d. Advocate to **standards organisations** the need for certified practitioners to be referenced in Australian and NZ standards.
- e. Implement a new digital **Corrosion Journal**

6. Volunteer & Member Services

- a. **Actively assess** member satisfaction.
- b. **Support ACA Technical Groups** to engage more with interested members and provide more events, communications, advice, and standards input.
- c. **Support YCG** to engage more with interested members and provide more events, communications, and professional development opportunities.
- d. **Provide appropriate recognition** and support for volunteers.
- e. **Refine ACA member benefits** and member engagement.