



AUSTRALASIAN CORROSION ASSOCIATION

STRATEGY 2025 - 2027

OUR PURPOSE

The purpose of the organisation 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.

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.

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.

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 provide introductions to corrosion for asset owners etc.
- d. **Work with AMPP** and other industry partners to increase our pipeline of lecturers.
- e. **Map the Industrial Painters & Blasters career pathways** and make these more visible.
- f. **Investigate options** to increase undergraduate engineering students to become Corrosion Engineers.

3. Certification

- a. **Expand** the number of Certified Corrosion Practitioners.
- 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. **Present** new proposed PAGS (constitutional change) to members for voting.
- 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.

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.

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. **Advocate for greater acknowledgement** of Painters & Blasters.
- d. **Advocate to standards organisations** the need for certified practitioners to be referenced in Australian and NZ standards.
- e. **Better promote the Cost of Corrosion research** to asset owners and the general public.

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. **Assist ACA Corporate members** to leverage their free YCG memberships.
- d. **Provide appropriate recognition** and support for volunteers.
- e. **Refine ACA member benefits** and member engagement.
- f. **Investigate new Member Benefits** for ACA Members.
- g. **Streamline the membership renewal process** and enhance guidelines for a smoother experience.