

# Our strategy: dhelk gatjin dhelk balak

## Our vision

### Healthy water, healthy people.

(dhelk gatjin dhelk balak)

## Our purpose

To provide water and sewage services for public health and the environment so our communities can sustain themselves.

## Our value

### Water quality and reliability

We will supply high quality water you can trust.

### Enhance the environment

We will reduce our environmental impact and achieve a socially responsible, sustainable business for the future.

### Regional prosperity

Our investments will support the economic prosperity of our region.

### Fair price

We support customers in need and fairly balance generational investment and pricing.

### Easy to deal with

We will provide services to meet the needs of customers now and in the future.

## Our culture

### Earn the customer

We exist to serve our customers.

We 'wow' them with an outstanding experience.

### Own the risk

We take responsibility and are accountable to our customers and communities.

### Act

We are brave in our decision making and take action.

We make good judgements based on evidence and we follow through.

## Our strategic goals

**1. Healthy Country and communities**  
We contribute to healthy Country and communities through ethical and sustainable practices.

**2. A trusted utility**  
We are a trusted utility in the regional community and are strategically positioned within the water sector to influence innovative outcomes.

**3. Business sustainability**  
We are an intelligent and resilient business with the necessary resources, assets, and workforce to thrive in an ever-changing future.

## Our strategic outcomes

<b>1.1 Follow Traditional Owners' lead</b>	<b>1.2 Equitable and liveable communities</b>	<b>1.3 Healthy catchments and ecosystems</b>	<b>1.4 Zero carbon and waste</b>
Develop Traditional Owner relationships to grow partnerships and embed participation in water governance, ownership and management.	Ensure no one is left behind. Support customers in need, drive equity in service delivery and enhance urban spaces for community wellbeing.	Restore the health of our water, land and biodiversity through partnerships, nature-based solutions and infrastructure, guided by Traditional Owner knowledge.	Achieve net zero carbon emissions from our operations by 2030, including 100% renewable energy by 2025. Adopt a circular economy mindset to 'design out waste'.
<b>2.1 Trusted water and services</b>	<b>2.2 Customer trust</b>	<b>2.3 An influential water leader</b>	<b>2.4 A preferred employer</b>
Drive excellence in water quality and aesthetics, and deliver reliable, trusted services to homes, businesses, and rural customers.	Strengthen our relationship with customers and communities by applying place-based approaches, and build trust via transparency, inclusiveness, and deep engagement. Deliver on our promises.	Advance our position in our broader network to drive innovative outcomes and influence greater value for our customers, communities and the environment.	Recognise our people as key to our success and invest in the staff experience so we have the right people, for the right work, at the right time.
<b>3.1 Water security</b>	<b>3.2 Financial sustainability</b>	<b>3.3 Smart and safe operations</b>	<b>3.4 An adaptive and resilient organisation</b>
Make every drop count. Consider 'all options on the table' to overcome a drying climate and a growing region by applying innovation across the water cycle.	Make every dollar count. Leverage debt and revenue to balance intergenerational investment with fair pricing. Drive operational efficiencies and grow financial fitness.	Invest in our infrastructure, embrace emerging technologies and use best practice to be adaptable and respond to growth and regulatory change.	Invest in our organisation, uplifting our capabilities and driving a culture of adaptability and resilience to navigate future challenges.