



IWRA Membership Strategy 2017

XVI World Water Congress, Cancun, May 2017
IWRA Membership Committee, Chair: Adj. Prof. Gary Jones

The Need

- IWRA is nothing without its members. Our membership elects and forms our Executive Board, and is a goldmine of intellectual and practical knowledge on the management of water resources.
- Nevertheless, we need to do more to recruit and retain new members, and to provide meaningful participation opportunities for existing members.
- There remains a real opportunity for IWRA to engage better with its members, increase its membership and strengthen its position a highly-regarded international network of experts in water resources
- We must reach out to younger people entering the sector, and to geographic regions beyond North America and Europe.



New IWRA Membership Strategy - Objectives

1. Strengthen IWRA Membership:

- Retain current members and attract new members
- Promote the IWRA value-proposition, effectively communicating the benefits of becoming a member and retaining IWRA membership
- Raise awareness and perceived value of the IWRA organisation and network



Objectives (cont.)

2. Strengthen and extend IWRA regional chapters:

- Establish as many regional/country membership chapters across the world as possible
 - Board and Management to catalyse the establishment of new IWRA Chapters, seeking nominations from Members to establish them
 - These could be at regional level eg. South-East Asia, Latin America, or for individual countries eg. Mexico, S. Korea depending on Member perspectives
 - New chapters and Interim committee members agreed by board
- Strengthen IWRA's links with local/national/regional organisations, networks and events

Objectives (cont.)

3. Enhance member participation with IWRA

- Create more opportunities for members to engage in IWRA activities
- Develop Special Interest Groups, led and run by members (like IWA, but with topics suited to IWRA mandate/objectives relating to ‘science to policy’)
- Develop new participation opportunities for students and other young water professionals
- Encourage and assist regional chapters to run forums and seminars



Strategy Implementation

1. Strengthen IWRA Membership:

- Raise awareness and perceived value of the IWRA brand through social media outreach and events participation
- Actively retain current members and attract new members by clarifying and consistently communicating the benefits of being an IWRA member. These benefits need to be real and deliverable.
- Improve online membership registration and payment process
- Redesign the membership space on the IWRA website
- Create a clearer and value-added membership for different types of members, including Corporations, Institutions, Individuals, Young Professionals and Students, from both developing and developed countries.



Implementation (cont.)

2. Strengthen and extend IWRA regional chapters:

- Head office to develop a Chapter 'Starter Kit' - making steps in the establishment process as clear and simple as possible for new committees
- Reinvigorate existing chapters, encouraging regular reporting on activities and identification of areas for support
- Help chapters to recruit new members by providing updated brochures, audio-visual material, and other support for local events
- If a chapter does not exist already, ensure a new chapter is set up in the location of each congress to maximise the opportunity of retaining local members who joined when registered to attend the congress

Implementation (cont.)

3. Enhancing member participation

- Create more opportunities for members to engage in IWRA activities
- Assist chapters to host regular IWRA-branded webinars and seminars, especially between Congresses.
- Increase regular communications and outreach through Social Media (IWRA Facebook, LinkedIn, Twitter)
- Call for Special Interest Groups (e.g. Water Quality, Water governance, Science-Policy Interface, etc.)
- Establish Young Water Professionals Group
- Establish international Mentoring programme



Next Steps for Members

In Cancun

- Seek support for this new Membership Strategy

Following Cancun

- Call to Members to nominate, then establish, new IWRA regional/country chapters
- Call to Members to nominate, then establish, Special Interest Groups (including Young Water Professionals)

