



AUSTRALASIAN SOCIETY FOR TRENCHLESS TECHNOLOGY

BUSINESS PLAN 2006



CONTENTS

- **History of ASTT**
- **Structure of ASTT**
- **ASTT Business Planning Framework for 2006**
- **Strategic Direction**
 - **Mission**
 - **Primary Objectives**
 - **Vision**
 - **ASTT in 2006: Issues and Challenges**
 - **Strategies**
 - **Major Stakeholders**
- **Business Objectives and Action Plans for 2006**
 - **Business Direction**
 - **Standards**
 - **Guidelines**
 - **Training and Education**
 - **Promotion**

HISTORY OF ASTT

In October 1989, a Technical Sub Committee of the Water Resources Council conducted a two-day seminar on Trenchless Technology in Perth, Western Australia. A panel discussion at the end of the seminar with some 170 delegates from around Australia and New Zealand agreed that an independent Australian Society for Trenchless Technology should be formed.

The Society became established independent of other Professional Bodies and related Societies such as the Institution of Engineers, Australia; the Australian Underground and Construction Tunnelling Association (AUCTA); the Australian Water and Wastewater Association (AWWA); the Australian Drilling Industry Association (ADIA); and the Federation of Australian Construction Contractors. Although these organisations had some members with an interest in Trenchless Technology the specialised nature of Trenchless Technology suggested the new Society should stand alone.

The Australian Society for Trenchless Technology (ASTT) was formed in 1991, and was Incorporated (Registered Number 1001093) in Perth, Western Australia on 11 March 1991. The Society was also affiliated with the International Society for Trenchless Technology, (ISTT) in March 1991.

On the 28 June 1994, the name of the Society was changed to the **Australasian** Society for Trenchless Technology, enabling membership to include those living in New Zealand.

ASTT grew from a membership of 35 when inaugurated, to some 170 members in 2005. There are two classifications of Membership: Corporate and Individual. Members belong to a number of categories within the Trenchless Industry, including contracting, manufacturing, support services, education and a wide range of private and Government client organisations. The growth in ASTT membership has reflected the growth of Trenchless Technology in Australia and New Zealand. With ASTT having the highest membership of any of the affiliated societies on a per capita basis, the Society continues to provide a focal point for the continued development and application of Trenchless Technology in Australia and New Zealand.

The scope of the Trenchless Technology Industry in Australia and New Zealand is significant. There is an enormous investment in infrastructure associated with small diameter cables, conduits and pipelines. These assets have been estimated to be worth AU\$200 billion, and include the water, wastewater, power, gas, tele-communications and oil industries in both these countries.

The growth, repair, renovation and refurbishment of this asset base, provided an estimated AU\$350 million turnover in 2001. Although this represents a very small proportion of the total annual expenditure on renovation, replacement, and new infrastructure, it is significant in terms of its influence and impact, as it represents the many programs and projects realising the ever-growing range of benefits Trenchless Technology has to offer.

STRUCTURE OF ASTT

The Australasian Society for Trenchless Technology (ASTT) is managed by a Council, which consists of not more than one representative from each State or Country, plus the Federal President and Past President. Council also appoints a Federal Secretary and a Federal Treasurer as well as a representative to the Board of the International Society for Trenchless Technology (ISTT). The day-to-day conduct of ASTT is managed by the Secretariat, or administrative arm of the Society consisting of the Secretary/Treasurer on an honorary part time basis, in liaison with the President. Figure 1 refers.

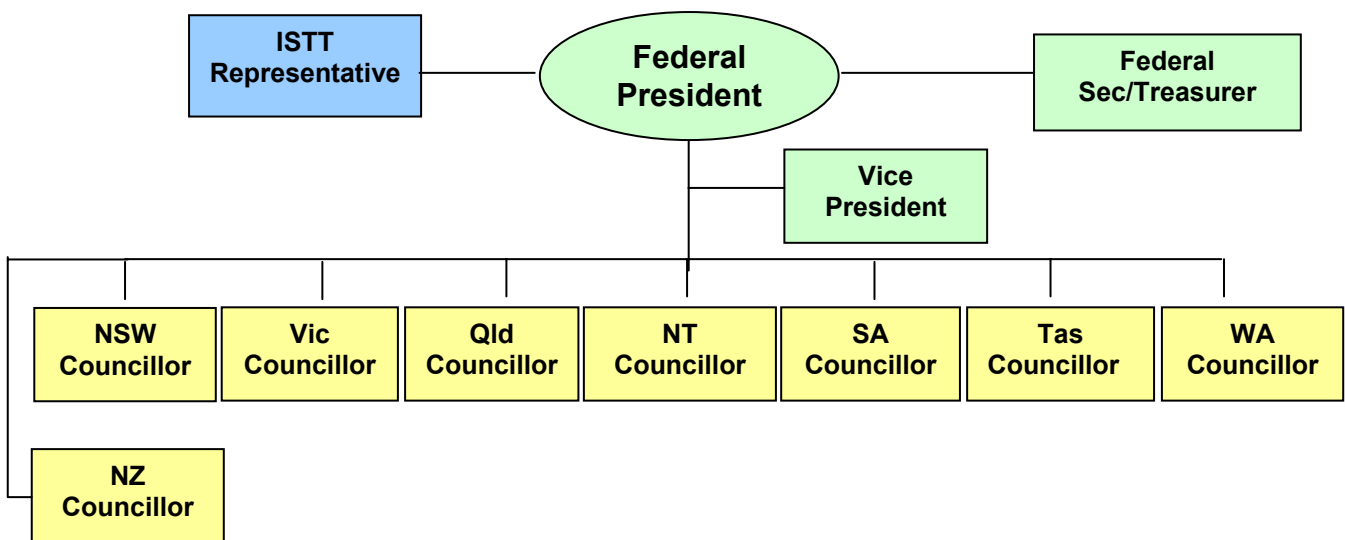


Figure 1: Management Structure of ASTT January 2006

ASTT – BUSINESS PLANNING FRAMEWORK 2006 - 2008

MISSION

GUIDE INDUSTRY IN AUSTRALIA AND NEW ZEALAND TO RECOGNISE AND ACHIEVE THE BENEFITS OF TRENCHLESS TECHNOLOGY

VISION

RECOGNISED AS LEADING THE TRENCHLESS INDUSTRY THROUGHOUT AUSTRALIA AND NEW ZEALAND.

PRIMARY AIMS

TO FACILITATE THE ADVANCEMENT OF TRENCHLESS TECHNOLOGY IN AUSTRALIA AND NEW ZEALAND AND TO PROVIDE:

- VISIBLE LEADERSHIP
- COORDINATION &
- A POINT OF REFERENCE FOR TRENCHLESS TECHNOLOGY THROUGHOUT AUSTRALIA AND NEW ZEALAND

Network Development to develop additional membership and pursue business development opportunities as they arise.

Undertake membership promotional campaigns through the "Trenchless Australasia" magazine and the ASTT web site.
Pursue business opportunities, which may reduce costs or increase revenue for the Society.

- *Target growth of 10% increase in members by end of Dec 2006.*
- *Continue general distribution of ASTT promotional brochure.*
- *Pursue relationships with other related Organisations/Society's for sharing memberships.*

Training & Education to utilise existing training programs developed by others and develop education programs for awareness in tertiary institutions, industry and the community

Achieve nationally recognised standards for competency in Rehab.

Promote nationally recognised standards for competency in HDD and microtunnelling.

Promote educational training package to Universities and TAFE's.

- *Develop nationally recognised training modules for rehabilitation by June 2006*
- *Monitor take up of nationally recognised training modules for HDD and microtunnelling.*
- *Continue promotion of education package to the tertiary institutions in Australia and New Zealand.*

Guidelines/Standards to develop guidelines and standards for new installations and support services which are suitable for Australasian conditions utilising current International best practice.

Finalise framework of Guidelines and Standards for Microtunnelling, HDD & Rehabilitation onto ASTT website.

Ensure developed Guidelines and Standards are utilised through monitoring access.

- *Publish framework of Guidelines and Standards on ASTT website by June 2006.*
- *Market the benefits of Guidelines and Standards to industry.*
- *Monitor web traffic to site*

Promotion to undertake the promotion of trenchless technology through National Conferences and Exhibitions, publications, internet, seminars and other awareness opportunities as they arise.

Leverage off Trenchless Australasia to increase awareness of TT and increase membership.

Raise TT awareness in the Asia Pacific Region.

National recognition of a trenchless project.

- *4 Trenchless Australasia magazine produced in 2006.*
- *Undertake International NO-DIG 2006 in Brisbane.*
- *Trial in WA "environmentally sensitive underground construction techniques" category for CASE Earth Awards.*

STRATEGIES

OBJECTIVES

2006 TARGETS



STRATEGIC FRAMEWORK FOR 2006

MISSION

The purpose of the Australasian Society for Trenchless Technology is to;

**GUIDE INDUSTRY IN AUSTRALIA AND
NEW ZEALAND TO RECOGNISE AND
ACHIEVE THE BENEFITS OF
TRENCHLESS TECHNOLOGY.**

This Mission Statement explains the Society's primary role – it is the reason for its existence.

PRIMARY OBJECTIVES

The primary objectives of ASTT, in endeavouring to fulfil its Mission, are:

**TO FACILITATE THE ADVANCEMENT OF
TRENCHLESS TECHNOLOGY IN
AUSTRALIA AND NEW ZEALAND.**

and to

TO PROVIDE:

- **VISIBLE LEADERSHIP;**
- **COORDINATION; AND**
- **A POINT OF REFERENCE
FOR TRENCHLESS TECHNOLOGY
THROUGHOUT AUSTRALIA AND
NEW ZEALAND.**

STRATEGIC FRAMEWORK FOR 2006 (continued)**VISION**

The Vision for ASTT broadly describes the type of organisation ASTT wants to be, and how it will be perceived. It provides a framework to enable planning towards a common goal. The Vision is consistent with the Mission and Primary Objectives of the Society.

The Vision for ASTT for the next three years is:

**TO BE RECOGNISED AS LEADING THE
TRENCHLESS INDUSTRY THROUGHOUT
AUSTRALIA AND NEW ZEALAND**

ASTT IN 2006: Issues and Challenges

The Vision provides a picture as to what ASTT needs to be like in the year 2008 if we are successful in achieving our Objectives.

Tabled under, in summary form, are the issues and challenges that have been considered in the development of this Business Plan. It is these issues that will directly impact on ASTT achieving its Vision.

Social/Demographic	What is happening in Australia and New Zealand that is driving the industry? The geographic location of our Society. The geographic spread of our members.
Technological and Development	Information/communication technology, materials technology, new methodology/technology coming out for trenchless technology. What is happening overseas that is driving change in the application of trenchless technology?
Education and Awareness	The current level of understanding and awareness of trenchless technology. Reluctance of tertiary institutions to change programs to incorporate trenchless technology. The rapidly changing technology and maintaining relevance in education and training.



STRATEGIC FRAMEWORK FOR 2006 (continued)

Management	Globalisation, regional positioning, alliances/joint ventures, national economic growth, micro-economic reform. What are the International trends in the way the trenchless technology industry is managed. Role of Councillors.
Role of Industry Bodies	Possible fragmentation of membership. Establishment of independent Societies or amalgamation with other Societies. Achieving recognition. Membership growth,
Structure of ASTT	No perceived change in structure for next 3 years. Councillor involvement to increase through communication and liaison within their area of responsibility. ASTT will continue provide central support for activities undertaken by the Society.

STRATEGIES

The Key Result Areas for the Society represent areas of activity, which are most critical for the future success of the Society. Strategies have been developed within each of these areas to ensure this success.

Key Result Areas	Strategies
Business Direction	To develop a commercial entity which meets the members needs and actively pursues business development opportunities.
Training and Education	To utilise existing training programs developed by others and develop education programs for awareness in tertiary institutions, industry and the community.
Guidelines and Standards	To facilitate access to a framework of Guidelines and Standards in the areas of microtunnelling, horizontal directional drilling and rehabilitation which may be applied to Australasian conditions utilising current International best practice.

BUSINESS OBJECTIVES FOR 2006

OBJECTIVES AND STRATEGIES SINCE INAUGURATION

Since inauguration, the objectives of ASTT have been to:

- Advance the science and practice of trenchless technology for the public benefit;
- Provide a forum in Australia and New Zealand for interchange of multi disciplinary knowledge and skills in the field of trenchless technology;
- Arrange or sponsor meetings, conferences and symposia on subjects consistent with the objectives of the Society;
- Encourage the interchange of specialists in Trenchless Technology within Australia and New Zealand;
- Liaise and establish affiliations with related organisations, both within Australia, New Zealand and overseas;
- Inform and advise the public and Government on matters concerned with trenchless technology;
- Encourage education, training and research.

The Society endeavoured to achieve its objectives through a number of strategies including:

- National and International Conferences and Exhibitions;
- National Seminars
- Working groups dealing with specific key issues
- Society Publications – “Trenchless Australasia”.

OBJECTIVES AND ACTION PLANS FOR 2006

The new Business Planning Framework for 2006 has provided new Strategies, which have been utilised to provide the Business Objectives for 2006. These new objectives have determined the Action Plans for 2006.

Network Development: To develop additional membership and pursue business development opportunities as they arise.

OBJECTIVE	ACTION PLAN	WHO IS RESPONSIBLE	TIMEFRAME	COST	PROGRESS
Undertake membership promotional campaigns.	Pursue mail out of ASTT promotional flyers with relevant equipment suppliers to their customer base.	Secretary	Ongoing	1K	75%
	Market ASTT membership benefits through the Trenchless Australasia magazine.	Secretary and PPA	Ongoing	1K	75%
	Undertake membership promotional campaign through ASTT website	Secretary	Ongoing	1K	0%
	Undertake membership promotional campaigns at appropriate exhibition venues including: Enviro 06 Melbourne and the Brisbane International NO-DIG 2006.	Secretary	Ongoing	10K	100%
Pursue business opportunities which may reduce costs or increase revenue for the Society	Pursue relationships with other related Societies for "sharing" memberships. (AWA, APIA, ADIA, NZWWA, AUCTA etc)	Chairman	Ongoing	2K	100% NZWWA 100%AWA

Guidelines and Standards: To publish Guidelines and Standards for new installations, rehabilitation and support services which are suitable for Australasian conditions utilising current International best practice.

OBJECTIVE	ACTION PLAN	WHO IS RESPONSIBLE	TIMEFRAME	COST	PROGRESS
Finalise framework which will enable access to Guidelines and Standards for microtunnelling, HDD and rehabilitation for Australasian conditions by June 2006.	Publish framework of Guidelines and Standards on ASTT website.	Secretary	01/06/2006	5K	0%
	Regularly review web links to Guidelines and Standards for accuracy of information.	Secretary	Ongoing after published	5K	0%
	Monitor web traffic to published Standards and Guidelines	Secretary	Ongoing after published	1K	0%
Market framework of Guidelines and Standards to industry	Market the benefits of the framework of the Guidelines and Standards to industry through the Trenchless Australasia Magazine and Engineers Australia.	Secretary	Ongoing after published	2K	0%

Training and Education: To utilise existing training programs developed by others and develop education programs for awareness in tertiary institutions, industry and the community.

OBJECTIVE	ACTION PLAN	WHO IS RESPONSIBLE	TIMEFRAME	COST	PROGRESS
Achieve nationally recognised Competency Standards in Rehabilitation	Develop nationally recognised competency training packages for Rehabilitation.	ASTT Executive CCF	01/06/2006	10K	100%
	Market Nationally accredited (ANTA) Competency Framework for Trenchless Technology, and the ASTT Training available thru Registered Training Organisations (RTO's.)	ASTT Executive CCF/ADITC	Ongoing	2K	100%
Promotion of nationally recognised Competency Standards in HDD, Microtunnelling.	Market Nationally accredited (ANTA) Competency Framework for Trenchless Technology, and the ASTT Training available thru Registered Training Organisations (RTO's).	ASTT Executive CCF/ADITC	Ongoing	3K	100%
	Monitor competency training undertaken by State and or Country(NZ).	ASTT Councillors CCF/ADITC	Ongoing	2K	10%
Promotion of educational training package to tertiary institutions.	Continue promotion and distribution of e-education package in the tertiary institutions throughout Australia and New Zealand.	Councillors	31/12/2006	2K	ongoing

Promotion: Undertake the promotion of Trenchless Technology through National Conferences and Exhibitions, publications, internet, seminars and other awareness opportunities as they arise.

OBJECTIVE	ACTION PLAN	WHO IS RESPONSIBLE	TIMEFRAME	COST	PROGRESS
Leverage off Trenchless Australasia to increase TT awareness and increase membership.	Develop opportunities in liaison with publishers of Trenchless Australasia.	PPA/Secretary	On going	20K (5K/per issue)	75%
Raise TT awareness in the Asia Pacific Region.	Conduct International NO-DIG 2006 Conference and Exhibition.	ASTT Executive, PCO	Ongoing	Prelim Seed Funds 40K	100%
	Market Brisbane International NO-DIG 2006 at suitable venues including the AWA - Enviro 06 - Melbourne and Trenchless Asia - Shanghai.	Secretary	On going	15K	100%
Maintain current level of public relations and promotion	Public relations and promotional activities as required.	Secretary and Councillors	On going	5K	100%
National recognition of a trenchless project	Establish agreement with CASE and CCF to incorporate a "application of environmentally sensitive underground construction techniques" category into the CASE Earth Awards through a trial in Western Australia initially.	ASTT Executive, CCF	1/12/2006	5K	10%

BUSINESS PLAN 2006



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