



*AUSTRALASIAN SOCIETY FOR TRENCHLESS TECHNOLOGY*

# **BUSINESS PLAN 2013 - 2014**



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*Plan updated 16 August 2013*

## 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.

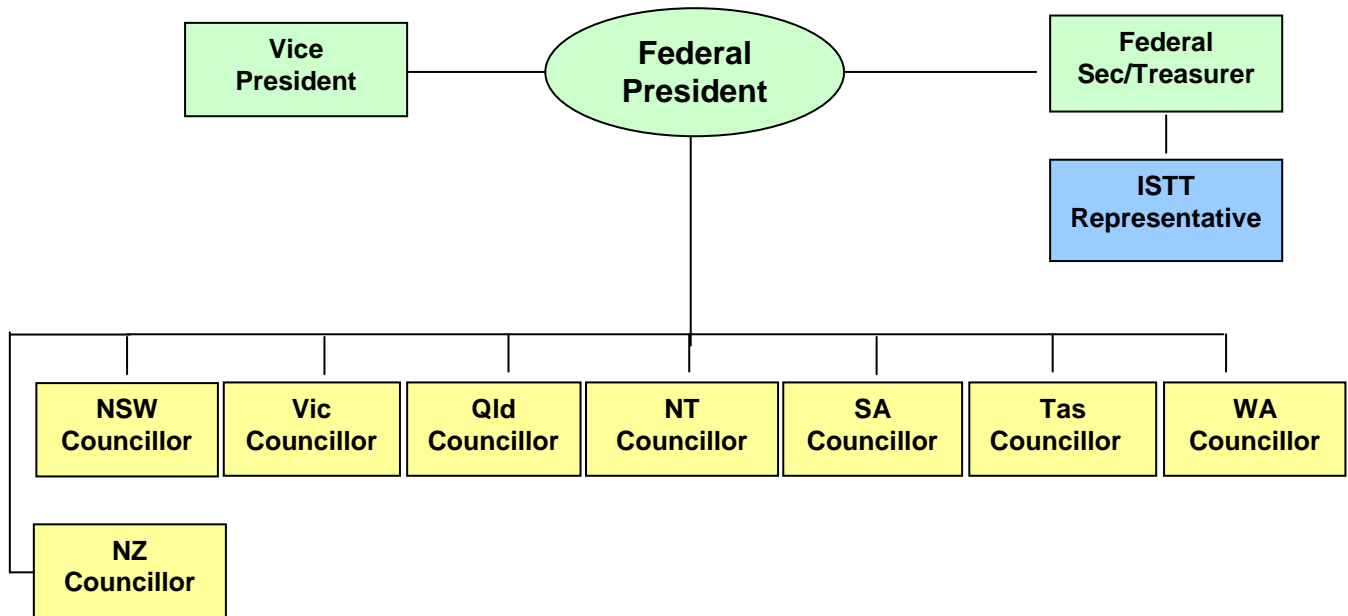
ASTT grew from a membership of 35 when inaugurated, to some 190 members in 2010. There are two classifications of Membership: Corporate and Individual. Members belong to a number of categories within the Trenchless Industry, including contracting, manufacturing, support services, education and a wide 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 August 2013*

## **STRATEGIC FRAMEWORK FOR 2013 - 2014**

### **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 2013 - 2014 (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 2014: Issues and Challenges**

The Vision provides a picture as to what ASTT needs to be like in the year 2014 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.

<b>Social/Demographic</b>	<p>What is happening in Australia and New Zealand that is driving the industry?</p> <p>The geographic location of our Society. The geographic spread of our members.</p>
<b>Technological and Development</b>	<p>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?</p>
<b>Education and Awareness</b>	<p>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.</p>



**STRATEGIC FRAMEWORK FOR 2013 - 2014 (continued)**

<b>Management</b>	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.
<b>Role of Industry Bodies</b>	Possible fragmentation of membership. Establishment of independent Societies or amalgamation with other Societies. Achieving recognition. Membership growth,
<b>Structure of ASTT</b>	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.

<b>Key Result Areas</b>	<b>Strategies</b>
<b>Network Development</b>	To develop a commercial entity which meets the members needs and actively pursues business development opportunities.
<b>Training and Development</b>	To utilise existing training programs developed by others and develop education programs for awareness in tertiary institutions, industry and the community.
<b>Guidelines and Standards</b>	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.
<b>Promotion</b>	To facilitate the promotion of Trenchless Technology through National Conferences and Exhibitions, publications, internet, seminars and other awareness opportunities as they arise.

## **BUSINESS OBJECTIVES FOR 2013 - 2014**

### **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 2013 - 2014**

The new Business Planning Framework for 2013 - 2014 provides new Strategies, which have been utilised to provide the Business Objectives for 2013 - 20104. These new objectives have been determined in the Action Plans for 2013 - 2014.





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

OBJECTIVE	ACTION PLAN	WHO IS RESPONSIBLE	TIMEFRAME	COST	PROGRESS
<b>Undertake membership promotional campaigns.</b>	Undertake membership promotional campaigns at appropriate exhibition venues including: 2014 NZWater.	Secretary	October 2014	5K	0%
	Look into opportunities for reduced membership fees to entice new members at relevant events	Secretary	Ongoing	0K	0%
	Develop Trenchless Membership Benefits Series of Flyers	Secretary and Great Southern Press	December 2013	1K	0%
<b>Total Estimated Cost</b>				<b>\$6,000</b>	

**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
<b>Review and update Assessment Materials and Workbook Resources</b>	Update Assessment Materials and Workbook Resources to keep them relevant to those undertaking trenchless technology training.	Chairman Secretary and CivilTrain	December 2013	50K	50%
<b>University Trenchless Training to Students</b>	Seek out a tertiary institution that will adopt NSW University Trenchless Technology learning material into their engineering programs	All Councillors	Ongoing	tba	0%
<b>Certificate 3 Qualification Framework</b>	Develop a "Training for Dummies" package that explains what qualifications exist, the pathways, who provides it and what is the process for obtaining the qualification	Chairman and NZ Councillor	December 2013	\$2K	0%
	Provide link on ASTT website when "Training for Dummies" package completed.	Secretary	December 2013	\$0K	0%
	Promote "Training for Dummies" package within Trenchless Australasia magazine	Secretary Chairman and NZ Councillor	December 2013	\$0K	0%
<b>Total Estimated Cost</b>				<b>\$52,000</b>	



**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
<b>Maintain agreement with Louisiana Tech University for access through ASTT website to web based NUCA-TAG.</b>	Remove ASTT login requirement from web link to NUCA TAG and monitor access to site.	Secretary	July 2013	0K	100%
<b>Develop Guidelines and Specifications for Vacuum Excavation</b>	Develop Guidelines for Vacuum Excavation		To be determined		0%
	Develop nationally recognised Standards of Competency for Vacuum Excavation through SkillsDMC		To be determined		0%
<b>Develop Guidelines and Specifications for Relining</b>	Establish special interest group for development of Guidelines for Relining.	ASTT Council	To be determined		0%
	Develop Guidelines for Relining.	ASTT Council	To be determined		0%
	Develop Specifications for Rehab for use by Local Authorities and endorsed by the ASTT	ASTT Council	To be determined		0%
<b>Undertake review of Competency Standards for TT in New Zealand</b>	Development and review of Nationally recognised competency standards for trenchless technologies for New Zealand	NZ Councillor	To be determined		0%
<b>Total Estimated Cost</b>				<b>\$ to be determined</b>	

**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
<b>Develop generic trenchless presentation.</b>	Develop generic trenchless presentation in Powerpoint format for Councillors to adopt as and when required.	Chairman Secretary	December 2013	1K	50%
<b>Develop Trenchless Policy Document.</b>	Develop Trenchless Policy Document that defines precisely what the ASTT is all about papers for lobbying Government purposes. Eg NBN project	ASTT Council and Great Southern Press	October 2013	\$10K	50%
	Meet with NBN to present Trenchless Policy Document and explain the benefits of utilising qualified HDD contractors.	Chairman	December 2013	\$5K	0%
<b>Case study on Water Corporation Cert 3 take up</b>	Establish a Case Study on Certificate 3 TT take up in Western Australia by Water Corporation	Chairman Secretary	December 2013	0K	0%
<b>Half day training seminars</b>	Promotion of Trenchless Technology through half day seminars in each state	ASTT Council	To be determined	0K3	0%
<b>2015 National Conference</b>	Conduct National Conference and Exhibition in Adelaide in October 2015	ASTT Executive Great Southern Press / ISTT	October 2015	0K	0%
<b>2014 Water NZ Conference</b>	Participate in WaterNZ Conference and Exhibition in New Zealand in 2014	Chairman Secretary NZ Councillor	August 2014	\$15K	0%
<b>Trenchless Paper involvement</b>	Promote member involvement by presenting papers at relevant events	Council	Ongoing	\$0K	0%
<b>Total Estimated Cost</b>				<b>\$31,000</b>	