



ALBERTA WATER COUNCIL

BUSINESS PLAN



2025– 2027



About the Alberta Water Council

The Alberta Water Council (AWC) is a collaborative multi-sector partnership that provides leadership, expertise, and sector knowledge and perspectives to help governments, Indigenous Peoples, industry, and non-governmental organizations to advance the stewardship outcomes of *Water for Life*. The AWC identifies opportunities and approaches that support shared responsibility for effective water management through each members' policies, practices, and tools.

Since its establishment as a not-for-profit society in 2007, AWC has developed and followed multi-year business plans to guide its work in providing advice on subjects of provincial significance and on topics that affect multiple sectors across Alberta's watersheds. AWC has released more than 25 major reports with information, advice, and recommendations directed to its members and other participants who are involved in managing Alberta's water. The outputs of the AWC generally have the consensus support of its members and are given serious consideration in informing members' approaches for managing water in Alberta.





Developing the Plan

This plan was developed following a professionally facilitated one-and-a-half-day business planning workshop that was held for the board of directors in the City of Calgary in February 2025. The session was informed by an environmental scan and pre-workshop survey that provided board members the opportunity to share their thoughts about the direction for this new business plan.

Workshop participants identified several internal and external influences that have the potential to affect AWC's members, including changes to foreign and domestic policy; ongoing issues related to climate change; opportunities and challenges tied to growth; building and maintaining relationships with Indigenous communities; and the strength of AWC's unique membership and process.



Looking Ahead

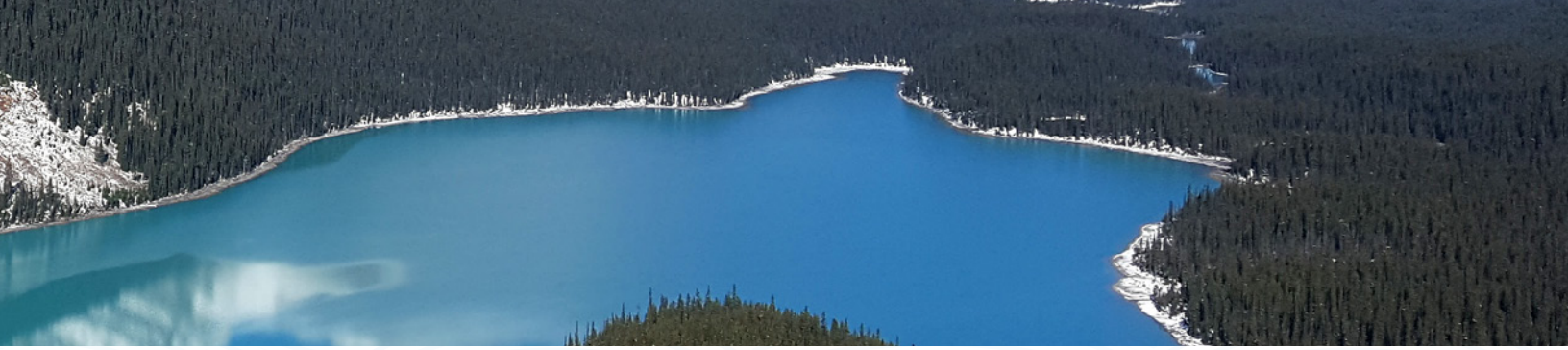
This Business Plan covers 2025–2027. It is predicated on AWC’s demonstrated and ongoing ability to leverage substantial contributions of time, knowledge, experience, and resources from its diverse and committed participants who collaborate to provide recommendations, tools, and advice regarding water management in Alberta.

In recent years, AWC has delivered projects that utilize its diverse membership and shared priorities that focus on providing tools and information that contribute to effective water management. With its existing structure and proven track record, AWC is well positioned to continue supporting its members in tackling shared water issues and to develop innovative solutions that meet Albertans’ needs.

During the workshop, two themes emerged for the Council to focus on during the term of this three-year plan. The first theme was AWC’s strength in bringing members and other interested and affected groups together to share information, opportunities, challenges, and experiences to build capacity and develop innovative solutions among the players in the water management system in Alberta. The cross-sectoral approach should continue to guide AWC’s direction for the next few years and allows AWC to focus on what is within the control of its members and limit exposure to what is out of our control.

The second theme acknowledges that the role of the AWC has shifted beyond advising the Government of Alberta on water policy and providing strategic direction to the *Water for Life* strategy. The AWC seeks to redirect its focus to the strengths of its diverse membership with expertise in water management and unique role as a provincial-scale convener of water managers to support the needs of all members in supporting the outcomes of *Water for Life* as shared stewards of the resource.

This business plan positions the AWC to build on its strengths and successes by focusing on what members can contribute to water management in Alberta by leveraging shared experiences, expertise, innovation, problem-solving, and collaborating with our diverse members and other water partners. It also provides the opportunity to reflect on the role of AWC within the *Water for Life* strategy.



Vision, Mission, and Values

Vision

Albertans work together to ensure our waters are safe, secure, reliable, and healthy for communities, the environment, and the economy.

Mission

The Alberta Water Council is a collaborative partnership that provides leadership, expertise, and sector knowledge to help governments, Indigenous Peoples, industry, and non-governmental organizations to advance the outcomes of *Water for Life*.

Values

The Alberta Water Council is characterized and guided by the following attributes:

- Collaborative** Works to build consensus by listening and seeking to understand diverse ideas and perspectives.
- Excellence** Consistently producing valuable, timely, and relevant deliverables of a high quality using continuous improvement and innovation.
- Fair** Makes decisions without favoritism or prejudice.
- Innovative** Brings together diverse expertise and experience to develop creative solutions to water issues.
- Respectful** Shows respect to all participants.
- Responsive** Acts on core business water issues in relevant timeframes.
- Transparent** Is open and accessible, with established processes to share information about its activities.
- Trustworthy** Strives to be a respected advisory body through the application of its multi-stakeholder, consensus building process.



Core Businesses, Goals, Strategies, and Performance Measures

Core Business One

Advance the outcomes of *Water for Life*.

GOAL ONE

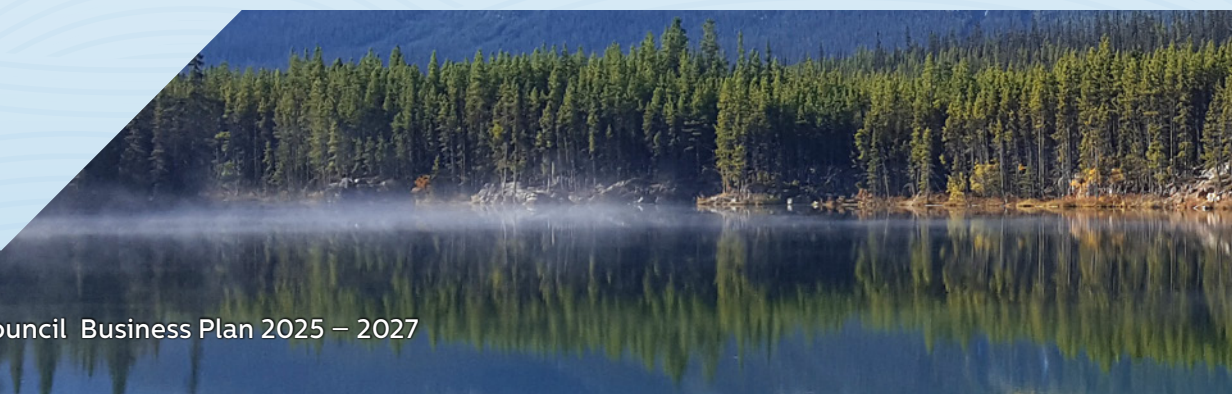
Provide integrated advice on members' implementation of the *Water for Life* strategy.

Strategies

1. Identify actions from across AWC sectors and partners to support achieving the outcomes of *Water for Life*.
2. Re-examine the AWC's role in reporting on and supporting the implementation of *Water for Life* strategy.
3. Continue work on developing appropriate metrics to evaluate and advance *Water for Life* goals.

Performance Measure

Performance measures to be finalized soon.





Core Business Two

Provide advice that informs policy or actions to members and Albertans.

GOAL TWO

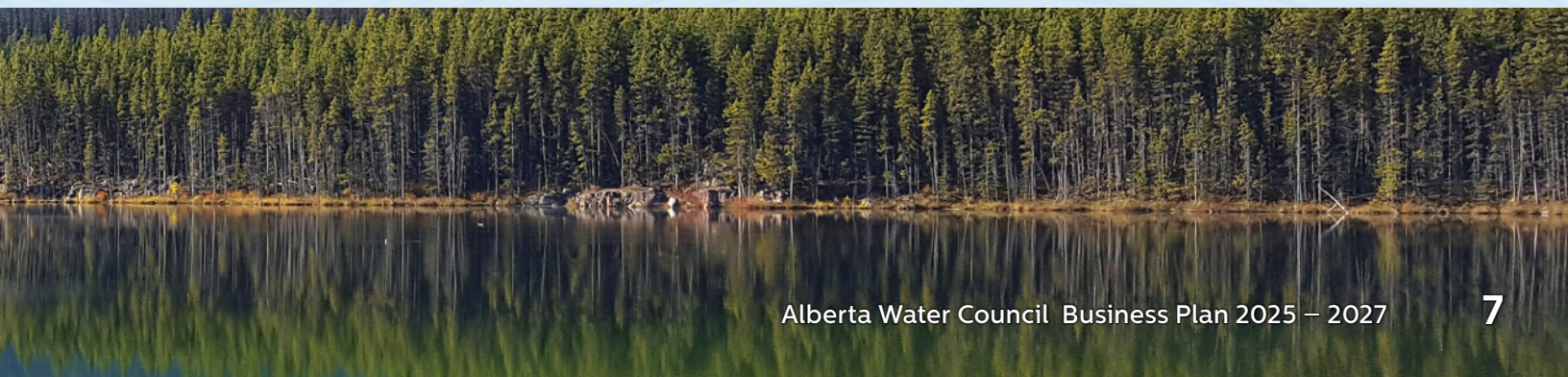
Alberta Water Council's recommendations, advice, actions, and tools are integrated, based on a multi-stakeholder perspective, and are responsive to water challenges and opportunities.

Strategies

1. Develop water and watershed management recommendations, tools, and advice through broad knowledge focused on identified needs and risks based on current evidence and emerging issues.
2. Identify cross-sector priorities, innovation and best management practices, and suggest appropriate AWC member actions that contribute to addressing the opportunities and challenges of climate change, growth, the need for knowledge, and the need for better governance and trust.
3. Document and communicate the participants' points of view, work towards consensus and capture diverse perspectives in all AWC products.
4. Engage implementers early to increase the effectiveness of action taken on recommendations, advice, and tools.

Performance Measures

Performance measures to be finalized soon.





Core Business Three

Provide a forum to discuss perspectives on water.

GOAL THREE

Alberta Water Council's sectors are informed and engaged about water management gaps, challenges, and opportunities.

Strategies

1. Serve as a convenor and collaborator for sectors to identify, discuss, share perspectives and learnings about important and emerging water resource management challenges and opportunities.
2. Work with groups that can provide diverse perspectives to support discussions that can lead to integrated and innovative solutions.
3. Build awareness of the role of the AWC, and create opportunities to attract broader stakeholder interest in participating in AWC activities.
4. Actively provide updates within and across sectors throughout the province to raise the collective level of awareness and understanding of water management issues, opportunities and activities across the province.

Performance Measures

Performance measures to be finalized soon.



14th Floor
Petroleum Plaza South Tower
9915 – 108 Street
Edmonton, AB T5K 2G8

info@awc-casa.ca
www.awchome.ca

