

# Corporate Plan

## 2025-2030

### WHY ARE WE HERE?



Growing together



Customers



Community



Company

### WHAT DO WE DO?

We enable customers to generate regional productivity through irrigation.

### HOW DO WE DO IT?

We deliver water in the best way possible.

### WHO WE ARE?



Safety  
First



Customer  
Centric



Environmentally  
Responsible



One  
Team

### SUCCESS STATEMENTS

- Our customers get the water they need when they want it, through smart, autonomous, and integrated systems
- We work together with customers to ensure their needs are understood and valued.
- We respond to our customers promptly, providing clear next steps and timely follow ups.
- We make our services, processes, and interactions easier for our customers.
- Our identity within the industry positions us as a respected voice, thought leader, and valued employer.
- Our forward-thinking mindset enables us to create and capture new business through strategic partnerships.
- Our business is efficient, future focused, adaptable, and resilient.
- We adopt economically sustainable opportunities to improve environmental outcomes.
- We foster a culture of continuous improvement and benefits realisation.
- Our people are supported and developed to be ready for the future.

### VALUES



CLARITY



CONNECTION



VULNERABILITY



IMPROVEMENT