



*AUSTRALASIAN SOCIETY FOR TRENCHLESS TECHNOLOGY*

# **BUSINESS PLAN 2012**

## **CONTENTS**

- **History of ASTT**
- **Structure of ASTT**
- **ASTT Business Planning Framework for 2012**
- **Strategic Direction**
  - **Mission**
  - **Primary Objectives**
  - **Vision**
  - **ASTT in 2012: Issues and Challenges**
  - **Strategies**
  - **Major Stakeholders**
- **Business Objectives and Action Plans for 2012**
  - **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.

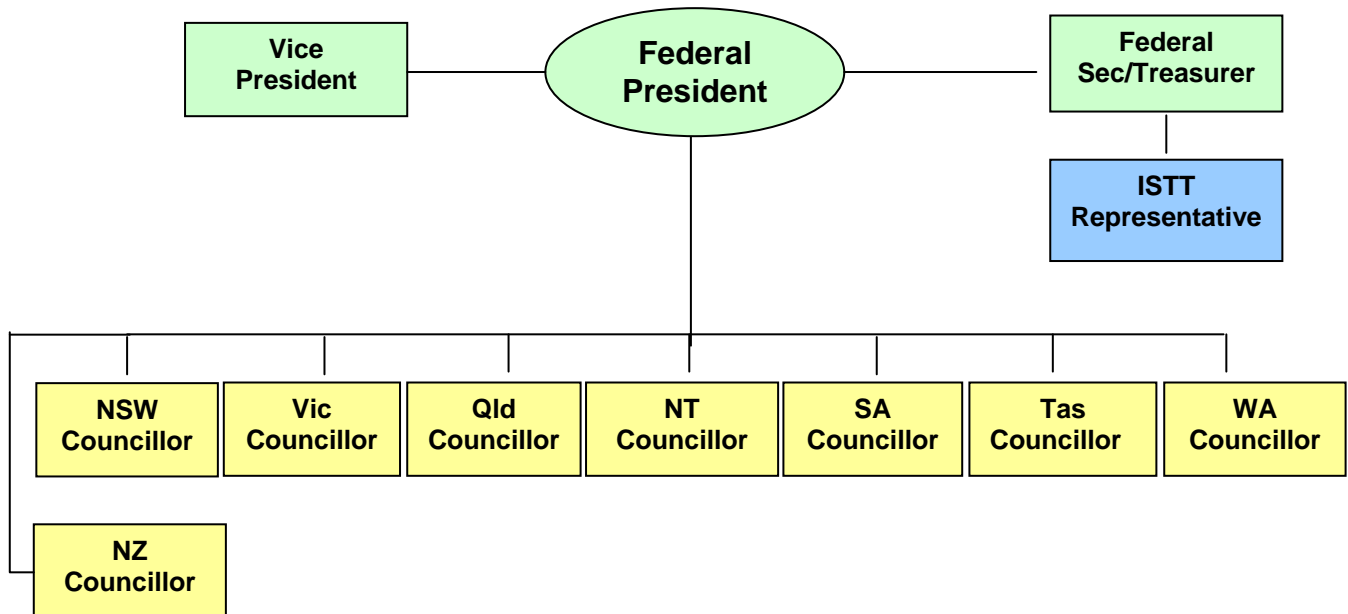
ASTT grew from a membership of 35 when inaugurated, to some 190 members in 2010. There are two classifications of Membership: Corporate and Individual. Members belong to a number of categories within the Trenchless Industry, including contracting, manufacturing, support services, education and a wide 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 January 2012*

## **STRATEGIC FRAMEWORK FOR 2012**

### **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 2012 (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 2012: Issues and Challenges

The Vision provides a picture as to what ASTT needs to be like in the year 2012 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>	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.
<b>Technological and Development</b>	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?
<b>Education and Awareness</b>	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 2012 (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>Business Direction</b>	To develop a commercial entity which meets the members needs and actively pursues business development opportunities.
<b>Training and Education</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 2012**

### **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 2012**

The new Business Planning Framework for 2012 provides new Strategies, which have been utilised to provide the Business Objectives for 2012. These new objectives have been determined in the Action Plans for 2012.

**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.	Undertake membership promotional campaigns at appropriate exhibition venues including: Trenchless Live in Melbourne.	Secretary	Ongoing	5K	0%
	Publish ASTT membership value article through the Trenchless Australasia magazine.	Secretary and Great Southern Press	April 2012	1K	100%
	Undertake membership promotional campaign through ASTT website.	Secretary	Ongoing	1K	0%
Pursue business opportunities which may reduce costs or increase revenue for the Society	Pursue relationships with other related Societies for "sharing" memberships. (AWA, APIA, ADITC, NZ Water, AUCTA etc)	Chairman Councillors Secretary	Ongoing	10K	0%
Membership Survey	Undertake membership survey to determine membership satisfaction of the membership value.	Secretary	January 2012	1K	100%
Membership Certificates	Develop Individual and Corporate Membership Certificates for 2012 financial members.	Secretary	January 2012	\$2K	100%
Membership Stickers	Develop Individual and Corporate Membership Stickers for 2012 financial members.	Secretary and Great Southern Press	January 2012	\$1K	100%
Trenchless benefits flyer	Develop Trenchless Benefits Series of Flyers	Secretary and Great Southern Press	April 2012	\$10K	20%
	Councillors to identify key stakeholders for Trenchless Benefits Flyer. Ie AWEA, Eng Aust, Local Authorities etc	Chairman Councillors Secretary	April 2012	1K	0%
<b>Total Estimated Cost</b>				<b>\$32,000</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
Undertake Trenchless Master Class Training Seminars across Australia and New Zealand	Undertake Trenchless 1 and 2 day Master Classes at all capital cities of Australia and across both islands of New Zealand	Secretary Great Southern Press NZ Councillor	May 2012	\$25K	5%
Develop nationally recognised Competency Vacuum Excavation and CCTV Conduit Evaluation	Develop development of nationally recognised standards for competency in Vacuum Excavation and CCTV Conduit Evaluation through SkillsDMC.	ASTT Executive SkillsDMC CivilTrain	December 2012	20K	15%
Review and update Assessment Materials and Workbook Resources	Undertake a National review of all existing Assessment Materials and Workbook Resources.	ASTT Members	May 2012	10K	5%
	Update Assessment Materials and Workbook Resources to keep them relevant to those undertaking trenchless technology training.	Chairman CivilTrain	October 2012	50K	0%
	Monitor competency training undertaken by State and or Country (NZ).	ASTT Councillors CCF/SkillsDMC	Ongoing	1K	0%
Certificate 3 Qualification Framework	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 Secretary	May 2012	\$10K	0%
	Provide link on ASTT website when "Training for Dummies" package completed.	Secretary	June 2012	\$2K	0%
	Promote "Training for Dummies" package within Trenchless Australasia magazine	Secretary	June 2012	\$2K	0%
<b>Total Estimated Cost</b>				<b>\$110,000</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
Maintain agreement with Louisiana Tech University for access through ASTT website to web based NUCA-TAG.	Maintain web link to NUCA – TAG.	Secretary	On going	7K	50%
	Monitor access to NUCA-TAG	Secretary	On going	1K	0%
Develop Guidelines for Relining	Establish working party for development of Guidelines for Relining.	Chairman Secretary	March 2012	\$2K	0%
	Develop Guidelines for Relining.	ASTT Executive CivilTrain	September 2012	\$25K	0%
Undertake review of WSA 05 - 2012	Participate in review of Conduit Inspection Reporting Code of Australia WSA 05—2012	Chairman Secretary	January 2012	\$5K	50%
<b>Total Estimated Cost</b>				<b>\$40,000</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
Leverage off Trenchless Australasia to increase TT awareness and increase membership.	Develop opportunities in liaison with publishers of Trenchless Australasia.	Great Southern Press/Secretary	On going	20K (5K/per issue)	25%
Membership Certificates and stickers.	Promote membership stickers and Certificates in Trenchless Australasia	Secretary	April 2012	\$1K	100%
Undertake Trenchless Live 2012 in Melbourne	Undertake Trenchless Live 2012 at Melbourne Showgrounds over October 23 and 24.	Secretary VIC Councillor Great Southern Press	October 2012	10K	0%
Formalise Agreement with NZ Water for future bi-annual event participation	Formalise future events agreement with NZ Water for bi-annual participation at NZ Water events	Secretary NZ Water NZ Councillor	June 2012	10K	0%
Formalise Events Agreement with ISTT	Formalise Agreement with ISTT for hosting rights to Sydney International No-Dig 2013 by June 2012.	ASTT Executive Great Southern Press / ISTT	June 2012	3K	50%
Promotion of Sydney International No-Dig 2013	Promote Sydney International No-Dig 2013 at Singapore International Water Week/Trenchless Asia	Chairman Secretary Great Southern Press	July 2012	\$20K	0%
	Promote Sydney International No-Dig 2013 at Sao Paulo, Brazil	Chairman Secretary Great Southern Press	November 2012	\$20K	0%
	Promote Sydney International No-Dig 2013 at NZWater National Events	Chairman Secretary	October 2012	\$10K	0%
	Promote Sydney International No-Dig 2013 at other relevant Events	Chairman Secretary Great Southern Press	On going	\$10K	0%
WASA Presentation	Undertake promotion of TT to WASA-CIVIL meeting in Melbourne	VIC Councillor	January 2012	\$1K	100%
Develop Trenchless Presentation pack	Develop generic trenchless presentation in Powerpoint format for Councillors to adopt as and when required	Chairman Secretary Great Southern Press	April 2012	\$10K	0%



Trenchless Policy Document	Develop Trenchless Policy Document that defines precisely what the ASTT is all about papers for lobbying Government purposes. Eg NBN project	ASTT Executive Great Southern Press / ISTT	June 2012	25K	50%
	Appoint a Steering Committee to meet with NBN to present Trenchless Policy Document and explain the benefits of utilising qualified HDD contractors.	Chairman Secretary	June 2012	\$15K	0%
Trenchless Procurement Model	Establish a Case Study on Certificate 3 TT take up in Western Australia by Water Corporation	Chairman Secretary	April 2012	\$5K	0%
	Promote Case Study in Trenchless Australasia and other suitable areas.	Chairman Secretary	April 2012	\$5K	0%
	Liaise with Insurance Australia advocating the preferred Procurement Model	Chairman Secretary	June 2012	\$15K	0%
<b>Total Estimated Cost</b>				<b>\$180,000</b>	

<b><u>2012 ACTION PLAN SUMMARY OF PROJECTED EXPENDITURE</u></b>	
<b><u>Network Development</u></b>	<b><u>\$32,000</u></b>
<b><u>Training and Education</u></b>	<b><u>\$110,000</u></b>
<b><u>Guidelines and Standards</u></b>	<b><u>\$40,000</u></b>
<b><u>Promotion</u></b>	<b><u>\$180,000</u></b>
<b><u>TOTAL PROJECTED EXPENDITURE FOR 2012</u></b>	<b><u>\$362,000</u></b>