

Saskatchewan Irrigation Projects Association

The logo for the Saskatchewan Irrigation Projects Association (SIPDA) features the acronym "SIPDA" in a bold, blue, cursive script. The letters are thick and have a slightly irregular, hand-drawn appearance. The logo is centered within a white rectangular area that is framed by thin black horizontal lines above and below the text.

STRATEGIC
PLAN

2022-2027



Vision: Water is prosperity.

We Value:

- *1. producer and stakeholder input.*
- *2. stakeholder engagement.*
- *3. alignment with environmental stewardship.*
- *4. efficient and responsible use of Saskatchewan's water resources.*

Mission: Saskatchewan's Voice for Irrigation

Mandate: The mandate of the corporation is to represent the interests of its members in Saskatchewan and to provide a non-partisan common voice for issues concerning irrigation.

Member Value Proposition

New Irrigators

For irrigators who are new to the industry we are a first point of contact to provide one-stop resources and advocacy for their irrigation expansion.

Existing Irrigators

For existing irrigators, we provide policy advocacy, support and extension services, knowledge building and government relations.

Associate Members

For associate members we provide networking opportunities, industry access and knowledge.



Core Lines of Business

(1) Policy

(2) Projects

- I. Expansion
- II. Development

(3) Economic and Value-Added Research

(4) Public Relations

- I. Education
- II. Trust

(5) Member Services

- I. Support
- II. Mediation
- III. Networking
- IV. Extension

Goals and Objectives

1.0 Promote the Benefits of Irrigation

- 1.1 The benefits of irrigation are communicated to non-irrigators, governments and agricultural producers.

2.0 Assist in the Expansion of Irrigation

- 2.1 SIPA will be the point of entry for new projects.
- 2.2 Assist with the formation of new districts.

3.0 Provide Input into Policy Development

- 3.1 Irrigation policy accounts for direct recommendations by SIPA.

4.0 Self-Sustaining

- 4.1 SIPA is not dependant on government funding for operational and employee funding.

Key Actions Based on Objectives

1.0 Promote the Benefits of Irrigation

- Irrigation promotion campaign
- Collect industry input
- Partnerships (in and outside of agriculture)

2.0 Assist in the Expansion of Irrigation

- Provide a baseline of information on irrigation
- District capacity building
- District formation package

3.0 Provide Input into Policy Development

- Provide and communicate proactive and consistent policy recommendations

4.0 Self-Sustaining

- Membership Campaign
- Member/District Portals
- Defined Service Package
- Membership Pricing Framework
- Sponsorship package
- Amalgamation joint executive committee

2022-2027 Operations Plan, Key Themes

- **Defining and Communicating Member Services**
- **New Membership Campaign**
- **Developing New Revenue Sources**
- **Education and Engagement Outside of Membership**
- **Amalgamation**