

2025

Strategic Plan



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The Institute of Plumbing Australia is a national leader in the art, science, technology, and practice of plumbing and its related fields.

About Us

Established in 1954, the Institute of Plumbing Australia Inc (IPA) is the national professional association representing individuals and organisations across the plumbing industry.

Our purpose is to promote the art, science, technology, profession, and practice of plumbing and its associated callings for the benefit of the public. We're committed to lifting standards, advancing education, and supporting the ongoing development of the industry.

At our core, IPA exists to champion plumbing as a vital trade for healthy communities and a thriving, sustainable future.

Through training, events, collaboration, and information sharing, IPA brings together plumbers, businesses, educators, and industry leaders to share ideas, spark innovation, and grow skills.

With a fresh new approach, a revitalised leadership team, and a renewed commitment to industry advancement, the IPA is shaping the future of plumbing in Australia.



Vision

To be the leading voice in plumbing and associated fields - driving industry standards, education, and professional integrity.



Mission

Advancing education, promoting industry standards, and fostering professional excellence for the benefit of the community.

Membership Benefits

We are continuously working to refine and enhance our membership offerings, focusing on delivering valuable resources and opportunities that help IPA members thrive within the industry.

Membership Benefits

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While the exact structure of the membership tiers is still being finalised, we want to highlight some of the core benefits that will be available to all IPA members:



Professional Development

Training Support

Access a wide range of training opportunities tailored to help you enhance your skills and stay ahead of industry trends.

Mentorship Opportunities

Connect with seasoned professionals for guidance and advice on career growth and business development.

CPD Courses

Participate in Continuing Professional Development (CPD) courses to keep your knowledge and certifications up to date.

Advanced Certifications

Gain access to specialised certifications that validate your expertise and elevate your standing within the industry.



Leadership/ Business Growth

Leadership Programs

Develop your leadership skills through programs designed to help you take on higher roles within your organisation or start your own business.

Referral and Incentive Programs

Be rewarded for referring new members or partners to the IPA.

Business Growth Resources

Access valuable resources to help you scale and manage your business, from marketing strategies to financial management tools.



Networking/ Community Engagement

Networking Access

Connect with peers, thought leaders, and influencers within the plumbing industry through events, seminars, and forums.

Photo Contest

Participate in photo contests that celebrate the art and innovation within the plumbing industry.

Events

Join exclusive events such as Annual Plumbing Awards to celebrate industry innovation, or connect with peers on annual golf days and sundowners.

Online Community

Join our dedicated online platform where members can discuss industry challenges, share insights, and collaborate on projects.

Social Media Engagement

Engage with the community through our social media channels, featuring videos of plumbers, interviews, and more.



Strategic Partnerships/ Discounts

Advertising Opportunities

Gain exposure for your business through IPA's advertising channels, including events, newsletters, and digital platforms.

Partnerships with Training Institutes

Enjoy access to high-quality, industry-recognised training programs in collaboration with top-tier institutes.

Alliances with Suppliers and Brands

Leverage partnerships with leading suppliers and brands in the plumbing industry to access discounts, exclusive offers, and cutting-edge products.

Membership Benefits

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Industry Insights/ Connections

Industry Updates

Stay informed with the latest news, trends, and updates relevant to the plumbing profession.

Access to Standards and Regulations

Stay up to date with the latest standards and industry guidelines, ensuring your work aligns with the best practices.

Government and Regulatory Partnerships

Benefit from IPA's partnerships with government bodies and regulatory agencies, ensuring you are always compliant with the latest standards and regulations.

Newsletters

Receive regular updates and insights from the IPA, featuring industry news, upcoming events, and member highlights.



Flexible Membership Tiers

Flexible Membership

Membership tiers to better suit the diverse needs of the industry. Whether you're an apprentice, sole trader, or business owner, there's a membership level designed with your reality in mind.

Tailored Benefits

Each tier unlocks access to relevant tools, resources, and support — from training content to business development tools, and discounts.

Our Vision for Growth

IPA is embarking on an ambitious growth strategy to enhance its value, expand its reach, and reinforce its position as the leading professional body for plumbing in Australia.



Our Vision for Growth

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Growth Roadmap



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Strengthen Core Membership and Retention

Laying the foundation for long-term success by ensuring IPA is delivering exceptional value to its members.

- [Expanding Membership Benefits](#) - Members will gain access to exclusive short courses, CPD programs, and industry insights. We are developing an IPA Chat Forum, where plumbers can share experiences, ask technical questions, and seek advice from industry leaders.
- [Introducing Flexible Membership Tiers](#) - We are aligning membership tiers with industry roles, ensuring apprentices, licensed plumbers, business owners, and suppliers each have a tier suited to their needs. For example, a sole trader may benefit from tailored business support, while an apprentice might access discounted training and mentorship.
- [Reconnecting with Lapsed Members](#) - Through direct outreach, exclusive discounts, and re-engagement events, we are inviting past members back to IPA, ensuring they see the value in staying connected.
- [Enhancing Digital Communication](#) - A revamped website and social media channels will provide members with on-demand industry updates, downloadable compliance guides, and a directory of recommended tools and services

Expand Industry Influence and Partnerships

Building credibility and impact through strategic collaboration.

- **Strengthening Government and Regulatory Partnerships** - IPA is actively engaging with state and federal regulators to advocate for improved licensing standards, better apprenticeship funding, and clearer pathways for industry entrants.
- **Forming Strategic Partnerships** - We are collaborating with training institutes, tool suppliers, and service providers to offer exclusive benefits for IPA members. For example, members may receive discounts on tools and software, or early access to new training programs.
- **Creating Opportunities to Connect** - IPA will invest in events, forums, and digital spaces to help members share knowledge, build relationships, and grow their businesses together. Events include annual golf days, sundowners and award nights.

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Grow Digital Presence and Public Awareness

Leveraging digital platforms to increase membership, public awareness, and industry engagement.

- **Launching Targeted Social Media Campaigns** - Our content will showcase the daily work of plumbers, breaking stereotypes and promoting the profession to the next generation.
- **Educating Homeowners and Businesses** – We will roll out a Consumer Awareness Campaign, helping homeowners understand why hiring a licensed plumber is critical to safety and compliance.
- **Optimising Online Membership Growth** – IPA will introduce an online membership portal with an easy sign-up process, self-service account management, and a referral incentive program to encourage existing members to bring in new professionals.
- **Improving Digital Resources** - Our website and new app will feature downloadable compliance guides, video tutorials, and webinars, covering important topics like regulation changes, new plumbing technologies, and business growth strategies.
- **Utilising Personalised Communications** - Through regular email campaigns, we'll ensure members feel heard, supported, and involved in shaping the future of IPA.
- **Launching a National Photo Contest** - Members will be invited to share real-life photos from the job. This will highlight the craft, build pride in the trade, and generate authentic content for our platforms.

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Long-Term Growth and Expansion

Cementing IPA's long-term impact on the industry, ensuring continued growth, credibility, and professional excellence for years to come.

- **Expanding IPA's Reach** – We aim to increase our presence in regional areas by partnering with TAFEs, schools, and local business networks to provide support to plumbers in underserved communities.
- **Developing an Accreditation Program** – A Plumber certification will set a new benchmark for excellence in the industry, giving members a way to differentiate themselves in the marketplace.
- **Establishing IPA Membership as an Industry Standard** – By working closely with licensing boards and government bodies, we aim to make IPA membership a recognised requirement for professional plumbers, similar to other industry associations in Australia.
- **Fostering the Next Generation** – IPA is committed to attracting new talent by launching scholarships, apprenticeship support programs, and leadership training initiatives that will guide the next wave of industry professionals.
- **Building a Centralised App** - The long-term goal is to create a dedicated IPA app that puts everything in one place. From compliance resources to training videos and event updates, plumbers will have access to tools, support, and community anytime, anywhere.

The background of the slide features a silhouette of two men wearing caps, standing and looking at a set of plans or documents. They are positioned against a bright, low sun that creates a strong orange and yellow glow, silhouetting their figures. The scene is set outdoors, likely on a construction or industrial site.

Why Partner with IPA?

Partnering with IPA connects you with a professional network, exclusive resources, and industry-leading opportunities. Whether you're a plumbing professional, employer, supplier, or training provider, IPA offers tailored benefits that help you grow, innovate, and strengthen your presence in the industry.

Why Partner with IPA?

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Plumbing Professionals

Gain access to training, certifications, and resources.

Stay ahead with cutting-edge industry updates, CPD courses, and hands-on workshops designed to enhance your skills and knowledge.

Receive discounts on tools, equipment, and more.

Through our strategic partnerships with suppliers, members enjoy exclusive discounts on plumbing tools, safety gear, and business software.

Build relationships with other plumbing professionals, suppliers, and industry experts.

Join a national network of professionals, exchange insights, and explore new opportunities through networking events and online forums.

Boost your credibility and visibility within the sector.

Show your expertise and commitment by being listed in our IPA Member Directory, gaining recognition as a trusted professional.



Employers and Plumbing Businesses

Ensure that your employees have access to top-tier training and certifications.

Partner with IPA to upskill your team, ensuring they remain compliant and competitive with the latest industry standards.

Increase your business visibility by connecting with potential clients, suppliers, and partners.

Showcase your services through our business directory, industry events, and advertising opportunities.

Be part of an organisation that fights for policies and regulations that benefit plumbing businesses.

IPA actively engages with government bodies to advocate for fair licensing, better funding, and industry reforms that benefit plumbers.

Leverage strategic networking opportunities.

Attend exclusive business forums where industry leaders discuss best practices, innovation, and upcoming market trends.



Strategic Business Partners

Showcase your brand through IPA's communications, events, and promotions.

Gain exposure through co-branded campaigns, industry reports, and member newsletters that reach plumbing professionals across Australia.

Develop custom sponsorship and advertising packages.

Align your brand with industry leadership by sponsoring training programs, awards, and major IPA initiatives.



Industry Suppliers and Contractors

Gain exclusive business opportunities.

Attend networking events, and member-exclusive showcases.

Promote your brand through IPA's marketing channels.

Benefit from sponsored content, social media features, and direct marketing to IPA members.

Tap into a targeted audience of plumbers and businesses who need your products/services.

Our members include many plumbing professionals actively seeking tools, technology, and business solutions.



Education and Training Institutions

Collaborate on initiatives that advance the plumbing profession.

Partner with IPA to develop training courses and certification programs that enhance the industry.

Strengthen your CSR initiatives by supporting the trades.

Demonstrate your commitment to workforce development by helping plumbing professionals access essential training and career advancement resources.

Access a loyal customer base.

Build long-term relationships through exclusive offers and discounts.

Reach the next generation of plumbing professionals

IPA provides direct access to apprentices and young professionals through mentorship programs, student networking events, and career fairs, helping institutions connect with future industry leaders.



Summary

IPA is entering an exciting phase of growth and transformation. With a revitalised team, an updated brand, and a clear vision for the future, we are ready to take on new challenges and opportunities.

By joining IPA, you are becoming part of an organisation that is committed to advancing the plumbing profession, advocating for its members, and creating a sustainable, innovative future for the industry.

We invite you to join us on this journey as we build a stronger, more influential plumbing community.



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