

AUSTRALIAN
WATER

ASSOCIATION

*WA Branch
Program Partnership
Prospectus
FY 2022*

AUSTRALIAN WATER

ASSOCIATION

Australian Water Association's Branch network

AWA has a network of Branches across Australia in all States and Territories. Each Branch independently runs several key events and initiatives under the governance of a Branch Committee and management of a Branch Manager.

These events and initiatives promoting sustainable water management focus mostly on local issues and topics. They are designed to connect local members and attract a range of audiences including CEOs, Directors, Managers, Water Professionals, contractors, vendors, suppliers, government, universities, graduates and students.



President's Welcome

As WA Branch President of the Australian Water Association (AWA), I invite you to be a part of the WA Branch Calendar of Events by becoming a program partner. This prospectus covers a 12 month period from July 2021 to June 2022. The WA Branch delivers topical professional development and technical seminars and events, specifically developed for the WA water industry.

The last few years have seen considerable change within the water industry with new infrastructure and technologies being developed or implemented to provide Western Australians with a higher level of water security. There is no doubt that with the uncertainty surrounding future climate conditions and other potential impacts upon our water resources water professionals will play a vital role in the years to come across many sectors.

The AWA is playing a significant role in this future and relies upon the participation and support of its members and broader industry participants across all sectors that are impacted by water issues. This prospectus has been designed to provide your organisation with an overview of our annual activity program and to provide an opportunity to secure your organisation's involvement with the WA program. The WA Branch events supplement the AWA's national events, conferences, exhibitions and other activities organised through our National Office. If you have a topic or event of particular interest that is not yet covered in our event calendar we welcome your input and suggestions and are happy to work collaboratively to deliver activities that are directly applicable to your business.

By being a program partner, your organisation will benefit from exposure to a highly focused, engaged and influential audience in both formal and informal environments, across many sectors. There are many Program Partner options available to suit a range of marketing needs.

Our Member Engagement Manager – WA & NT, Kyllie Whitehead would be delighted to meet with you at your convenience to discuss Program Partner opportunities within the enclosed options or to create a tailor-made Program Partner package specific to your needs. Please do not hesitate in contacting Kyllie at wabbranch@awa.asn.au or by telephone on 0448 146 222.

Your support for the AWA, people working in water and our calendar of events is greatly appreciated and we look forward to the opportunity of working with you.

Yours sincerely,

Peter Spencer

Peter Spencer
WA Branch President

July 2021 to June 2022
WA Branch Program Partner Opportunities Summary

Event	Diamond	Platinum	Gold	Silver	Bronze	Webinar
WA Branch Partner 1 year – either CY or FY period			\$5,000	\$2,000		
WA Monthly Sundowner Series 10 events Or, per Sundowner			\$6,000 \$1,000	\$2,000 \$500		
WA Water Industry Breakfast July			\$6,000	\$2,000		\$1,500
Share and Connect Events# 2 events for the period August, February			\$2,500	\$1,000		\$1,000
WA Student Water Prize September			\$4,000			
WA Water Awards Program & Dinner October	SOLD	\$8,000	\$6,000	\$5,000	\$3,500	
Young Water Professionals EOY Social Networking activity			\$2,000	\$1,000		
Professional Mentoring Program including Launch Event			\$2,500			
Young Water Professionals Tertiary Engagement Sessions (2) PY			\$1,000			
Webinars			\$1,000			

All pricing is excluding GST.

#Note: program partner opportunity pricing is per event (not multiple events of same name, collectively).

The Western Australian Branch

The WA Branch Committee endeavours to serve local members and others in the water industry by providing opportunities to share information and knowledge, connect members with industry and stakeholders and inspire positive change.

Western Australian Young Water Professionals

This enthusiastic special interest group – share – connect – inspire - engages, represents, services and inspires of interest or need to younger or new participants in the water sector. The WA Young Water Professionals (YWPs) aim to provide information, resources and events to improve networking and career opportunities for the next generation of water professionals and, in so doing, enhance the value of their contribution to the sustainable management of water.

Why become a program partner for an event?

Becoming a program partner for a Western Australian AWA event supports core values around sustainability, innovation and collaboration while being highly cost-effective, here's why:

Create, develop and enhance credibility

Organisations in general have few opportunities to build trust, establish rapport with their customers and prospects. Getting involved with an event, or the Branch, being seen as a contributor and participant will accelerate this process. Attending an event is important but standing out in the crowd by being a program partner will highlight you and your business with a highly engaged audience.

Highly targeted marketing and leveraged lead generation

Active participation with AWA presents an opportunity for you to develop local and national networks, build relationships with members, industry leaders, key stakeholders and peers. Partnering with AWA will expose your organisation to key decision makers and WA market participants.

Brand awareness and recognition

Logo placement in a variety of places such as flyers, brochures, newsletters, websites, email marketing campaigns and signage will increase brand awareness. Being recognised as a program partner will communicate value and support with the audience at the event.

Industry involvement and giving back

Larger, more established organisations that get involved with local events will demonstrate to the attendees that they are genuinely interested in providing support.

The WA Branch prides itself on the delivery of relevant, professional and entertaining events providing members, guests and industry partners from around WA with opportunities to share, connect and inspire for the exchange of ideas and experiences in a friendly and relaxed atmosphere. Events are promoted through the Water Journal, monthly e-newsletters and direct email campaigns well in advance of the event date. The events and communications reach hundreds of local and national members and non-members working in the water sector, extending the influence of your Program Partner participation even further throughout the industry.

Customised Packages

We can personalise your Program Partner package to assist you in finding the best way to showcase your organisation to our members. A partnership with AWA can be tailor-made to ensure a good “fit” between the target market and your strategic marketing focus.

Further Information and Contact Details

If you wish to secure one of the exciting opportunities as outlined in this Prospectus, obtain further information on a package listed or discuss a tailored Program Partner package, please contact Kyllie Whitehead, WA Branch Manager on 0448 146 222 or at kwhitehead@awa.asn.au.

Events in Detail

WA Branch Partner (Annual)

Becoming a Branch Partner is designed to:

- Illustrate your organisation's support of the West Australian water industry
- Promote networking among peers and influencers in the water and associated industries
- Gain coverage and exposure through promotion of branch activities.

A WA Branch Partner package includes:

Core Branch Partner Benefits	Gold	Silver
Logo on AWA website for WA branch pages as Branch Partner	✓	✓
Logo on digital communications (WA Source & What's On WA) as WA Branch Partner (up to 8 e-newsletters annually)	✓	
Logo on What's On WA digital communications only as WA Branch Partner (up to 4 e-newsletters annually)		✓
<i>Valued at over</i>	<i>\$9,000</i>	<i>\$5,000</i>
Investment (exc GST)	\$5,000	\$2,000

WA Sundowner Series

Third Wednesday of the Month

The WA Branch and Young Water Professionals Committees commenced the sundowner series of events in 2018 to provide an informal setting where members can get together on a regular basis and hear the stories from water and other industry professionals.

Approximately 10 sundowners occur annually with a guest speaker at most events. Sundowners occur the third Wednesday of each month with the exception of November and December.

The package below is for the sundowner series. As an alternative, partnership for one sundowner is \$1,000 for Gold partnership and \$500 for Silver partnership.

Core Program Partner Benefits	Gold	Silver
Acknowledgment in the opening remarks by the AWA WA host	✓	✓
Acknowledgement as either Gold or Silver Sundowner Program Partner in all electronic marketing used for each event (10 proposed for FY2022 year)	✓	✓
Corporate logo on Sundowner event webpage including link to a program partner's website from events webpage	✓	
Opportunity to make a 3-minute welcome address	✓	
Freestanding banner at the event (to be provided by program partner)	1	1
<i>Valued at over</i>	<i>\$12,000</i>	<i>\$6,000</i>
Investment (exc GST)	\$6,000	\$2,000

WA Annual Breakfast (July)

The WA Water Industry Annual Breakfast event looks to discuss water resource management issues across WA. The format of the event is generally a keynote speaker and panel discussion with a plated breakfast.

Core Program Partner Benefits	Gold	Silver	Webinar (where available)
Recognition as program partner on marketing material used for the event and corporate logo on AWA event webpage	✓	✓	✓
Link to a program partner's website from AWA WA events webpage	✓		
Acknowledgment in the opening and closing remarks by the WA Branch President or AWA Host	✓	✓	✓
Corporate logo on powerpoint slide display at event	✓	✓	✓
Opportunity to make a 3-minute welcome address	✓		
Complimentary registrations to the breakfast (Gold includes 1 VIP seat + table 8)	9	2	1
Freestanding banner at the event	2	1	1
<i>Valued at over</i>	<i>\$9,000</i>	<i>\$4,000</i>	<i>\$3,000</i>
Investment (exc. GST)	\$6,000	\$2,000	\$1,500

Share and Connect Events (August 2021, February 2022)

The WA Branch holds a number of events to inform and connect members. These can be in the form of seminars, site tours, presentations, webinars or workshops. The specific technical content and format is based on the interests of the members. We are happy to work with potential partners to identify topics and formats for the events where possible. Prices below are per event, not both Share & Connect events collectively for the period. Dates indicative only and subject to change.

Core Program Partner Benefits	Gold	Silver	Webinar (where available)
Acknowledgment in the opening and closing remarks by the WA Branch President or AWA Host	✓	✓	✓
Recognition as program partner on marketing material used for the event and corporate logo on AWA event webpage	✓	✓	✓
Link to a program partner's website from AWA WA events webpage	✓		
Corporate logo on AWA Powerpoint opening & closing slides at event	✓	✓	✓
Opportunity to make a 3-minute welcome or closing address	✓		
Venue and catering host for the event (if suitable office space available)	✓		
Complimentary registrations to the event	2	1	
Complimentary webinar registrations			1
Freestanding banner at the event (to be supplied by program partner)	1	1	1
<i>Valued at over</i>	<i>\$4,000</i>	<i>\$2,000</i>	<i>\$2,000</i>
Investment (exc. GST)	\$2,500	\$1,000	\$1,000

WA Student Water Prize (September 2021)

The WA Student Water Prize (SWP), forms part of the AWA Western Australian Water Awards. Forming part of the judging criteria, student nominees present their submissions to the WA Awards Judging Panel at a presentation evening to be held during the third week of September 2021.

Note: Upgrade to this package is available to include a corporate table and opportunity to speak at the Awards Dinner anticipated to be held Friday 29 October 2021.

Core Program Partner Benefits	Gold
Host of the Student Water Prize Presentation Evening	✓
Acknowledgment in the opening and closing remarks by the WA Branch President or AWA Representative at SWP Presentation evening	✓
Acknowledgment of support in the opening and closing remarks at the WA Water Awards Dinner	✓
Recognition as program partner on marketing material used for the event and corporate logo on SWP & Awards event webpage	✓
Corporate logo included in Member Engagement Manager's email signature during award promotion period - June to October 2021	✓
Corporate logo on custom glass award trophy for WA Student Water Prize. Trophies are displayed on a permanent basis providing ongoing brand exposure	✓
Corporate logo on SWP finalists' certificates	✓
Corporate logo on WA Awards Dinner webpage	✓
Half page advert in WA Awards program which is distributed to attendees of the Awards Dinner	✓
Presentation of the Student Water Prize to the winner at the WA Awards Dinner	✓
Complimentary registrations for the WA Awards Dinner	2
Freestanding banner at Student Water Prize event and Annual Awards Dinner	✓
Exclusive program partner of the Student Water Prize	✓
<i>Valued at over</i>	<i>\$8,000</i>
Investment (exc. GST)	\$4,000

WA Water Awards Program and Dinner (29 October 2021)

The WA Water Awards Program recognises outstanding achievements and innovations in the State's water industry. It provides a unique opportunity to showcase the very best of our State's water knowledge and successes by promoting the achievements of organisations and individuals. The WA Water Awards play a critical role in the national landscape, with winners in a number of categories contending for the National Awards presented at Ozwater'22 in Brisbane (May 2022).

With representation from a broad spectrum of water industry professionals including corporate and individual members from local government, water authorities, consultancy companies, state agencies, environmentalists, manufacturers, lawyers and HR consultancies this is the iconic event on the calendar. It is attended by around 200 water professionals each year.

Core Program Partner Benefits	Diamond	Platinum	Gold	Silver	Bronze
Acknowledgment in the opening and closing remarks by the WA Branch President and MC	✓	✓	✓	✓	✓
Corporate logo on AWA WA Awards webpage	Logo & Bio	Logo & Bio	Logo & Bio	Logo	Logo
Link to your website from WA Events webpage	✓	✓			

Core Program Partner Benefits	Diamond	Platinum	Gold	Silver	Bronze
Advert in Awards Program (A5)	Full page	Full page	½ page	½ page	Logo
Opportunity to present award	✓	✓	✓	✓	✓
Opportunity to make a 3-minute presentation	✓	✓	✓		
Complimentary invitation to the VIP tables	1				
Complimentary seats	10	10	10	5	2
Corporate logo on full tables	✓	✓	✓		
Freestanding banner at the event (program partner to provide)	2	2	1	1	1
Corporate logo on media banner	✓	✓	✓	✓	✓
Corporate logo lectern sign	✓	✓			
Program partner recognition across collateral related to the awards including call for nominations, finalist announcements, invites and dinner collateral	✓	✓			
Corporate Logo on custom glass award trophies. Trophies are displayed in the winner's offices on a permanent basis providing ongoing brand exposure	✓				
Corporate logo on finalist certificates	✓				
Access to photos within 3 business days of the Awards Ceremony	✓	✓	✓	✓	✓
Event Wrap Up and link to photo gallery included in WA e-newsletter (WA Source or What's On WA) following Awards dinner which will include program partner acknowledgements	✓	✓	✓	✓	✓
30 second TVC to be displayed at Awards Event, as supplied by program partner	✓				
<i>Valued at over</i>	<i>\$26,000</i>	<i>\$15,000</i>	<i>\$11,000</i>	<i>\$9,000</i>	<i>\$7,000</i>
Investment (exc. GST)	SOLD	\$8,000	\$6,000	\$5,000	\$3,500

Professional Mentoring Program and Launch Event (July 2021)

The WA mentoring program is a year-long program designed to encourage professional mentoring in the water industry. Mentees are connected to mentors and encouraged to meet in a structured one-on-one format to the benefit of both parties. The program begins with a speed networking session to allow program participants to meet, network and preference a suitable mentor/mentee. During the course of the program, emails are sent out with helpful mentoring topics to discuss as a reminder for participants to arrange a mentoring catch-up.

Core Program Partner Benefits	Gold
Acknowledgment in the opening and closing remarks by the AWA WA host at launch event	✓
Recognition as program partner on marketing material used for the event and corporate logo on AWA event webpage	✓
Link to your website from WA Events webpage	✓
Opportunity to make a 3-minute welcome or closing address at launch event	✓
Complimentary registrations to launch event	2
Freestanding banner at the launch event (to be provided by program partner and subject to venue allowing banners to be put on display)	1
Acknowledgement in ongoing communications to Mentors and Mentees throughout the program (4-6 emails during the period)	✓
<i>Valued at over</i>	<i>\$5,000</i>
Investment (exc. GST)	\$2,500

Young Water Professionals Tertiary Engagement Program

Semester 1 and 2 each year (2 sessions)

The Tertiary Engagement Program seeks to engage students and university staff to bridge the gap between university and industry. The program aims to target students and staff involved with water related courses by holding seminars in conjunction with university timetabling. The seminars will give students an insight to AWA, its role as an organisation and the benefits of membership, via personal stories from current AWA members at different stages of their water career.

Core Program Partner Benefits	Gold
Acknowledgment in the opening and/or closing remarks by AWA WA Host	✓
Corporate logo on marketing material (i.e. flyer) used for the event	✓
Opportunity for program partner representative to attend seminar and discuss your links with AWA and your water career, meet our university students and kick-off your graduate recruitment, internship(s) or cadet process (where on offer)	✓
Freestanding banner at the event (to be supplied by program partner)	1
<i>Valued at over</i>	<i>\$2,500</i>
Investment (exc. GST)	\$1,000

Young Water Professionals EOY Site Tour and Social Networking Event

In order to bring our WA Young Water Professionals together for networking opportunities the YWP Sub Committee will be running a site tour and end of year social networking event in November 2021. This may range from a brewery tour, networking event with Senior Water Professionals Q&A session, tourist attraction tour to understand water requirements and delivery, graduate engagement networking opportunity or something else entirely – let's wait and see how creative our YWPs are!!

Core Program Partner Benefits	Gold	Silver
Acknowledgment in the opening and closing remarks by the WA YWP President or AWA Host	✓	✓
Recognition as program partner on marketing material used for the event and corporate logo on AWA event webpage	✓	✓
Opportunity to make a 3-minute welcome or closing address	✓	
Complimentary registrations to the event (valued at over \$45 each)	2	1
Freestanding banner at the event	1	1
<i>Valued at over</i>	<i>\$4,000</i>	<i>\$2,000</i>
Investment (exc. GST)	\$2,000	\$1,000

Webinars

From time to time the branch may hold a webinar on a state related topic or in conjunction with other AWA branches. Topics will vary.

Core Program Partner Benefits	Gold
Acknowledgment in the opening and closing remarks by the AWA Host	✓
Recognition on marketing material used for webinar and logo on AWA event webpage	✓
Corporate logo on AWA opening & closing powerpoint slides at event	✓
Complimentary webinar registrations	2
<i>Valued at over....</i>	<i>\$3,000</i>
Investment (exc. GST)	\$1,500