

# A snapshot of the past 12 months

The 2014-15 financial year was a challenging year for the Association, and although the Association came out with a financial deficit of \$524k (against budget deficit of \$119k) there were myriad factors at play.

Significant investment was required as we aligned the organisation's activities under the 3 Pillars. A new IT, website and operating system to enable us to better communicate with our members, a restructure of the internal policies and staff recruitment so we can align our workforce under our 3 Pillars, and investment in new programmes, projects and services critical to diversify revenue sources, contributed greatly to the budgetary shortfall.

The new successes of the year are provided overleaf, and the investments made in the new member services are gaining momentum. In particular, we have seen some great early successes in our international work, policy and stakeholder engagement, and our events just to highlight a few.

We look forward to a surplus budget for the 2015-16 financial year as we gain traction and see the flow on effects from this year's efforts.

# The 3 Pillars:

- ▶ **RELEVANT INFORMATION ON WATER**
- ▶ **PROFESSIONAL DEVELOPMENT**
- ▶ **NETWORKING AND COLLABORATION**

# Pillar 1: Relevant information

**Quality information relevant to members**  
**Science & technical developments**  
**Industry & business**  
**Consumers & community**

## NEW WEBSITE

The **new website** and total systems changeover is 90% complete, and is on-track for go-live date at the end of October 2015.

The website will include an integrated bookshop, jobs board and technical information from events, the Journal and other sources.

## ADVOCACY AND STAKEHOLDER MANAGEMENT

We've surveyed consumer views on water, with the **AWA/Arup Water Consumer Report**. To be launched at the Policy Summit, the Report will allow the industry to compare consumer views, with industry views.

The AWA/Deloitte **State of the Water Sector Report** is also being released at the National Water Policy Summit.

National **Water Policy Summit** in 2014 attracted more than 120 delegates from 107 organisations, and this year we built on its success and welcomed more than 180 attendees.

**Submissions and discussion papers** include:  
• CSG discussion paper, supplement and seminar.  
The discussion paper is currently being finalised.

**Submissions** submitted by AWA in 2015 included:

The Inquiry into Unconventional Gas in Victoria, NT Draft National Groundwater Strategic Framework 2015-2025, The National Groundwater Strategic Framework, WA Submission regarding 'Amendment of the water services regulations 2013, Senate Inquiry into Stormwater Management, Review of training packages and accredited courses, Independent review of water efficiency labelling and standards scheme, and Review of the role of the Tasmanian Economic Regulator.

# Pillar 1: Relevant Information

## (continued)

### IMPROVED COMMUNICATIONS

Reactivated **Specialist Networks**, with a joint Catchment Management and Law & Policy conference to be held in October.

Held initial teleconference with all **State Branch Committee reps on 3 Pillars** in July and CEO attended at least one branch meeting in each state.

**CEO webinars** – two free webinars in Oct and Nov for CEO to talk about outcomes of Policy Summit, State of the Water Sector and Consumer surveys, and next steps.

Senior staff now participating in **Branch Committee meetings** to brief on major projects.

All Branch Committees are now aligning activities to the 3 Pillars and delivering to members' seminars, conferences, information and policy on the key state specific issues.

**Growth in membership** for the first two months of this year already exceeds last year's first quarter recruitment totals.

# Pillar 2: Professional Development

## Professional Development for Water Practitioners Industry based Practical & affordable Recognising experience and expertise

### TRAINING

Decision taken to step back from CPD credentialing until we have developed more **PD training initiatives**.

We are in the process of upgrading online training courses and broadening delivery methods to include webinars.

We conducted a **masterclass** on water quality in Sydney.

We have incorporated a self-management component of the PD points program into the new information hub that will be available with the upgraded website.

We are recruiting a new training manager to upgrade courses, promote and implement online training.

AWA continues to participate in the **Water Industry Skills Taskforce (WIST)**

YWP Mentoring:

National YWP mentoring programme launched. WA kicked off with a Speed Mentoring event and now has more than 25 mentors and mentees. NSW held their kick off meeting in July; VIC held theirs in August and SA is also running the program. QLD and ACT want to start or restart theirs.

# Pillar 3: Networking and Collaboration

## Adopting innovation and R&D Promoting water skills across sectors Domestic and international collaboration

### INNOVATION FORUM

The Water Innovation Forum and Expo

The 2015 Forum (18-19 March 2015) gathered over 250 delegates, 30 exhibitors, 25 speakers from water-using industries. Sponsors included ANZ, Arup, Australian Meat Processors Corporation, UNSW, Qantas, NSW Trade and Investment. The event was widely acknowledged as a success and provided the launch of the AWA Innovation Programme.

The 2016: 11 exhibitors already confirmed, currently exploring sponsorship support, registrations will open in October 2015

### INNOVATION INCUBATOR AND MASTERCLASSES

The Innovation Incubator and Innovation Commercialisation Masterclasses

- Four technology companies joined the Programme at \$6,500 each.
- Industry Capability Network are sponsoring the Programme (\$20,000).
- ANZ is supporting the Programme.
- The first two masterclasses attracted nine additional participants (at \$550 each).
- The next two masterclasses will be held in Brisbane alongside QWater 11-12 November 2015.
- The last masterclass will be held in Sydney in March 2016 alongside Innovation Forum.

### R&D ROUNDTABLES

National Industry Water R&D Roundtables

- The first Roundtable was held at the Innovation Forum in March 2015
- The second Roundtable was held at OzWater in May 2015
- The first AWA National Dialogue on R&D is being scheduled for Ozwater next May.

### INNOVATION CHALLENGE

Innovation Challenge

Open to companies worldwide, the Innovation Challenge calls for innovators to enter their most innovative water technology to transform the sustainability of communities and businesses, both in Australia and around the world.

- The first challenge was held in March 2015
- The challenge attracted over 130 innovators worldwide
- The winner is a Melbourne-based company with their product "Project O"

# Pillar 3: Networking and Collaboration

## (continued)

### DOMESTIC

**Inbound tours:** We host delegations from the Indo Pacific region to meet Australian water professionals and view water sites in various locations in Australia. Delegations have visited from:

- PDAMS from Indonesia
- Bangkok Municipal Water Authority
- Vietnam
- Korea
- China

**Our partnership with ANZ:** ANZ is sponsor and partner of the International Program and our work in Vietnam. Their intellectual and financial contribution is significant, and the partnership allows us to draw on the support and expertise of the 25 ANZ offices across the region, helping help drive the programme on the ground.

### INTERNATIONAL

#### **California 1-11 Dec**

Led a delegation to California (San Diego, LA and Sacramento) to discuss lessons and innovative solutions for water reform. The delegation consisted of the 10 companies.

#### **Vietnam 13-17 January**

The Association and VWSA signed an MoU in Hanoi in January. Meetings were also held with AusAID, Institute for Global Environmental Strategies (Japan), Austrade, Department Foreign Affairs and Trade, the Asian Development Bank and World Bank. A series of activities are now underway for the next 18 months to foster stronger economic relationships between the Australian and Vietnam water sectors.

#### **India Water Week 12-16 January**

In partnership with Austrade, the Association led an Australia delegation to India Water Week in January 2015 as part of the overall Australian Business Week in India. The Australian companies represented at the AWA stand included: Apjay Pty Ltd, Australian Trade Commission, Australian Water Association, AWMA Pty Ltd, Envirostream Solutions, eWater, Flovac Systems, Kourispower Pty Ltd, MAK Industrial Water Solutions, McBerns Odour Management, Rubicon Water, Salt Water Solutions, South Australia, SWA Australia, University of New South Wales, Urban Water Solutions.

#### **ACE15 Annual Exposition AWA delegation 8-10 June**

AWA took a delegation to the American Water Works Association annual Convention in Anaheim, where the focus of the Australian participation was the California drought. The Australian delegates participated in several drought related workshops and held an Australian technology Showcase. Participants in the delegation included Aerofloat, AWMA Water Control, Detection Services, Hydrosmart, Rubicon, Waterqplus, Waterform Technologies, Wise Water Solutions, Z-Filters.

# Pillar 3: Networking and Collaboration

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## **ECONOMIC DIPLOMACY PROJECTS (FUNDED BY DFAT OR OTHER AGENCIES)**

The Association's international program has received funding from Austrade through the Asia Business Engagement program which was used to support participation in Singapore International Water Week in June 2014 and the establishment of alliances with counterpart organisations in the Indo pacific region.

Formal MOUs have been established with the FTI in Thailand, the Vietnam Water and Waste Water Association and in Malaysia with the Malaysia Water Association. The Association's International program in Vietnam, India and Indonesia is sponsored and supporter by our program partner ANZ.

## **WATER PRODUCTS DEVELOPED BY BOM**

Now into the third month of our partnership with the Bureau and are working to build industry awareness of the water information products and services.

We have 8 case studies underway and the Bureau have committed to speaking at 5 of our events across the country so far.

## OZWATER'16 & IWA WORLD WATER CONGRESS IN BRISBANE

### **Ozwater'15**

- Operating costs reduced by bringing all event management components in-house including the Official Opening and Gala Dinner (traditionally contracted externally).
- Delegate, Sponsorship and Exhibitor targets not met, but were very close to being met. Adelaide as the location certainly a contributing factor.
- Extremely positive feedback overall. The Poster format, positioning and scheduling received the most negative feedback.
- 2,764 attendees
- 960 registered delegates
- 1,104 free trade visitors
- 181 exhibitors
- 153 technical presentations
- 9 keynote speakers
- 45 countries represented

### **Ozwater'16**

- Revised Call for Papers, Posters & Case Studies process with specific questions noted that submissions were asked to answer that were highly relevant to the industry.
- 357 submissions received, representing a 10% increase on 2015
- Targeted call out to all Specialist Network Committees to submit workshops to drive content relevant to the industry
- Engagement with Specialist Networks to secure reviewers linked to specific Ozwater themes
- Based on industry feedback, a new 'Contemporary Management' stream has been introduced to expand the target market beyond technical.

# National Events

▶ ***DELIVERY OF CONSISTENT HIGH QUALITY NATIONAL EVENTS THAT DELIVER TANGIBLE BENEFITS TO RANCHES, MEMBERS AND THE INDUSTRY***

REFOCUS ON CORE EVENTS TO MATCH THE STRATEGIC DIRECTION OF THE ASSOCIATION: MINISTERIAL BRIEFINGS, STATE INNOVATION PITCH EVENTS, TECHNICAL CONTENT, NETWORKING EVENTS  
STREAMLINED AWARDS PROCESS CONSISTENT ACROSS THE COUNTRY AND WITH A CONSISTENT PRESENTATION IN EACH STATE

▶ ***INNOVATION FORUM AND EXPO***

NEW ENGAGING AND INNOVATIVE FORMAT WITH A COMPLETELY INTEGRATED CONFERENCE AND EXPO  
DEVELOPMENT OF STATE EVENTS TO FEED INTO THE INNOVATION FORUM I.E. WA PITCH SESSION WITH WINNER PROGRESSING TO FORUM  
CROSS SECTORIAL

▶ ***NATIONAL WATER POLICY SUMMIT TO BE HELD IN 6-7 OCTOBER 2015***

STRONG ATTENDANCE FIGURES SECURED (180)  
HIGH LEVEL ATTENDEES FROM ACROSS UTILITIES, GOVERNMENT, ENGINEERING AND EDUCATION  
NEW AUDIENCE ENGAGED WITH THE RELEASE OF THE CONSUMER SURVEY

▶ ***DELIVERY OF UP TO TWO SPECIALIST NETWORK CONFERENCES***

COMBINED CATCHMENT MANAGEMENT AND WATER, LAW & POLICY  
SPECIALIST NETWORK CONFERENCE CONFIRMED 24 NOVEMBER  
SEEKING EOI'S FROM NETWORKS FOR 2016.

ENCOURAGING NETWORKS TO DEVELOP WEBINAR CONTENT TO DELIVER AN ONLINE PRESENCE THAT WILL REACH URBAN AND RURAL MEMBERS

# Pillar 3: Networking and Collaboration

## Adopting innovation and R&D Promoting water skills across sectors Domestic and international collaboration

### MEMBERSHIP DRIVE

#### Performance FY 2014-2015

- o Recruitment - 794 new members for year ending 30 June
- o Retention - Targeted 85% retention rate but achieved 78%
- o Growth - Overall membership fell from 4847 to 4595 (-5%)
  - Specific recruitment targets for the University sector with potential flow on into graduate and student category areas
    - Traditional membership categories to return to about 4,800 with a new university student cohort providing extra 1000.
    - Develop and distribute resources to assist in converting non-member event attendees
    - Leverage new web environment to increase the number of potential members connecting with us online

### PERFORMANCE MANAGEMENT AND STAFF PD

This year we have:

- Revised staff structure to better align effort nationally
- New position descriptions to better focus effort and improve accountability against mutually agreed targets.
- Increased staff interactions and communication to better integrate component parts and support remote staff
- Diversification of national responsibilities across 3 pillar activities amongst our State Managers