



waterAUSTRALIA

PROVEN WATER MANAGEMENT FOR A CHANGING WORLD

The new global brand for the Australian water sector

Compelling reasons to subscribe.

WaterAUSTRALIA is gearing up to become the national industry flag bearer for a major new drive to successfully sell our unique knowledge and products in a AU\$500 billion global market place and to foster the development of the Australian water industry.

WaterAUSTRALIA is a private sector led company working with the close support of government agencies including the National Water Commission, the Department of Innovation, Industry Science and Resources and Austrade.

Creating awareness of 'Brand Australia' has been ranked by key export-oriented stakeholders and peak industry bodies as a vital missing link in the Australian water sector's export ambitions.

Countries such as Israel, Singapore, the Netherlands and France have profited greatly by taking a united, national approach to promote the image and reputation of their national water industries.

Five levels of subscription are available and will entitle industry stakeholders to access domestic and export market support, industry networking, market intelligence, advisory services and maintain a linked presence online for their enterprises.

How we will support the sector

When fully operational, waterAUSTRALIA will provide a range of services to subscribers and the water sector, including:

- Creation and international promotion of the waterAUSTRALIA brand. The brand messaging will include a special focus on Australia's leading position and practical experience in all aspects of water scarcity and distribution to remote locations. waterAUSTRALIA will engage in a range of promotional activities to build value in the brand and to create awareness among potential customers of the sector's capabilities, possibly including:
 - o The production of a capability statement and professional brochure material
 - o The production of a regular, professional e-newsletter for global decision makers
 - o A web strategy
 - o Missions and events





- Working with the Industry Capability Network and the Commonwealth Government's Water Sector Supplier Advocate to raise the profile of the Australian sector with major Australian procurement agencies to bring state government procurement bodies and suppliers closer together and to identify and address any barriers to success
- Generation of international business leads and contact development by coordinating with Austrade to focus its global attention on sector priorities, strengths and capabilities.
- Provision of an international gateway to the Australian sector's organisations and capabilities, via an interactive web-site.
- Conduct of out-bound and in-bound missions aimed at high priority markets and opportunities.
- Arrangement of networking events to provide opportunities for organisations in the sector to "cluster" or form teams and alliances. This will be done in conjunction with Commonwealth and State governments, and industry groups such as the Australian Water Association, Irrigation Australia, and the Water Industry Alliance in South Australia.
- Provision of support to achieve "export readiness" where requested.
- Assistance to unlock knowledge, capabilities and potential assistance in the Government sector which would strengthen the sector's prospects in specific opportunities.
- Licensed use of the waterAUSTRALIA brand for co-branding purposes.
- Conduct of a showcase event to which groups of key decision makers would be invited.

waterAUSTRALIA will regularly engage with subscribers as to the relative priority and desirability of the services it is to provide.

Our targets

The waterAUSTRALIA Board will work with its subscribers to substantially increase their export business and to increase subscriber market share of the Australian domestic water market.

Interim Board

An interim Board has overseen waterAUSTRALIA's establishment.

- Chair. Former CEO of the West Australian Water Corporation, Dr Jim Gill,
- Deputy chair. General Manager Client Development, GHD Group Pty Ltd, Nick Apostolidis,
- Director, Osmoflo Pty Ltd, Chairman, Summit Water Holdings Pty Ltd and Director, Australian Water Association, Graham Dooley.
- Chairman and principal shareholder, Cleantech Business Accelerator Pty Ltd, Nigel Hennessy.
- CEO, National Water Commission, Ken Matthews.
- CEO, Australian Water Association, Tom Mollenkopf.
- CEO, Irrigation Australia Limited, Chris Bennett

The Board will be expanded shortly to ensure its composition is representative of the entire sector and led by directors with relevant experience and committed to driving domestic and export success.

The Board will consist of an industry majority and its operations and priorities will be industry-led.

water AUSTRALIA's CEO is Les Targ, who has over 30 years experience as a CEO and senior executive, both in the government and private sector. His roles have included export market development in the defence and agriculture sectors.

Current Funding

WaterAUSTRALIA will have three principal funding sources:

1. Government grants and assistance
2. Annual fees from subscribers
3. Fees for services

During February 2010, the Minister for Climate Change, Energy Efficiency and Water, Senator the Hon. Penny Wong, approved financial assistance of up to \$100,000 for waterAUSTRALIA in its establishment phase. The balance needs to be funded from subscriptions.

The Company has also received financial support from Austrade. The Department of Innovation, Industry, Science and Research has contracted waterAUSTRALIA to undertake a much-needed survey of the Australian water sector.

The Australian Government has demonstrated its commitment and now it is the water sector's turn.

Subscription Opportunities

Subscriptions are available either through a Major Sponsorship package, a General Subscriber Package or a Public Sector Supporter Package. The costs and benefits associated with each are detailed below.

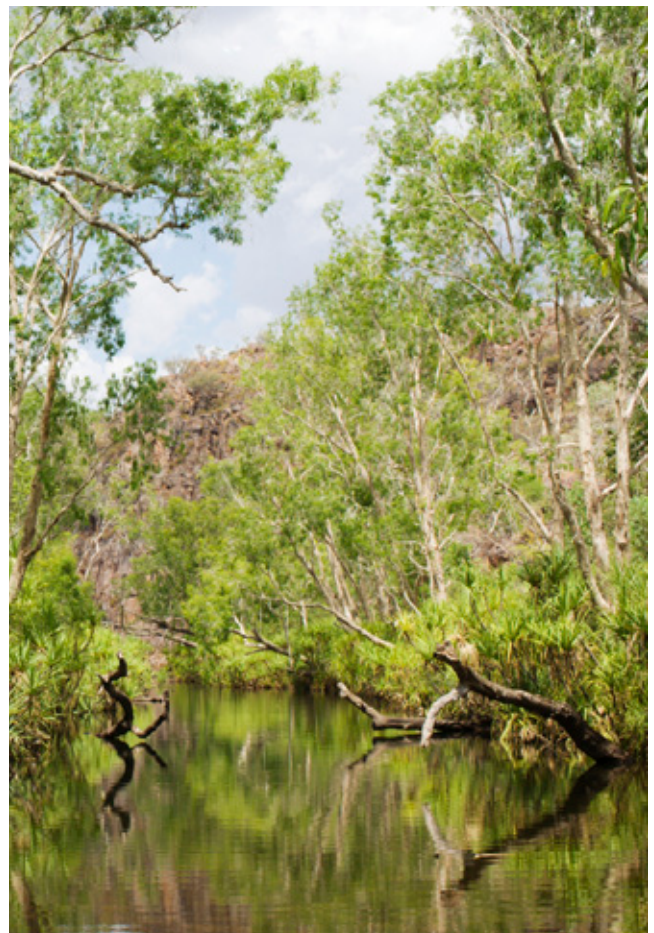
Major sponsorship status

Major sponsor status is open to any organisation with entities registered in Australia.

Sponsorship fee	Exclusive benefits *
\$10,000 in one initial payment, due with the application	<ul style="list-style-type: none">• Three year subscription• Waiver of annual subscription fees for three years• Acknowledgment of the leading role played by the major sponsor in supporting the development of Australia's water sector by displaying the company logo on the waterAUSTRALIA web site, reports and selected promotional materials• 10 per cent discount off all fees for events and workshops• Free licence to use the waterAUSTRALIA trademark for co-branding purposes for three years• Guaranteed access to waterAUSTRALIA events• Guaranteed seat on waterAUSTRALIA National Advisors Roundtable• First option to take part in waterAUSTRALIA events, such as meeting with overseas delegations, involvement in waterAUSTRALIA overseas missions and international trade shows

* additional to those benefits available to general subscribers

Any organisation applying to become a major sponsor before 31 December 2010 will be known as a 'Foundation Sponsor'.



General subscription

Annual fee	First year benefits	Enduring benefits
\$2,500 – 100 plus employees	<ul style="list-style-type: none"> • Focused support in international markets tuned to the strengths and needs of subscribers 	<ul style="list-style-type: none"> • Improved international standing as a result of promotion of the waterAUSTRALIA brand
\$1,000 – 20 plus employees	<ul style="list-style-type: none"> • Improved success rate through advance information about emerging requirements and opportunities 	<ul style="list-style-type: none"> • Some opportunity to take part in waterAUSTRALIA events, such as meeting with overseas delegations, involvement in waterAUSTRALIA overseas missions and international trade shows
\$500 – between five and 20 employees	<ul style="list-style-type: none"> • Support of waterAUSTRALIA to help position the subscriber favourably in export opportunities by providing introductions to potential prime contractors 	<ul style="list-style-type: none"> • Increased networking opportunities
\$250 – less than five employees	<ul style="list-style-type: none"> • Networking opportunities with export oriented companies • Links to the subscriber's home page through the waterAUSTRALIA web site which will be designed as an international portal into the Australian industry • Regular communications and newsletters • Initial fee to apply for an extended period to 30 June 2011. 	

Public Sector Supporter

This option is reserved for public sector organisations which wish to extend their support for the water sector by contributing financially. Such arrangements will be tailored to the needs of each public sector organisation by discussion.

Individuals

The opportunity for individuals to become subscribers will become available in a second round planned for 2011.

What next?

Interested in becoming a major sponsor or general subscriber? Simply complete the attached Subscription Form and return with your cheque to waterAUSTRALIA at the address shown below. Perhaps you need more information?

Contact the CEO, Les Targ:

Telephone: 02 9467 8431

Mobile: 0414 365933

E-mail: ceo@wateraustralia.org

Address: Level 6, 655 Pacific Highway,
St Leonards NSW 2065

Postal: PO Box 222

St Leonards NSW 1590

More information including the waterAUSTRALIA strategic plan is available online at www.wateraustralia.org



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