



Australian Government

Department of Innovation  
Industry, Science and Research

SUPPLIER  
ADVOCATE

WATER

## NEWSLETTER ISSUE II - July 2011

The Water Supplier Advocate, Mr Bob Herbert, is progressing a number of activities to enhance the Australian water industry's competitiveness. Working closely with firms, waterAUSTRALIA, the Industry Capability Network, Enterprise Connect and Austrade has ensured a collaborative and united approach.

### Water Supplier Advocate Reappointed

On 23 June 2011, Innovation Minister Senator Kim Carr announced the reappointment of Mr Bob Herbert as Australia's Water Supplier Advocate. Minister Carr said the support and guidance Mr Herbert had given the water industry over the past year had helped businesses take-up national and international supply opportunities that they may have otherwise missed.

"His work is helping build the skills and profile of Australia's water industry, giving it the boost it needs to win more jobs nationally and internationally. This will help our businesses thrive and survive through economic and climate change."

### US Strategy

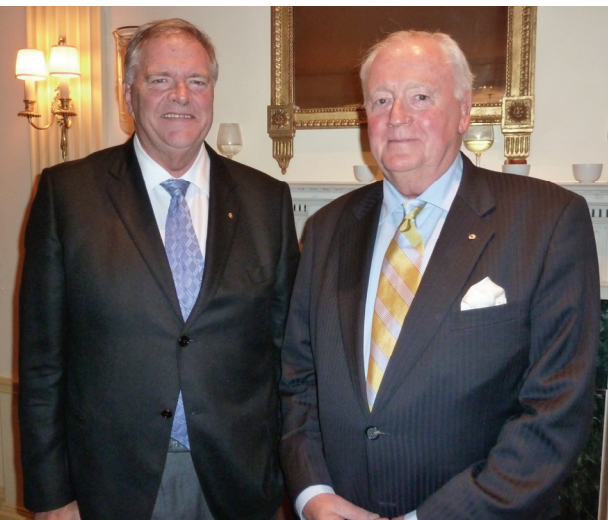
The Water Supplier Advocate is working closely with water firms and peak water industry development body, waterAUSTRALIA, to market Australian companies overseas, with a particular focus on the US market.

In January 2011, the Supplier Advocate promoted the Australian water industry as part of the G'Day USA Australian water mission. The mission was organised by the Australian Trade Commission (Austrade) with the support of the Water Supplier Advocate, waterAUSTRALIA, various Australian state governments and water authorities, major consulting organisations, research bodies and a range of companies, primarily small and medium sized firms.

This encouraged Australian companies to take part and to prepare for marketing their firms' capabilities to US customers and engender a "Team Australia" approach to present a strong, cohesive water sector. This event has so far identified around \$150 million worth of international supply opportunities for Australian companies.

To build on the successful mission, the Water Supplier Advocate is working collaboratively with partners to explore how Australian capabilities can provide their experience to access US opportunities.

For further information on accessing US opportunities, contact [ceo@wateraustralia.org](mailto:ceo@wateraustralia.org).



Water Supplier Advocate, Mr Bob Herbert with the Hon Kim Beazley, Ambassador to the United States of America.

### Water Industry Capability Teams

The Supplier Advocate is rolling out Water Industry Capability Teams (ICTs) with waterAUSTRALIA. The ICTs will assist companies to develop and market their capabilities and will target specific markets where this engagement will add the most value.

The capability teams will arrange joint business development activities such as engaging with overseas representatives or consultants, marketing visits, communications, trade fairs, promotional literature, advertising and bringing overseas buyers to Australia. Membership of the ICT is open to any company or organisation operating in Australia with capabilities that are of interest to the targeted projects or work packages.

The ICTs will be launched soon with a series of national workshops to seek involvement from Australian firms hungry for opportunities.

For further information contact [wateradvocate@innovation.gov.au](mailto:wateradvocate@innovation.gov.au)

### The Australian Water Story

The Australian Water Story is being developed to help promote the skills and capabilities of the Australian water sector to domestic and international customers.

"Australia's Dynamic Water Industry" provides a valuable narrative, including case studies, about the capabilities and achievements of the Australian water industry. It documents how vital infrastructure and innovative water technologies have delivered access to clean, high quality water as and when needed. This has benefitted domestic consumers, irrigators, industry and the environment. The Australian economy has also been a real beneficiary as Australia leveraged our extensive experience in managing water in variable conditions from drought to flood.

Find a copy of the report at [www.innovation.gov.au/supplieradvocates](http://www.innovation.gov.au/supplieradvocates).



## Case Studies of Water Business Innovation

Case studies have been developed as part of the Australian Water Story to highlight examples of innovative business practice in the water sector and to promote the skills and capabilities of the Australian water sector.

Water scarcity has enabled Australia to develop unique approaches to water policy, management, distribution and efficiency. Australia is at the forefront of governance arrangements, featuring innovative water policy settings and unique and valuable collaborative arrangements between the private and public sectors. Australian water businesses are key partners in delivering this success and there are many examples of water business innovators - providing goods and services in new and cutting-edge ways to deliver best value outcomes.

Find further examples of Water Business Innovators at [www.innovation.gov.au/supplieradvocates](http://www.innovation.gov.au/supplieradvocates).

### Optimatics successful with Commercialisation Australia

Optimatics received a Commercialisation Australia Proof of Concept grant worth \$250 000 in Round 5 to develop a water supply system optimisation tool and help take their products to the next stage.

This funding will help Optimatics to create a fully-functional software product ready for purchase by water utilities to help generate savings of 10% or more in operational and capital expenditure.

Optimatics is a Water Business Innovator, specialising in optimisation for water infrastructure planning and operations. Find their case study at [www.innovation.gov.au/supplieradvocates](http://www.innovation.gov.au/supplieradvocates).

### Industry Capability Network (ICN) Water Capability Directory

The Supplier Advocate Program has funded the Industry Capability Network (ICN) to develop a Water Capability Directory ([water.icn.org.au](http://water.icn.org.au)) to identify and promote water capabilities and projects at a national level. This directory provides free opportunities for firms to demonstrate the depth of their capability and capacity to market effectively to customers.

Register your companies capabilities today to keep up to date with opportunities as they arise.



### Australian Clean Technologies Ideas Competition

Innovation Minister Kim Carr has launched the Australian Clean Technologies (Cleantech) Ideas Competition. A key initiative of the Clean Technologies Supplier Advocate industry development strategy the competition identifies the best ways of addressing the challenges of climate change and sustainability.



AUSTRALIA

Ideas can be for technologies, services and policies that address pollution, waste treatment and energy storage, new ways of looking at energy efficiency, water treatment, storage and monitoring, recycling and conservation technologies, building materials, transportations systems, public utilities and much more.

Competition entrants will compete for a range business services tailored to suit the diversity of needs reflected in the new ideas – be it access to venture capitalists, patent support, legal advice, research support or corporate assurance.

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Entries close 22 August 2011. Enter online at [www.cleantechopen.com.au](http://www.cleantechopen.com.au).

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**SUPPLIER ADVOCATE** | **WATER BUSINESS INNOVATORS**  
**MEMCOR**

**INNOVATIVE SOLUTIONS AND WORLD CLASS CAPABILITIES**  
Water scarcity has enabled Australia to develop unique approaches to water policy, management, distribution and efficiency. Australia is at the forefront of governance arrangements, featuring innovative water policy settings and unique and valuable collaborative arrangements between the private and public sectors. Australia also has world class capabilities in research and development, project management, engineering and technology to provide solutions for addressing water scarcity at affordable cost.  
Australian water businesses are key partners in delivering this success and there are many examples of water business innovators - providing goods and services in new and cutting-edge ways to deliver best value outcomes.

**MEMCOR**  
Memcor, a Siemens subsidiary, is an Australian firm providing world class technologies for drinking water reuse, wastewater, desalination pretreatment and industrial process water. They supply microfiltration and ultrafiltration solutions to global water and wastewater treatment markets.

**WATER TREATMENT SYSTEMS**  
Memcor has developed world class water treatment systems for the microfiltration and ultrafiltration of water, both on a small scale (singular units) and large scale (municipal membrane treatment plants). Memcor's membrane technologies are present in more than 1,500 plants around the world. The innovative design, configuration and operation of Memcor's membrane systems allow for a range of uses in desalination, reuse and industrial applications both domestically and overseas.

**DELIVERING SAFE AND CLEAN WATER TO DEVELOPING NATIONS**  
More than one billion people around the world do not have access to safe drinking water. Memcor's membrane technologies are used by the SkyJuice Foundation, an Australian not-for-profit organisation, in its aim to provide access to reliable and quality potable water to developing nations. SkyJuice Foundation manufactures the SkyHydrant Potable water unit. Memcor ultrafiltration membrane technology is integral in the SkyHydrant system. SkyJuice has delivered quality and sustainable water solutions in 32 countries to communities that have suffered a natural disaster or are without access to safe and clean drinking water.

**DELIVERING SAFE AND CLEAN WATER TO DEVELOPING NATIONS**  
Memcor is a water business innovator providing leading technology and demonstrating best practice for water businesses. Memcor's capability in membrane ultrafiltration and microfiltration products has achieved export success in many markets where attaining highwater quality is vital. Whether you are a water business or customer, be sure to visit the Australian Water Capability Directory at [www.watercapability.org.au](http://www.watercapability.org.au) to register your capability and access water opportunities or advertise opportunities and connect with innovative water firms.

**THE WATER SUPPLIER ADVOCATE**  
Mr Bob Herbert AM, was appointed by Governor-General Kim Carr, Minister for Innovation, Industry, Science and Research, as the Water Supplier Advocate to promote leadership and contribution in key water related competencies and increase opportunities for Australian water businesses.

For further information on the Supplier Advocate Program please visit [www.innovation.gov.au/SupplierAdvocates](http://www.innovation.gov.au/SupplierAdvocates).



From left—Water Supplier Advocate, Mr Bob Herbert with Mr Les Targ, CEO of waterAUSTRALIA, in front of the Californian Congress.