

WATER SUPPLIER ADVOCATE NEWSLETTER

ISSUE 1 – OCTOBER 2010

Welcome to the first issue of the Water Supplier Advocate Newsletter.

INTRODUCING THE WATER SUPPLIER ADVOCATE

In May 2010, highly regarded manufacturing industry leader, Mr Bob Herbert AM, was appointed by Senator the Hon. Kim Carr, Minister for Innovation, Industry, Science and Research, as the Water Supplier Advocate.

Bob's role is to provide leadership and coordination to improve industry competitiveness and maximise opportunities for Australian water businesses. Bob is seeking to work with the water industry and use his extensive experience and insight in his new role.

Bob, previously the Chief Executive of the Australian Industry Group, has been granted Lifetime Recognition by the Victorian Government and the Manufacturing Industry Consultative Council for exceptional service to the manufacturing industry and was made a Member of the Order of Australia for his services to industry.

A STRATEGY FOR THE INDUSTRY

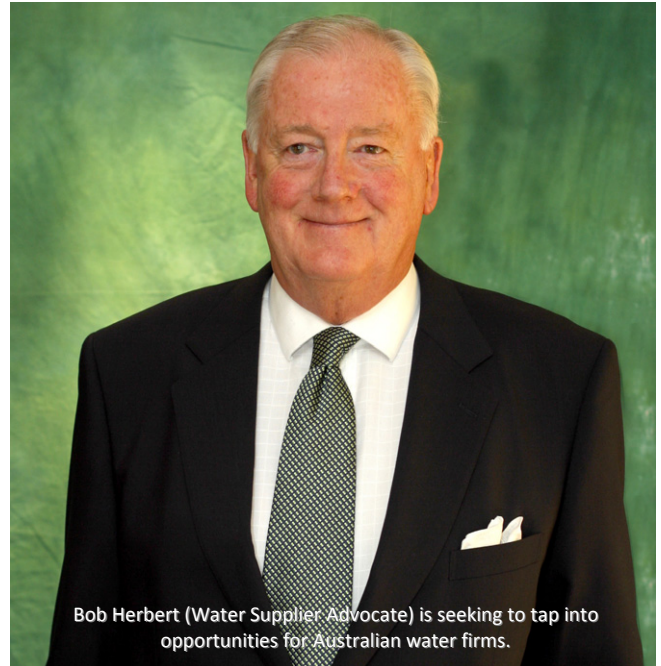
Initial consultations with industry, industry associations, and Commonwealth and state governments, have identified some of the key strengths, challenges and opportunities for the water industry. The Water Supplier Advocate will champion a number of activities aimed at improving the competitiveness of Australian water businesses.

The Advocate will continue to work closely with industry to ensure that the activities will maximise the benefits to businesses and build on existing initiatives.

Understanding the Capabilities of the Industry

The Commonwealth, with the support of waterAUSTRALIA, is surveying companies in the water sector to gain an understanding of the size, value, capacity and capabilities of Australian water firms. This will be important in creating a sectoral identity for your industry.

We are grateful to those firms that have participated in this survey as it will ensure its success and that the information can be used to promote Australian water sector capabilities and link companies with opportunities.



Bob Herbert (Water Supplier Advocate) is seeking to tap into opportunities for Australian water firms.

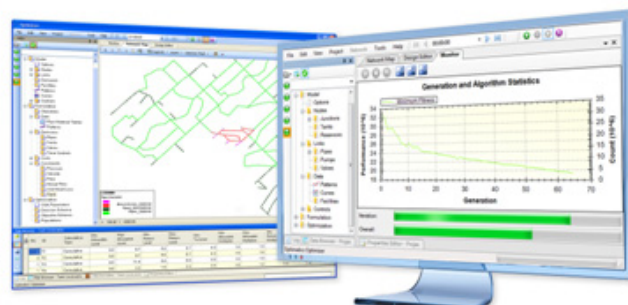
NATIONAL WATER INDUSTRY SUPPLIER FORUMS

In October and November a series of national Water Industry Supplier Forums will be held. The forums are an opportunity for firms to hear about domestic and international opportunities from customers. Water firms are also invited to engage with and provide feedback on activities being undertaken as part of the industry development strategy for the sector.

Details for the forums:

15 October 1:30pm—5:00pm	Investment Centre, Victoria Theatre, Level 46, 55 Collins Street, Melbourne
21 October 7:30am—10:00am	Hilton Adelaide, Ballroom A, 233 Victoria Sq, Adelaide
27 October 9:00am—12:30pm	The Boathouse, 55a Lindsay St, Invermay, Launceston
1 November 9:00am—12:00pm	NSW Industry and Investment, Level 47 MLC Centre, Corner King and Castlereagh St, Sydney
3 November 8:30am—12:00pm	Brisbane Technology Park, Conference Centre, 1 Colonies Ross Court, Eight Mile Plains, Brisbane
15 November 3:45pm—6:00pm	Chamber of Commerce and Industry WA, 180 Hay Street, East Perth

The Advocate welcomes you to attend to hear more about the opportunities and assistance available to industry. For further details contact your local ICN office.



Optimatics enables customers to optimise the planning, operations and management of their water systems with their consulting, software and computer processing solutions.

Images courtesy of Optimatics.

Working with Customers

It is vital to engage with the customers to tap into their knowledge regarding the benefits and lessons learned from working with Australian water firms. The Advocate is in the early stages of establishing a program to determine how we can use this information to help Australian water firms be successful in the water sector. This program will assist in developing SME capabilities and look at addressing issues such as performance, navigating regulations, risk management and financial stability.

The Water Portal

The capability information collected in the industry survey will be used by the Industry Capability Network (ICN) to develop a water capability portal. This portal will be a pivotal gateway linking firms with opportunities.

Water firms will be able to register their details, capability information and promote what sets their company apart from others. Customers will be able to advertise their opportunities to registered water firms. This will be the first time in a national context that you can demonstrate the depth of your company's capability.

The portal will be available for public use at the end of this year at no charge. We encourage you to fill in your company's details to ensure you are best placed to win more work.

NATIONAL SECTOR MANAGER—WATER

A National Sector Manager for Water, Mr Kevin Payne, was recently appointed by the ICN.



Kevin provides a national coordination role for the water sector in ICN. This will support the industry development strategy of the Advocate, assist water project proponents in Australia and overseas, provide business to business matching and identify Australian industry capabilities. For more information on the ICN visit www.icn.org.au.

DEVELOPING THE waterAUSTRALIA BRAND

The Water Supplier Advocate will work closely with waterAUSTRALIA, to promote Australian water industry's advanced knowledge, capabilities and products to customers.



waterAUSTRALIA, recently formed with the support of the National Water Commission, the Department of Innovation, Industry, Science and Research and Austrade, will create and promote a waterAUSTRALIA brand to encourage people to "think water, think Australia". For more information visit www.wateraustralia.org.



Philmac's Ball Valve, with over 5 million manufactured in Australia for Australian conditions, is used predominantly in water pipelines to help with flow control and pipeline maintenance. Image courtesy of Philmac.

G'DAY USA

In January 2011, the Advocate will support an Australian mission, as part of G'Day USA, to continue to raise the profile of Australian water businesses and capabilities and promote success stories. Austrade is coordinating the mission with support from waterAUSTRALIA.

Australian water businesses who participate in this event will be exposed to new export opportunities and international supply chains.

Companies interested in participating and showcasing their products and services in the USA should contact WaterAdvocate@innovation.gov.au.



WetSide Water Education Park, a unique free public park with a strong educational message on sustainable water use. Image courtesy of Wide Bay Water Corporation.

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