

ICN Water Sector Update

December 2010



Welcome

This is the first of what will be regular updates about the water sector and how I'm working with ICN and the industry to help local suppliers. If you have any questions about this update or you know about a new water project I'd love to hear from you. Thank you for your support in 2010 and have a good Christmas.

Kevin Payne
National Sector Manager – Water

Water sector forum

The current round of water sector supplier forums finished with the final session in Western Australia on 15 November. With the help of each state, forums were held in VIC, QLD, NSW, SA and WA and more than 400 suppliers across Australia attended. I am working with the NT office for a possible forum in 2011.

The purpose of the forum is to let suppliers know what we are doing to improve their access to domestic and export markets and communicate opportunities in their state.

Suppliers who attended commented that they found the forums useful and informative and look forward to working with us to identify successes, challenges and strategies to manage them.

The forums demonstrated the collaborative nature of the ICN and the benefits we can deliver to suppliers from a national organisation working in harmony with Enterprise Connect, Austrade and InnovationXchange.

Utility strategy

The Water Supplier Advocate and waterAUSTRALIA, with the support of DIISR, have started talking with the utilities via WSAA (Water Services Association of Australia) to identify a program of activities that will lead to increased participation of Australian suppliers in domestic projects. At the inaugural meeting both WSAA and the utilities were extremely supportive and it was agreed they would establish a joint working group to define the terms of reference and generate an agreed action plan. I will circulate regular updates on the working group's progress once it starts.

ICN supports G'day USA mission in January

Austrade, with the support of the Water Supplier Advocate, waterAUSTRALIA and ICN, are organising a G'day USA mission for January 2011. The US recognises Australia as the leader in water management in a variable climate and wants to capitalise on Australia's knowledge and experience. Austrade have been inviting companies to register their interest in participating in G'day USA via its website. G'day USA offers suppliers the opportunity to hear firsthand the challenges the US faces in managing water supply, meet with key stakeholders from those organisations charged with implementing solutions and identifying opportunities for collaboration. Events are planned for California, Colorado and Washington DC.

Online water directory



Along with rail, steel and clean technology, ICN now has a water directory following extra funding from the Australian Government. These directories create a 'one stop shop' for suppliers and project proponents looking to work in one specific sector. Behind the scenes all the data is the same as it is in ICN Gateway and ICN Toolbox but the new directories allow for tailored information for each industry.

To make it easier to search for suppliers we are introducing a capability taxonomy to narrow down the search results. The capability taxonomy is a three-level system that identifies the market subsector/s, area/s serviced and the products and services offered by a supplier. All opportunities registered will be visible nationally.

Future activity for water-related opportunities

The most quoted response from suppliers when asked what aspect of winning new business they find the most challenging is 'timely notification of forthcoming opportunities'. The deployment of the new water directory will allow ICN to list all water-related opportunities and communicate that information to suppliers nationally. Identifying opportunities across the utilities, government agencies and industry for suppliers to register on the water portal will be a major activity for 2011.

For more information on the water sector, contact me on 08 8303 2587, 0407 200 916 or kevin.payne@icn.org.au