



qldwater Industry Connections 2020

Sponsorship Options

qldwater offers industry partners the opportunity to connect with the 70+ organisations that make up the Queensland urban water and sewerage industry through our innovative event program.





Introduction to Sponsorship

The Queensland Water Directorate (*qldwater*) offers sponsors a unique opportunity to support the *qldwater* event program. In past years, these events have attracted representation from over 60 service providers along with affiliated industries.

As a membership organisation which aims to keep registration fees to a minimum to maximise representation from small and remote councils, these events would not be possible without your generous sponsorship.

This information package is offered as a guide to ensure an equitable approach and demonstrate value for money to sponsors.

Sponsorship prices and benefits in brief

Our events adopt a relaxed format and are designed to maximise networking and information exchange.

- There are no large trade displays, although small displays and banners are welcome.
- Sponsors are provided with a table to display wares and information.
- We do not encourage wastage – promotional materials and handouts are welcome but we do not normally include conference satchels.
- Regional conferences are often small and informal with between 30 and 60 delegates.
- The *qldwater* Annual Forum attracts around 100 delegates. The 2020 format will include many opportunities for sponsors to interact with delegates.
- We are interested in creating an environment where our members can present projects and ideas which are of direct potential benefit to other members, or present problems and challenges to seek collaborators and trouble-shooting advice. The major benefits for sponsors are:
 - Low cost;
 - Positive brand recognition;
 - Direct, informal networking exposure to decision makers in local government and local government-owned water and sewerage businesses.



2020 Event Calendar

Date	Location	Host	Event
5 March	Brisbane	<i>qldwater</i>	Water Skills Partnership Forum
23-24 April	Gympie	Gympie Regional Council	SEQ Regional Mini-Conference and Tech Tour
13-14 May	Goondiwindi	Goondiwindi Regional Council	Small Remote Communities Workshop and Tech Tour
11 June	Albion	<i>qldwater</i> TRG	Sweating the Assets Workshop
29 July	Mackay	Mackay Regional Council	NQ Regional Mini-Conference - aligned with AWA event
9-10 Sept	TBC	Redland City Council	<i>qldwater</i> Annual Forum
7-8 October	Atherton	Tablelands Regional Council	FNQ Regional Mini-Conference

2020 Water Skills Forum

5 March 2020

The Queensland Water Skills Forum brings together representatives from water utilities to discuss critical workforce and skilling issues for the Queensland urban water industry.

The 2020 Water Skills Forum will be held on Thursday 5 March in Brisbane with more than 80 delegates expected to attend.

The one-day program provides an opportunity to hear the skilling and training challenges of other organisations and how they're addressing them. Based on feedback from previous years, the 2020 event will include some workshop style sessions in addition to the usual presentations.

The Forum will also explore the value of skilling and training, particularly operator competency, and provide a number of networking opportunities.

All sponsors will be acknowledged on the day and in advance on the event website. Registrations will open in January 2020 and will be free for Skills Partnership members.

Sponsorship Opportunity:

WATER SKILLS FORUM SPONSOR

\$1,000 + GST

- Opportunity to address delegates (3 minutes)
- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration
- Space for poster/s banners and display table



2020 Small Communities Event

13-14 May 2020

Building on the **qldwater** Roadmap initiative, this event seeks to build a strategy around the sector priority we identified as Small, Remote and Nimble - a recognition of the particular challenges of providing sustainable services in regional and remote locations, affordable technologies which exploit the advantages of remote locations (including space) and consider issues of distance between communities, boom and bust population cycles, and population decline.

The event will include a technical tour on the afternoon of 13 May followed by dinner.

The 14th will start with vendor demonstrations of water and wastewater treatment technologies for small communities followed by a strategic workshop in the afternoon.

This is a joint event with the NSW Water Directorate.

Sponsorship Opportunity:

FORUM SPONSOR

\$500 + GST

- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration (excl. dinner)
- Space for poster/s banners and display table

DINNER SPONSOR

\$1,000 + GST

- Opportunity to welcome delegates (3 minutes)
- Logos included on all materials including press releases and presentations at the event.
- One delegate registration (incl. dinner)
- Space for poster/s banners and display table



2020 Regional Mini Conferences

23-24 April SEQ Regional Mini Conference, Gympie

29 July NQ Regional Mini Conference, Mackay

7-8 October FNQ Regional Mini Conference, Atherton

Primary Sponsor
Water Connections Tour
and Events



Sponsorship Categories:

PRINCIPAL EVENT SPONSOR (ONE SPONSOR ONLY) \$1,500 + GST

- Primary branding and logos included on all materials including press releases and presentations at the event
- Two delegate registrations (does not include dinners if available)
- Conference introduction (2 minutes)
- Elevator pitch (3 minutes)
- Space for poster/s banners and / or satchel inserts

GOLD SPONSOR (UP TO THREE GOLD SPONSORS) \$1,000 + GST

- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration (does not include dinners if available)
- Elevator pitch (3 minutes)
- Space for poster/s banners, display table

SILVER EVENT SPONSOR (UNLIMITED AVAILABLE) \$750 + GST

- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration (does not include dinners if available)
- Space for poster/s banners, display table

DINNER SPONSOR (ONE SPONSOR ONLY) \$1,000 + GST

- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration including dinner
- Space for poster/s banners, display table

**Discounted packages are available for multiple sponsorships. Sponsor 3 or more events and receive 10% discount.
(Discount doesn't apply to the Annual Forum Vendor Showcase.)**

Regional Event Sponsorship Presentation Criteria 2020

Our conferences include typically informal, technical presentations and discussions and while we pursue sponsorships we do so under strict guidelines set by our member hosts and Technical Reference Group (TRG).

Our focus is on targeted, interesting technical presentations in case study format and not direct product sales pitches. The presentation options for event sponsors in more detail are:

- A three minute elevator pitch (Principal and Gold Sponsors only) on the day where you can introduce yourself to talk about new products or services, talk up the sponsorship and invite contact during the day; or
- A 15 minute presentation of a project case study, in conjunction with one of our members who has used your product or service. This would require the submission of an abstract which is reviewed for suitability prior to the event. In some instances we would waive the need for a co- presentation with a member or may agree to extend the presentation to 30 minutes, but the subject matter would need to be particularly relevant, new and innovative and approved by our conference hosts. All 2020 events will be one day in duration, with either an industry workshop on a topic decided by our TRG or a site tour. This leaves a strictly limited number of presentation spots which we expect to be in high demand.

Please contact Diana Kislitsyna, at dkislitsyna@qldwater.com.au or (07) 3632 6850 if you are interested in finding out more information about any of the options above.

Thank you for your interest in supporting the Queensland Water Industry.



2020 Annual Forum

9 - 10 September 2020

The *qldwater* Annual Forum is our signature event of the year. It typically brings together around 100 water industry professionals representing a wide range of councils, utilities, industry and government agencies.

Designed to be relaxed, informative and thought-provoking, this event is not your typical conference. There is no call for papers – the sessions are sourced based on the work of our Technical Reference Group and the issues that group has identified as being of strategic importance for our industry. We work hard to develop a program which engages both our industry and key regulatory agencies to proactively address our challenges.

Sponsorship Opportunities:

PRINCIPAL EVENT SPONSOR (ONE SPONSOR ONLY)

\$3,000 + GST

- Conference introduction (10 minutes)
- Primary branding on all conference materials;
- Logos included on all materials including press releases and presentations at the event
- Two delegate registrations including dinner
- Space for poster/s banners and display table

GOLD / DINNER SPONSOR (ONE SPONSOR ONLY)

\$2,000 + GST

- Opportunity to introduce dinner, 3 minute presentation
- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration including dinner
- Space for poster/s banners and display table

SILVER / LUNCH SPONSOR (ONE SPONSOR ONLY)

\$1,500 + GST

- Opportunity to introduce lunch, 3 minute presentation
- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration including dinner
- Space for poster/s banners and display table

SUPPORTING SPONSOR (UNLIMITED)

\$1000 + GST

- Logos included on all materials including press releases and presentations at the event. Logos scaled according to sponsorship level
- One delegate registration (does not include dinner)
- Space for poster/s banners and display table

**Discounted packages are available for multiple sponsorships across regional events and Innovation Forum.
Sponsor 3 or more events and receive 10% discount.**

2020 Annual Forum Vendor Showcase

9 September 2020

The **Queensland Water Regional Communities Innovation Program (QWRCIP*)** is a charitable venture aimed at helping address urban water and sewerage challenges facing small and remote communities. It is administered under the auspices of **qldwater** with a steering committee made up of members of its Technical Reference Group.

In 2020, scholarships will be offered to staff from these communities to attend regional events as well as the Annual Forum week which includes the two day event, the **qldwater** TRG meeting, and knowledge exchange and time spent with mentors from other larger Queensland Utilities.

The Vendor Showcase will take place on Day 1 of the 2020 Annual Forum - 9 September 2020

Showcase Opportunity:

INNOVATION FORUM DAY ONE

INDUSTRY VENDOR SHOWCASE \$1,000 + GST

- 4 x10 minute (plus 5 minutes question time) slots are available
- 100% of the \$1,000 entry fee goes to QWRCIP *
- Presentations to be judged by attendees
- Winner receives newsletter, website and eFlash articles showcasing products/ services



2020 Best of the Best Queensland Water Taste Test

9 September 2020

qldwater started the Best of the Best Queensland Water Taste Test to promote the good work done by Water Service Providers in producing a great quality product to their communities 24/7. By no means a technical test, it's what makes local communities proud, typically measured by what makes a good cup of tea (or any other brew for that matter).

The water industry continues to experience numerous challenges from natural disasters to changes in water regulation that impact the way water service providers including councils supply and manage water and wastewater within their communities. While the taste test is about how good tap water tastes, it is also meant to help inform the community over time about how much effort goes into providing clean drinking water; with far greater controls and lower cost than other retail sources like bottled water.

The winner from the Best of the Best Qld Water Taste Test goes on to participate in the Water of Origin as well as the nationwide Ixom Best Tasting Tap Water in Australia competition hosted by the Water Industry Operators Association of Australia (WIOA). Mackay Regional Council won the National event in 2019 and will represent Australia at the 2020 Berkeley Springs International Tap Water Tasting competition in the US in February 2020. This follows the success of Toowoomba Regional Council who represented Australia in 2018 after winning the 2016 Queensland title, then the 2017 Water of Origin against NSW before finally claiming the Ixom Best Tap Water in Australia competition in 2017.

We expect strong media coverage over the course of 2020 including during the International Taste Test in February and at the Annual Forum in September.

Sponsorship Opportunity:

INNOVATION FORUM DAY ONE

BEST OF THE BEST QLD WATER TASTE TEST

Ixom has elected to discontinue its sponsorship of the Best of the Best Queensland Water Taste Test and we thank them for their support since 2012. We are seeking a new sponsor for 2020. Specifics to be negotiated - contact us for more details.



About *qldwater*

qldwater is a business unit of IPWEAQ.

qldwater is the central advisory and advocacy body within Queensland's urban water industry.

qldwater represents members from Local Government and other water and sewerage service providers across Queensland.

qldwater works to strengthen the water industry through leadership, support, development and representation of our members and to position and promote the achievements of the industry.

Our aim is to support our members to deliver safer, healthy and sustainable urban water services to their communities.

Our Technical Reference Group meets quarterly and is currently made up of CEOs, Senior Engineering Directors, Water and Sewerage Managers and Treatment Managers from:

Banana Shire Council, Bundaberg Regional Council, Burdekin Regional Council, Cairns Regional Council, Central Highlands Regional Council, City of Gold Coast, Fraser Coast Regional Council, Gladstone Regional Council, Gympie Regional Council, Isaac Regional Council, Livingstone Shire Council, Logan City Council, Mackay Regional Council, North Burnett Regional Council, Queensland Urban Utilities, Rockhampton Regional Council, South Burnett Regional Council, Southern Downs Regional Council, Toowoomba Regional Council, Townsville City Council, Unitywater, Whitsunday Regional Council along with the Australian Water Association and Local Government Association of Queensland.

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