

AUSTRALIAN[®] WATER

ASSOCIATION

MEDIA RELEASE

Australian Water Association to promote BoM water products

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The Australian Water Association (AWA) wants its members and the water industry to make sure they are getting full value from the vast range of products and services developed by the Bureau of Meteorology and have joined forces with the Bureau to get the knowledge out there.

Australian Water Association Chief Executive, Jonathan McKeown, said AWA will be working with the Bureau to create greater industry awareness and uptake of the Bureau's water information products and services. AWA will help identify and share information about how the Bureau's products and services can be applied to a broader range of uses and industries.

"Over the past eight years, and with Federal Government investment of over \$400 million, the Bureau has developed a comprehensive range of water information products and services to assist the water industry and others make sound decisions based on evidence," said Mr McKeown.

"It's a very impressive information infrastructure, and as the peak organisation for the water industry in Australia, we believe it is imperative that the industry leverages this substantial investment.

"We have spoken with our members from the water, financial and agribusiness sectors, many of whom were unaware of the full extent of what was available from the Bureau. That has motivated us to work with the Bureau to help our members make use of this invaluable national resource.

"In particular, we see the Bureau's water forecast products as giving financial institutions - and the businesses they are investing in - the information they need to understand the opportunities and risks of each investment. The value of this cannot not be underestimated", said Mr McKeown.

The Bureau's CEO, Dr Rob Vertessy, said the collaboration with AWA enables the Bureau to reach a huge audience of water professionals that are keen to use advanced water information.

"Water is so critical to the economic, environmental and social well-being of our country," said Dr Vertessy.

"AWA members make vital water planning and management decisions each day, that affect all Australians. The Bureau sees great opportunity in working with these members to create significant public and commercial value that will ensure Australia remains a world leader in the provision of water services."

To recognise the collaboration and promote the benefits of the Australian Government-funded water information, the Bureau of Meteorology and Australian Water Association will hold a launch on Tuesday, 12 May at the Australian Water Association conference, Ozwater'15.

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