



MEDIA RELEASE

29 June 2010

Recognise the export potential of Australia's water expertise or risk losing earnings, our talent and our ideas, says water association CEO

Australia's water management expertise could become one of the country's leading exports but the water sector requires sufficient support to achieve its full potential, according to Tom Mollenkopf, CEO of the Australian Water Association (AWA).

Speaking at the start Singapore International Water Week, Mr Mollenkopf said: "There is growing demand overseas for Australian knowledge and experience. We need to capitalise on this interest and develop an effective coordinated approach to promoting and exporting our water expertise."

He continued: "Australia is at the forefront of research, innovation and reform in the water sector. We have always been a dry continent, but the impacts of climate change have driven us to develop some unique approaches to water management and policy. This talent covers emerging technologies, water quality management, environmentally sustainable techniques and, increasingly importantly, regionalised and on-site solutions like greywater recycling, urban rainwater harvesting and water sensitive cities. Irrigation practices and environmental water management are also well ahead of many other countries".

Mr Mollenkopf warns that failure to support the sector on a global scale will not only result in the loss of potential export earnings but will see Australia's homegrown talent moving offshore and our patents and ideas exploited by others.

The Australian Water Association is supporting WaterAUSTRALIA, a not for profit organisation formed to better promote and showcase our national skills and capabilities in the international marketplace by coordinating with Austrade, other Commonwealth and state government agencies and private enterprise.

-ENDS-

For further information, images or interview requests please contact Helen Ketton, AWA Communications Manager, on 02 9467 8416 / 0401 806 277

Notes to Editors

- The Australian Water Association (AWA) is Australia's leading water sector body, representing over 10,000 water professionals around the country and across all water disciplines.
- AWA provides leadership in the water sector on a wide range of issues, including skills shortages, climate change and water reuse and recycling.
- AWA works to enhance the skills and knowledge of water professionals and promote and disseminate best practice through an extensive range of technical seminars, courses and events.