

# AUSTRALIAN<sup>®</sup> WATER

ASSOCIATION

## MEDIA RELEASE

9 March 2016

### **#IdeasBoomAU meets the Australian Water Sector**

Chief Executive of the Australian Water Association, Jonathan McKeown, has welcomed the excitement building in Sydney in advance of this week's *Water Innovation Forum and Expo*, which kicks off tomorrow at Royal Randwick in Sydney for two days (10-11 March 2016)

"The event is fast becoming the country's foremost platform for people working in water-using industries to meet and discuss innovation, sustainability, emerging technology, and exchange fresh and ground-breaking ideas," Mr McKeown said.

"We're delighted the head of the Commonwealth Department of Industry, Innovation and Science will speak at this year's forum. Glenys Beauchamp (PSM) will outline the Turnbull government's new National Innovation and Science Agenda, through which government aims to lead by example and be an exemplar in terms of procurement of innovative new products."

Given the aging infrastructure and climatic pressures on water, Australia's future water security relies on major innovation in technology, design and approach. Now more than ever it is critical to support, promote and cultivate innovation if we are to increase efficiencies, improve practices and withstand any water challenge that comes our way.

Back for the second year in a row, the Water Innovation Forum and Expo is even bigger than before, with speakers from Bureau of Meteorology, AGL, ANSTO and the country's biggest utilities, as well as nearly 30 pitches from Australia's most innovative entrepreneurs.

The event will see SMEs and start-ups explore new thinking and new possibilities. A key component of the program is the commercial adoption of cutting edge water technology, a session sponsored by the ANZ bank.

This two day event is an important part of the Australian Water Association's wider program to promote innovation in the water sector – a program that includes other initiatives such as

- Innovation Advisory Group;
- Innovation Challenge;
- Innovation Incubator program; and
- R&D Roundtable.

#### **For more information, and conference program:**

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<http://bit.ly/1BB6QA>

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## **About the Australian Water Association**

The Association represents over 6,000 water sector professionals across all disciplines. Our membership includes water utilities, consulting firms, research institutions, service providers, technology companies and other stakeholders, including government agencies.

The Association is independent and plays an essential role in supporting the Australian water sector in the delivery of effective and sustainable water management practices. Our mission is to foster knowledge, understanding and advancement in sustainable water management – its science, practice and policy –through information dissemination, professional development and the promotion of water capabilities both domestically and internationally.

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