



***qldwater* Industry
Connections 2021
Sponsorship Opportunities**

Who is *qldwater*?

qldwater (Queensland Water Directorate) is the central advisory and advocacy body within Queensland's Urban Water Industry and is a business unit of the Institute of Public Works Engineering Australasia Queensland.

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

Introduction to Sponsorship & Benefits

The Queensland Water Directorate offers sponsors a unique opportunity to connect with 70+ organisations that make up the Queensland Urban Water and Sewerage Industry. Our events have attracted representations from over 60 service providers along with affiliated industries.

As a membership organisation we have aimed to keep event registration fees free for members in 2021 to maximise representation from small and remote councils. These events would not be possible without the support and generous contributions from our sponsors.

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

Due to COVID-19, we have added a range of virtual opportunities for our sponsors for 2021. We understand the challenges organisations/businesses are now facing and we want to provide the best possible opportunities for our sponsors to connect with our members.

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-shoot.

The major benefits for sponsors are the opportunity to network with our attendees face to face or virtually, positive brand recognition and exposure to decision makers in local government and local government-owned water and sewerage businesses.

At the events, sponsors are provided with a table to display merchandise and information with small displays and banners and an opportunity to present to our members introducing yourself and what you have to offer our members.

We approach our events with the aim to conserve resources. While promotional materials and handouts are welcome at your displays, we try to avoid the use of conference packs.



Our Members



Sponsorship Events and

Date	Event	Location	Host
17-18 February	Regional Hybrid Workshop - small communities	Goondiwindi	Goondiwindi Regional Council
4 March	Water Skills Forum	Brisbane	<i>qldwater</i>
19-20 May	Regional Conference	Barcaldine	Barcaldine Regional Council
21-22 July	Regional Conference	Charters Towers	Charters Towner Regional Council
Date	Event	Location	Host
7-9 September	<i>qldwater</i> Annual Forum	Redland Bay	Redland City Council



Availability for 2021

Principal Sponsor	Gold Sponsors (Three Sponsors)	Silver Sponsors (Unlimited)	Dinner Sponsors (One Sponsor)
GanDen	<ol style="list-style-type: none"> Royce Water Technologies Aquatec Maxcon Aqualyng ICES 	<ol style="list-style-type: none"> 360 Engineering VEGA McBerns CIVILPIPES Challenger Valves Hydrant Services 	Xylem
TAFE Queensland			Diona
George Bourne & Associates	<ol style="list-style-type: none"> Royce Water Technologies Aquatec Maxcon Aqualyng 	<ol style="list-style-type: none"> McBerns 	George Bourne & Associates
Available	<ol style="list-style-type: none"> Royce Water Technologies Aquatec Maxcon Aqualyng 	<ol style="list-style-type: none"> Taggle McBerns Available 	GanDen
Principal Sponsor	Gold/Dinner Sponsor	Silver/Lunch Sponsor	Vendor Pitches (up to four) supporting QWRCIP
Calibre Group	Royce Water Technologies	<ol style="list-style-type: none"> Taggle Veolia 	<ol style="list-style-type: none"> Aquatec Maxcon Available Available Available



Our Sponsors throughout 2021

Water Connections Tour Sponsor



The Essential First Step.

Principal Sponsors



Dinner Sponsors



Taste Test Sponsor



Gold Sponsors



Silver Sponsors



Affiliate Members



2021 Annual Forum

8-9 September 2021

2021 Annual Forum

The *qldwater* Annual Forum is our signature event of the year. It typically brings together around 80-100 water industry professionals representing a wide range of councils, utilities, industry and government agencies. Due to COVID-19, this event will be run as a hybrid event live streamed to allow in person and virtual attendance. This will also ensure maximum exposure and opportunity for our sponsors to connect with members and organisations. A video recording of the event will be available on our website for members who were unable to attend on the day.

Our Annual Forum is designed to be relaxed, informative and thought-provoking, this event is not your typical conference. The sessions are sourced based on the work of our Strategic Priorities Group and the issues that the 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.

2021 Annual Forum - Vendor Showcase

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 Strategic Priorities Group.

In 2021, 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* Strategic Priorities Group 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 2021 Annual Forum - 8 September 2021.



2021 Annual Forum Sponsorship Opportunities:

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

PRINCIPAL EVENT SPONSOR (ONE SPONSOR ONLY)

\$3,000 + GST

- Conference introduction (five-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 posters, banners and display table

GOLD/DINNER SPONSOR (ONE SPONSOR ONLY)

\$2,000 + GST

- Opportunity to introduce dinner, three 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 posters, banners and display table

SILVER/LUNCH SPONSOR (TWO SPONSORS ONLY)

\$2,000 + GST

- Opportunity to introduce lunch, three 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 posters, banners and display table

VENDOR PITCHES (FOUR VENDORS ONLY)

\$1,000 + GST

- 1 x 10 minute (plus five 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

SUPPORTING SPONSOR (10-15 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 dinner)
- Space for posters, banners and display table

2021 Other Event Sponsorships

Due to the challenges we are now facing due to the COVID19 pandemic, all our events for 2021 will be run as hybrid events allowing in person and virtual attendance.

A video recording of the event will be available on our website for members who were unable to attend on the day. We want to ensure no one is missing out on such great events and the opportunity to network with our sponsors.

2021 Water Skills Forum

The Queensland Water Skills Forum brings together water and sewerage managers and HR and learning and development representatives from water service providers from across Queensland to discuss critical workforce and skilling issues for the Queensland urban water industry.

The one-day forum provides an opportunity for sharing industry success stories and encouraging innovative thinking and collaboration for planning and developing the future water industry workforce.

2021 Regional Hybrid Workshops

Our Regional Hybrid Workshops are attended by in person and virtual attendees. The event is typically informal with technical presentations and discussions. While we pursue sponsorships we do so under strict guidelines set by our member hosts and Strategic Priorities Group (SPG). Our focus is on targeted, interesting technical presentations in case study format and not direct product sales pitches.

There are two presentation options for event sponsors to choose from, a three-minute session introduction where you introduce yourself and talk about new products and services; 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, innovative and approved by our conference hosts.

All 2021 events will be one or two days in duration, typically with a short conference program and a site tour. This leaves a strictly limited number of presentation spots which we expect to be in high demand.

2021 Best of the Best Queensland Water Taste Test

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 Queensland 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). Livingstone Regional Council was crowned the winner for 2020. This follows the success of Mackay and Toowoomba Regional Councils which represented Australia on the International stage, with Mackay receiving the Silver Award in 2020.

2021 Other Event Sponsorship Packages:

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

PRINCIPAL EVENT SPONSOR (ONE SPONSOR ONLY PER EVENT)

\$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 (two minutes)
- Elevator Pitch/Introduction to Session - a three minute elevator pitch 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
- Space for posters, banners and display table

GOLD SPONSOR (UP TO THREE GOLD SPONSORS PER EVENT)

\$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/Session Introduction (three minutes)
- Space for posters, banners and 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 posters, banners and display table

DINNER SPONSOR (ONE SPONSOR ONLY PER EVENT)

\$1,000 + GST

- Elevator Pitch (three minutes)
- 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 posters, banners and display table



2021 Other Sponsorship Categories:

If none of the previous event sponsorship packages work for you, below are some other opportunities you could consider to connect with our members and organisations:

***qldwater* Essentials Webinars (held monthly) - \$1000**

qldwater Essentials Webinars are held each month for one hour and attract around 60 to 80 attendees. These sessions are designed to bring together our members, regulators and industry body to network and exchange information through interesting and interactive sessions.

This sponsorship includes:

- Three minute Elevator Pitch
- Logos included on all materials and platforms used to promote the webinar

***qldwater* Fundamentals Webinars (held monthly) - \$1000**

qldwater Fundamentals Webinars are held each month for one hour and attract around 80 to 100 attendees. This series of webinars will provide practical demonstrations of the most common water and wastewater treatment and network operations tasks.

This sponsorship includes:

- Three minute Elevator Pitch
- Logos included on all materials and platforms used to promote the webinar

***qldwater* Newsletters (distributed quarterly) - starts at \$165**

qldwater's newsletter is distributed quarterly and sent to around 1000 subscribers. The newsletter is used to communicate regularly with our members and organisations, delivering the latest news, events and general information relevant to the Queensland Urban Water Industry.

Advertisement sizes are:

- Full page advertisement A4 - \$1100
- Half page advertisement - \$550
- 1/3 page advertisement - \$440
- 1/4 page advertisement - \$275
- 1/8 page advertisement - \$165

***qldwater* Website Video Hosting - \$1100**

qldwater is pleased to offer video hosting opportunities for our sponsors to promote their organisation and provide details about their latest technology and news. We also have the capabilities to track the engagement of the information provided in the videos from our audiences through analytical tracking.

This sponsorship includes:

- Three minute sponsor video
- Dedicated sponsor page featuring:
 - Header Web Banner
 - Sponsor Video
 - Latest news
 - Contact information

Discounted packages are available for multiple sponsorships. Sponsor three or more events and receive 10% discount.

Thank you!

Thank you for your interest in supporting the Queensland Water Industry. We are looking forward to speaking with you regarding any questions or queries you may have.

Please contact Naomi Carragher either by email ncarragher@qldwater.com.au or phone 07 3632 6850 if you are interested in finding out more information about any of the sponsorship opportunities.



Contact Details

qldwater

Level 1, 6 Eagleview Place,
Eagle Farm QLD 4009

07 3632 6850

enquiry@qldwater.com.au

www.qldwater.com.au

