The biggest international water conference and exhibition in the Southern Hemisphere

ozwater’20
Thirst for Action
Kundu warpu wayinthi

Sponsorship Opportunities

The biggest international water conference and exhibition in the Southern Hemisphere

5-7 May 2020
Adelaide Convention Centre
Ozwater’19 at a Glance

**4,724**
PARTICIPANTS

**↑ 10.5%**
FROM
OZWATER’18

**1,404**
DELEGATES

**2,182**
TRADE VISITORS

**78**
YWP PROGRAM, WORKSHOP OR PANEL ATTENDEES

**980**
EXHIBITOR STAFF

**80**
OTHER

**236**
EXHIBITORS

**5,106**
LEADS CAPTURED

**444**
ABSTRACTS RECEIVED

**219**
PRESENTATIONS AT THE EVENT

**18**
WORKSHOPS/PANELS

**404**
INTERNATIONAL ATTENDEES

**↑ 87%**
FROM
OZWATER’18

**42**
COUNTRIES REPRESENTED
Ozwater’19 Program Highlights

9 Keynote Speakers including Professor Jeffrey Sachs, Director, UN Sustainable Development Solutions Network and world-renowned economics professor who presented in holographic format.

Industry Safety & Wellbeing Program continued for a 2nd year. Keynote Speaker, Sidney Dekker was one of the most highly rated keynote speakers with his take on doing safety differently. Article posted on Sidney’s presentation achieved an astounding 85,000 pageviews.

Exhibition activations including theatre program, 3 delegate lounges, Club House, artistic poster displays with instant downloads.

1,100 Gala Dinner Attendees with 8 Australian Water Awards given out on the night to recognise excellence in the sector.

Six site tours offered pre and post conference.

The latest event technology utilised for instant access to papers, posters and seamless sharing of contacts with other delegates and exhibitors.

Sustainability front and centre with every satchel unique and made from recycled material diverted from landfill. Reusable sandwich wraps given out to eliminate single use plastic food wrap post event.
Program Engagement

Ozwater’19 featured

49 sessions
with strong attendance across each session

91%
of attendees rated the program
as Good to Excellent

Top 15 sessions by attendance:

Ozwater presents ‘PFAS & the Water Industry’
107 attendees

South East Water and Intelligent Water Networks present ‘Opportunities for Artificial Intelligence in the Water Industry’
105 attendees

Water Recycling Specialist Network presents
‘Is Australia Ready to Drink Recycled Water’
102 attendees
Digital Engagement & Content Production

49 presentation profile pieces published pre-event on Water Source
16 articles published live from the event
24 professional podcasts recorded onsite
5 professional videos recorded onsite

37% increase in website sessions from January to May
36% increase in users from January to May
41% increase in page views from January to May
213% increase in time on page from January to May

Top 3 Most Popular Articles

Hard hats and hi-vis: Australian safety culture focussing on all the wrong things
Sidney Dekker, Keynote Speaker

85,000+ page views

Here’s how one utility is dealing with ageing asbestos in water mains
South East Water

2,344 page views

How this utility changed customer behaviour with a simple text message
Yarra Valley Water

1,423 page views

85,000+ page views
Our direct marketing campaign involved digital newsletters to a database of roughly 12,000 industry professionals. Our main form of direct marketing was the Ozwater Bulletin.

Ozwater’19 Bulletin Key Stats

- **42** Ozwater Bulletins sent
- **12,000** Recipients for every bulletin sent
- **30%** Average open rate
- **16%** Average click rate

**Tweet impressions**
- **79k**
- **134.7k**
- **212.4k**
- **360.4k**

**Profile visits**
- **3,931**
- **4,606**
- **4,966**
- **4,966**

**New followers**
- **157**
- **190**
- **1,551**
- **214**
You can all be extremely proud of what you have achieved with Ozwater’19, which has set a new benchmark for future Ozwater events. The mix and balance of keynote speakers, topics, networking opportunities, exhibitors and technical session was exemplary. Why? Because it truly demonstrated the AWA’s absolute commitment to diversity and inclusion that I have seen nowhere at any global water conference.

**John Holland**  
Sponsor

Truly the best event for water industry professionals to share and gain insights.

**WaterGroup**  
Exhibitor

Ozwater was a great gathering space of people and organisations to discuss and collaborate their ideas for improving the water quality and security of the future. It was a great platform for sharing ideas and getting to know more of what the industry has to offer in terms of research and innovation including updates to legislations/standards. It’s definitely a worthwhile event to attend as a delegate, sponsor, exhibitor or simply a visitor to the event. We will be back again next year!

**Lycopodium**  
Exhibitor

Was great to be a part of it. Having Sally Prosser running the speaker training sessions really helped to deliver a better presentation so I think this should be a continued service offered to speakers to continue raising the bar of presenters.

**Presenter**

It was a very stimulating and full conference. I was impressed with the number of women attendees and presenters. The keynotes set the scene for each day and the site tours were really good, especially the walk on country with the aboriginal local.

**Delegate**
## Ozwater’20 Sponsorship Opportunities

<table>
<thead>
<tr>
<th>SPONSORSHIP LEVEL</th>
<th>NUMBER AVAILABLE</th>
<th>CONTRIBUTION</th>
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<tbody>
<tr>
<td>Principal Partner</td>
<td>Three</td>
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<tr>
<td>Major Sponsor</td>
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<td>Welcome Networking Evening</td>
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<td>Refuel &amp; Refresh Hub Sponsor</td>
<td>Two</td>
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<td>Live &amp; Loud Lounge Sponsor</td>
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<tr>
<td>Action Hub Sponsor</td>
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<td>Technology Sponsor</td>
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<td>Delegate Lounge Sponsor</td>
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<td>Happy Hour</td>
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<td>International Keynote Speaker Sponsor</td>
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<td>Technical Conference Stream Sponsor</td>
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*Note: All prices quoted inclusive of GST*
For more detailed information on the above packages and detailed inclusions or to request a customised proposal, please contact:

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