



AWA

CATCHMENT MANAGEMENT CONFERENCE

22-23 August 2011
Wangaratta, Victoria

Sponsor Prospectus





Catchment Management Conference
22-23 August 2011
Wangaratta, Victoria



**Healthy catchments, healthy communities: integrating catchment actions:
A conference about catchment management**

22-23 August 2011 at the Wangaratta Performing Arts Centre

Objective:

Building co-operative relationships with land managers and CMAs about water supply aspects of catchment management.

The AWA Specialist Group on Catchment Management is organising this conference to build linkages between all the parties with responsibilities for improving catchment management. Many agencies have embarked on proactive management strategies to improve the quality of catchments - provision of safe drinking water is just one of the many goals that can be achieved from such initiatives.

Our aim is to promote cooperation between natural resource managers and water utilities to identify and achieve common goals of improved water quality and catchment sustainability. The aim of this conference is to link managers of natural resources with managers of water utility supplies to establish networks of communication and to identify mutually synergistic goals and actions for the benefit of catchments.

Conference topics/sessions:

- Catchment management – what it is and why it is important; what are our expectations and what do we want from it?
- Demonstrating and quantifying land use impacts on water quality – is there a role for computer modelling? What tools are available? Does implementation of best management practices (BMPs) actually bring about improvements that can be measured and /or modelled?
- Setting priorities and managing risks – catchment manager/Water Utility interaction – what are the goals for each of these types of agencies? Where are the synergies? What are the risks to catchments? How can these risks be identified and prioritised and how can they be managed? Finding the common ground and identifying mutually beneficial objectives.

- Catchment management toolkit - land management, planning controls, recreation – stakeholder engagement – how can we achieve effective engagement to achieve multiple objectives. Practical evaluation of ecosystem services schemes.
- Water quality monitoring – design, statistics, guidelines values; using monitoring to design catchment management activities.
- Valuing catchments as business assets – funding catchment management activities, cost: benefit analysis.

Who should attend?

All stakeholders involved in the management of catchments will be encouraged to attend;

- Natural resource managers
- Land and water managers
- Regulators of health and environment
- Commonwealth, state and local government staff and consultants
- Water industry professionals/technicians

We are thrilled to bring you this special event.

On behalf of the Organising Committee, I invite you to participate and look forward to seeing you at the Conference.

Pat Feehan
Conference Chair
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0437 354 088



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Event Overview

Anticipate 200+ attendees.

Opportunities

Gold Sponsor Silver Sponsors Delegate Satchel Exhibitors

Gold Sponsors (3 maximum)

\$6,600 (inc GST)

1 already taken up!

- Acknowledgement as Sponsor on marketing materials
- Company logo on all advertising and promotional material associated with the conference
- Three conference registrations
- Opportunity for representative to give a five minute presentation during the conference program
- Prominent company logo on lectern in plenary room
- Full page advertisement on back cover of the delegate handbook
- Company biography in delegate handbook
- One form of promotional material included in the delegate satchels
- Logo on delegate name badges
- Logo on delegate satchels
- Logo on most signage at the venue

Silver Sponsors (5 maximum)

\$3,300 (inc GST)

- Acknowledgement as Silver Sponsor on marketing materials
- Company logo on all advertising and promotional material associated with the conference
- Two conference registrations
- Company biography in delegate handbook
- One form of promotional material included in the delegate satchels

Dinner (1 only)

\$7,700 (inc GST)

- Company logo included on materials
- 1 corporate table at the dinner
- 5 minute address at the dinner
- Company logo to signage at the dinner

Satchel Sponsor (1 only)

\$2,700 (inc GST)

- Corporate logo prominently printed (in full colour) on the delegate's satchels
- Corporate promotional material placed in delegate's satchels (provided by sponsor)
- Company biography in delegate handbook



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Preliminary Program

- **Sunday, 21 Aug** Site tour - Ovens Valley
- **Monday, 22 Aug** Conference sessions & dinner
- **Tuesday, 23 Aug** Conference sessions

Conference Location and venue

Wangaratta is 235 kilometres north east of Melbourne and 647km south of Sydney, New South Wales on the Hume Freeway. Albury airport is 70kms and 45kms to the north.

The region is famous for world class wine and gourmet food. It is the gateway to Victoria's major ski fields. With its spectacular scenery, the region is viewed by tourists as the 'hub' from which to explore North East Victoria and Southern New South Wales. www.visitwangaratta.com.au/

Wangaratta Performing Arts Centre (WPAC) is situated in the heart of Wangaratta's arts precinct. The Centre is a new facility and ideally set up for conferences. All conference sessions and dinner will be located at the WPAC. Wangaratta has approximately 1,195 beds in a range of facilities, many within easy walking distance of the Conference Venue.

About the Australian Water Association

The Australian Water Association (AWA) is an independent, not-for-profit association for water professionals and organisations, providing leadership in the water sector through collaboration, advocacy and professional development. Australia's peak water industry body, the AWA has the largest - and most broadly based - membership, connecting professionals around the country and across all water related disciplines.

The Australian Water Association is committed to delivering services to members and to the water sector. Membership of the AWA continued to grow around the country and our total individual membership now close to 6,000. Victoria plays host to nearly 1,500 of these members.

The AWA Vic Branch

AWA has a strong network of branches embracing each state and territory. AWA's state and territory branches focus on member-to-member interactions, communications and service delivery. The Victorian Branch Committee endeavors to serve these members and others in the water industry by being the provider of forums for information sharing, education, professional development and discussion of issues within the state.

The Vic Branch Committee consists of 18 volunteer members plus the President of the Vic Young Water Professionals (YWP). The Committee focus is on three main areas: Technical programs; Special Events; and Administration, Awards and Policy advocacy. The Branch Committee is supported by a full-time Branch Manager.

Catchment Management Specialist Network

The Network aims to create opportunities for sharing and evolving knowledge to progress the field of Catchment Management across Australia. Through doing this we build cohesive collegial networks and aim to develop leading edge practices that foster collaboration and integration together with other areas of the water sector and across Australia. For further information, see:

Why Sponsor?

A sponsorship package is a cost-effective opportunity to reach a number of delegates in your specific target market. If you wish to raise your profile and brand awareness within the water industry including wastewater, stormwater, environment or infrastructure sectors, then this is your target market.

The benefits of sponsorship are numerous:

- Sponsorship is a proven tactic for marketing your brand: it combines the reach of magazine advertising with the power of direct mail and persuasion of face-to-face meetings.
- Your company will benefit significantly from exposure to an interested, relevant and influential audience in formal and informal environments.
- These events can provide you with direct exposure to your target market including exposure to local decision makers involved in the water, waste water and trade waste industries.
- Provides opportunities to capitalise on a wide potential client base to inform them about your products and services and build relationships.

Further Information and Contact Details

Sponsors have the opportunity to select the package to receive acknowledgements, benefits and entitlements according to the level of sponsorship contribution indicated on the previous pages. Sponsorship items are allocated on a first come, first serve basis.

Application for Sponsorship

If you wish to secure one of the exciting opportunities as outlined in this prospectus, please complete and return the application form. You will be contacted to acknowledge receipt. Sponsorship agreement and invoice will follow shortly thereafter.

Further Information and Contact Details

Australian Water Association
Victorian Branch

Gail Reardon, Branch Manager

Telephone 03-9235 1416 or vicbranch@awa.asn.au