

# SMART WATER CONNECT

Australia's National  
Urban Water  
Efficiency Forum

Tuesday 13 October 2026

Aerial Function Centre  
UTS Sydney

SPONSORSHIP &  
EXHIBITOR PACK

2026



the water  
conservancy

SMART WATER THINKING

[www.thewaterconservancy.org](http://www.thewaterconservancy.org)

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# ABOUT SMART WATER CONNECT

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Smart Water Connect - Australia's first national forum dedicated to urban water efficiency, bringing together all sectors — utilities, government, manufacturers, retailers, irrigation and greenlife industries, service providers and community leaders — to drive practical outcomes in how we use, value and save treated tap water.

The program explores how we shift community behaviours, lift efficiency standards across homes and businesses, build drought resilience into how we manage water outdoors, and harness smart technology and data to make better decisions.

It examines the role of policy and regulation in accelerating progress, and challenges every part of the supply chain — from product design to point of use — to deliver measurable impact. If water is a key ingredient in your sector, Smart Water Connect is where you need to be.

## Building on momentum

275 delegates attended the IWA Water Efficiency Conference 2025 in Melbourne, with 75% from Australia — demonstrating strong sector appetite for a dedicated water efficiency forum.

Smart Water Connect picks up that momentum on home ground, with an annual, nationally focused format designed for the Australian context



## Forum Themes

### **Driving community engagement and behaviour change**

Education, outreach, and community-led initiatives that shift water use behaviours and build long-term water literacy.

### **Harnessing data, smart technologies and insights**

The role of smart metering, modelling options analysis, monitoring and data analytics in improving water management, customer engagement, and system performance. coordinated action.

### **Strengthening drought resilience and outdoor water management**

Best-practice drought preparedness, adaptive response frameworks, and strategies to reduce outdoor water usage.

### **Increasing uptake of efficient products through information, incentives and innovation**

Certification and labelling schemes, product rebates/swaps, and the next wave of water-efficient product and system solution innovations.

### **Enabling impact through standards, policy and regulation**

Federal, state, and local policy settings shaping water efficiency outcomes and driving coordinated action.

### **Non-residential water efficiency solutions**

Programs, partnerships, and performance strategies to reduce water use across commercial, industrial, and institutional sectors.

## Water Night Launch Event

The event concludes with an evening of networking at the Water Night Launch. Hosted by TWC Ambassador Costa Georgiadis, the launch brings together leaders from across the water industry, government, product manufacturers, corporates and not-for-profits.

Guests will hear the latest research findings on Australia's relationship with water, witness the announcement of the Smart Drop Excellence Award winner and preview the national Water Night 2026 campaign. Join us for an evening of networking, celebration and inspiration.

# ABOUT THE WATER CONSERVANCY

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The Water Conservancy is an independent, not-for-profit Australian organisation dedicated to improving water efficiency, water literacy, and household water behaviour. We lead the way as a knowledge resource and advisory hub for the education, facilitation, and adoption of a more conscious and efficient approach to water use in Australia.

We work with water utilities, all levels of government, manufacturers, retailers, research institutions, and industry associations to deliver programs that create measurable impact.

## Our Programs



Australia's water efficiency certification program for products and services, enabling consumers and businesses to easily identify independently assessed water-efficient options.

A subscription resource providing professional water efficiency information to water utilities, councils, and businesses, generating greater water literacy, increased value of household water, and positive community behaviour change.



Australia's premier national behaviour-change campaign delivered during National Water Week. Now in its sixth year, with over 54,000 sign-ups since launch and a national reach of nearly 6 million people in 2025.

A practical water efficiency program connecting communities, businesses and water utilities with trusted tools, resources and actions that support smarter water use, reduced waste and long-term behaviour change.

**SMART  
WATER  
SOLUTIONS**

**WALTER  
SMART  
& FRIENDS**

A curriculum-linked school incursion program using live performance, music and interactive workshops to teach primary students about the urban water cycle, water efficiency and everyday water-saving actions.

The Water Conservancy is the host of Smart Water Connect — ensuring the forum maintains editorial independence, cross-sector credibility, and a focus on practical outcomes rather than commercial promotion.

## Advisory Panel

Smart Water Connect is guided by a high-calibre Advisory Panel drawn from across the water-use ecosystem:

Andrea Turner / Simon Fane — Institute for Sustainable Futures, UTS

Chris Philpot — CEO, The Water Conservancy

Emma Stewart — Water Efficiency Manager, DEECA

Lizzie Lewis — Education Lead, Goulburn Valley Water

Nick Tripp — Director, PPI Group

Peter Durand — Acting General Manager, Irrigation Australia

Teresa McMaugh — Director, WELS

# WHO ATTENDS

Smart Water Connect targets 150 delegates drawn from every sector that influences how drinking water is used, valued and saved. Unlike single-sector water events, this forum brings the full decision-making chain into one room.

Audience Segment	Includes	Why Sponsors Care
<b>Water Utilities</b>	Strategy, demand management, education, customer engagement, sustainability	Core buyers and specifiers of water-efficient products and services
<b>Government</b>	Federal (DCCEEW), state (DEECA etc.), local councils	Policy-makers shaping rebate programs, WELS, building codes
<b>Product Manufacturers</b>	Bathroom, plumbing, appliance, irrigation, pool & spa	Direct commercial opportunity — peer-to-peer networking
<b>Smart Drop Licensees</b>	Certified product and service providers	Innovation-forward brands already in the TWC ecosystem
<b>Retailers &amp; Corporates</b>	Major retailers and corporates with sustainability commitments	Consumer-facing brands with ESG and community impact goals
<b>Irrigation &amp; Greenlife</b>	Irrigation Australia, Greenlife Industry Australia members	Outdoor water use is a major theme — specialist audience
<b>Research &amp; Consulting</b>	Universities, ISF/UTS, consultants, delivery partners	Evidence-base for policy and program design

# THE PROGRAM

TUESDAY, 13 OCTOBER, 2026  
UTS AERIAL FUNCTION CENTRE, SYDNEY

Smart Water Connect is a full-day forum structured around six thematic streams, with plenary sessions bookending the day. Exhibition and networking breaks are integrated throughout, ensuring maximum delegate interaction with partners and exhibitors.

8:15 AM 9:00 AM	<b>Registration, Coffee &amp; Exhibition Opens</b>	
9:00 AM 10:00 AM	Welcome & Morning Plenary	
10:00 AM 11:15 AM	<b>Driving Community Engagement and Behaviour Change</b>	<b>Advancing Non-Residential Water Efficiency</b>
11:15 AM 11:45 AM	Morning Tea & Exhibition	
11:45 AM 1:00 PM	<b>Strengthening Drought Resilience and Outdoor Water Management</b>	<b>Unlocking Efficiency through Standards, Incentives and Innovation</b>
1:00 PM 2:00 PM	Lunch & Exhibition	
2:00 PM 3:15 PM	<b>Harnessing Data, Smart Technologies and Insights</b>	<b>Enabling Impact through Policy and Regulation</b>
3:15 PM 3:45 PM	Afternoon Tea & Exhibition	
3:45 PM 5:00 PM	<b>Closing Plenary &amp; Panel Discussion</b>	
6:00 PM 9:30 PM	Water Night: Networking dinner and drinks	

Note: The program is curated by the Smart Water Connect Advisory Panel. Each concurrent session features three 20-minute presentations followed by a 15-minute panel Q&A. Session Partners chair their respective streams.

# WHY PARTNER WITH SMART WATER CONNECT

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Smart Water Connect offers a unique platform to position your organisation at the centre of Australia's water efficiency conversation. Here's why partnering delivers real value:

## Inaugural Opportunity

Get in at the ground floor of Australia's only national water efficiency forum.

Founding-year partners set the benchmark and establish themselves as leaders in this space from day one.

There is no better time to shape the narrative than at the very beginning.

## Cross-Sector Audience

Unlike single-sector water events, Smart Water Connect brings utilities, government, manufacturers, retailers, researchers, and service providers into one room. Your brand reaches the full decision-making chain — from policy-makers to product specifiers to end-user advocates.

## Practical Outcomes Focus

This isn't a talkfest. Smart Water Connect is built around focused, practical exchange and cross-sector problem-solving that drives measurable outcomes. Partners are associated with action, not just discussion and that association carries weight with a professional audience.

## Networking That Matters

Exhibition and networking breaks are integrated throughout the day, and the forum concludes with the Water Night Launch hosted by Costa Georgiadis — an evening of celebration, research, and connection. Every delegate stays. Every partner benefits.



# SPONSORSHIP OPPORTUNITIES

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Smart Water Connect offers three partnership tiers, each designed to deliver genuine value — from premium visibility and content access through to accessible, budget-friendly options. All prices are exclusive of GST.

## Major Partner

**\$8,000 (ex GST) | 2 Available**

The most visible partnership available. As one of just two Major Partners, your brand sits alongside The Water Conservancy across every touchpoint — from pre-event promotion to the post-event wrap-up. Four registrations, a session chair role, a complimentary exhibition table, delegate list access, and premium branding give your team everything needed to make the day commercially productive.

- 4 full conference registrations (including evening event)
- Complimentary exhibition table in premium position
- Session chair role — choice of stream (2-minute introduction + Q&A facilitation)
- Pre-event delegate list (opt-in contacts only)
- Logo in hero position on all event signage, and program
- Logo on all pre-event marketing (website, EDMs, social media)
- Logo on PowerPoint holding slides (all sessions)
- MC acknowledgement from stage (multiple mentions throughout the day)
- 1x sponsor-supplied banner in plenary area
- Full-page sponsor profile on event website
- 2x dedicated social media posts (pre-event)
- Post-event survey and feedback data
- Thought-leadership article in post-event wrap-up
- Dedicated post-event recognition (LinkedIn + EDM)



## Session Partner

**\$5,000 (ex GST) | Up to 6 Available (one per theme)**

Own a theme. Align your brand with the forum stream that matters most to your business — whether that's smart technology, community engagement, drought resilience, or product innovation. You chair the session, introduce the speakers, and facilitate Q&A. It's a content marketing asset that delivers value well beyond the day.



- 2 full conference registrations (including evening event)
- Session chair role — own stream (2-minute introduction + Q&A facilitation)
- Logo on session room signage and materials
- Logo linked to session theme on pre-event marketing (website, EDMs)
- Logo on PowerPoint holding slides (own session)
- MC acknowledgement at session introduction
- 1x sponsor-supplied banner in session room
- Half-page sponsor profile on event website
- 1x shared social media post (pre-event)
- Post-event recognition (shared feature in LinkedIn + EDM)

## Supporting Partner

**\$2,500 (ex GST) | Unlimited**

Be part of the conversation. Demonstrate your organisation's commitment to water efficiency at Australia's inaugural national forum — at a price point that works for any budget.

- 1 full conference registration (including evening event)
- Logo on event website (with link to your organisation)
- Logo on event program
- Post-event recognition (listed in LinkedIn + EDM)



# BENEFITS

A side-by-side comparison of what's included at each partnership level.

Benefit	Major \$8,000	Session \$5,000	Supporting \$2,500
<b>BRANDING &amp; VISIBILITY</b>			
Logo on all pre-event marketing (website, EDMs, social)	✓ Prominent	✓ Session-linked	✓ Listed
Logo on event signage, and program	✓ Hero position	✓ Session room	✓ Listed
MC acknowledgement from stage	✓ Multiple	✓ Session intro	-
Banner placement (sponsor-supplied)	1x plenary	1x session room	-
Logo on PowerPoint holding slides	✓ All sessions	✓ Own session	-
Post-event recognition (LinkedIn + EDM)	✓ Dedicated	✓ Shared	✓ Listed
<b>SPEAKING &amp; CONTENT</b>			
Session chair role (2-min intro + Q&A)	✓ Choice of stream	✓ Own stream	-
Thought-leadership article in wrap-up	✓	-	-

Benefit	Major \$8,000	Session \$5,000	Supporting \$2,500
<b>NETWORKING &amp; ACCESS</b>			
Full conference registrations (incl. evening)	4	2	1
Pre-event delegate list (opt-in)	✓	-	-
Complimentary exhibition table	✓	-	-
<b>DIGITAL &amp; LEAD GENERATION</b>			
Sponsor profile on event website	Full page	Half page	Logo + link
Social media feature (pre-event)	2× dedicated	1× shared	Tagged
Post-event survey/feedback data	✓	-	-



# EXHIBITOR OPPORTUNITIES

Smart Water Connect offers a limited number of exhibition positions in the networking and catering area — the highest-traffic zone of the venue. With only 5 tables available (2 reserved for Major Partners), exhibition space is strictly limited.

## What's Included

- Branded table position in the networking and catering area (high-traffic zone)
- 1× dressed trestle table, 2× chairs
- 10A power outlet and Wi-Fi access
- 1 full conference registration including all catering and evening event
- Company profile and logo on event website and printed program



## Pricing

Package	Price (ex GST)	Availability
Standard Exhibitor	\$2,500	3 – 4 tables
Smart Drop Licensee / TWC Subscriber	\$1,800	3 – 4 tables
Additional Exhibitor Staff Registration	\$350 per person	As required

Note: Only 3–4 exhibition tables are available for purchase (remaining positions after Major Partner allocations). Early booking is strongly recommended to secure your position.

# KEY DATES

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Milestone	Date
Sponsorship pack released	June 2026
Call for abstracts closes	Friday 10 July 2026
Speakers notified / program finalised	Friday 31 July 2026
Early bird registration opens	June 2026
Sponsorship & exhibitor bookings close	Friday 29 August 2026
Event day	Tuesday 13 October 2026

# CONTACT

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To discuss partnership, exhibitor, or add-on opportunities — or to request a tailored proposal, please contact:

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**Chief Executive Officer**  
**The Water Conservancy**

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[thewaterconservancy.org/smart-water-connect/](https://thewaterconservancy.org/smart-water-connect/)