



WATER SERVICES
ASSOCIATION OF AUSTRALIA

Water Associations Meeting

Carl Radford, Water Services Association of Australia
October 2017



What is WSAA?

- Peak body for water utilities
- Members provide services to over 20 million Australians (around 80-90% of population)
- Members have annual revenue over \$15 billion
- Members manage over \$150 billion in assets



WSAA Members



WSAA Utility Members



WSAA'S central functions



1. Collaboration

- Between members information sharing and problem solving
- On projects that are too big or expensive to do alone



2. Advocacy

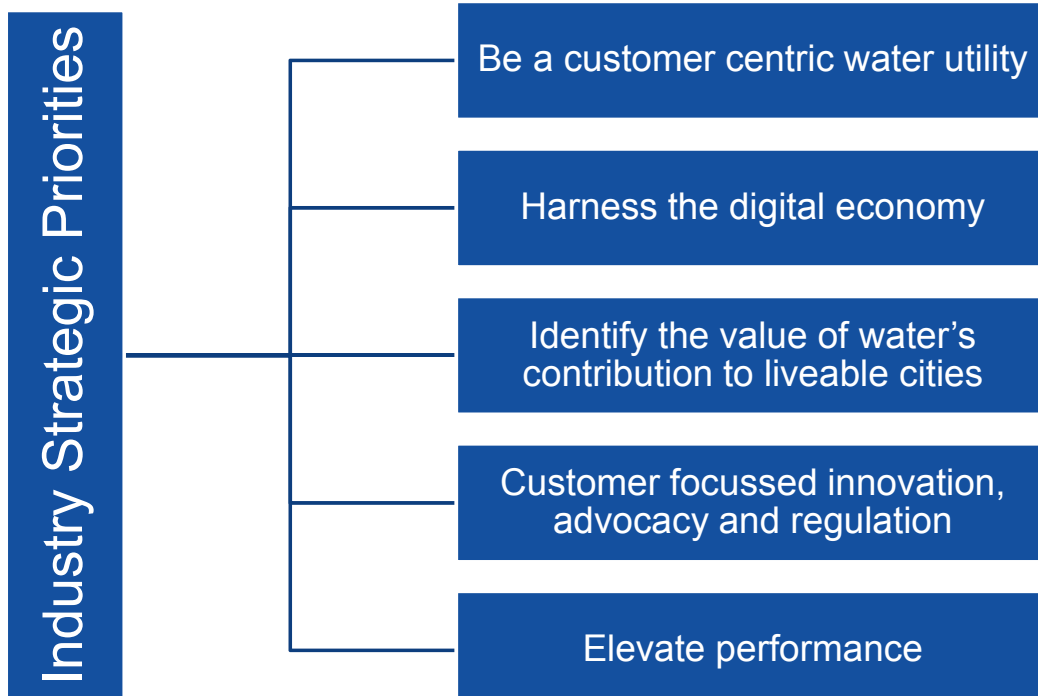
- Representing industry interests in Canberra
- Influencing policy
- International representation



3. Innovation

- A filtering point for latest technology
- Introducing new ideas from Australia and overseas
- Benchmarking

Strategic priorities



Strategic priorities

Be a customer centric water utility

- Understanding Customer Value
- Customer Engagement



Strategic priorities

Harness the digital economy

- Internet of everything
- Digital utilities
- Big data



Strategic priorities

Identify the value of water's contribution to liveable cities

- Next Gen Urban Water: The role of urban water in vibrant and prosperous communities
- Global Goals for Local Communities: Urban water advancing the UN Sustainable Development Goals

Next Gen Urban Water

Collaboration for broader community benefit



Case study – Melbourne water utilities

- 21 organisations, lead by City West Water
- 25% increase in alternative water for green space by 2030
- Double tree canopy cover in west by 2050
- Green space increased 25% by 2030
- Example - benefit to community estimated to be 1–8% increased property value within 500m of the creek (\$2.3–\$18.2M)



Strategic priorities

Customer focussed innovation, advocacy and regulation

- Urban water cost chain
- Urban water reform
- Wet wipes/flushable products
- Technology adoption and fostering innovation

Flushable Products – Scope of the problem



Wet wipes are screened and removed at the Ullswater Wastewater Treatment Plant. Picture: SA Water

SA News

SA Water urges customers to rethink the use of wet wipes that are creating fatbergs

ACCC takes court action on 'flushable' wipes

12 December 2016

The Australian Competition and Consumer Commission has instituted proceedings against Kimberly-Clark Australia Pty Ltd (Kimberly-Clark) and separately Products Pty Ltd (together, Pental) alleging that they each made false or misleading representations in relation to 'flushable' wipes they marketed and supplied in Australia.

The ACCC alleges that, by labelling these products as "flushable", consumers were led to believe that the products had similar characteristics to toilet paper, would break up or disintegrate in a timeframe and manner similar to toilet paper, and were suitable to be flushed down the toilet, when this was not the case.

'Flushable' wipes causing blockages in Queensland's sewage systems

ABC Local Brisbane City News Brisbane

NEW ZEALAND

Sewage leak caused by wet wipes being flushed down toilet turns Glen Innes' Omaru Creek black, kills fish and eels

NSW

SYDNEY WATER REVEALS SICKENING PHOTOGRAPHIC EVIDENCE OF WET WIPES' IMPACT ON SEWER SYSTEM

Flushable Products – efforts

- International Water Sector Flushability Group (IWSFG) founded between Australia, US, Canada, Spain & Japan
- Joint international statement on products labelled 'flushable' with 300 signatories
- International and Australian Standards development
- Utility research
- Customer and social media campaigns



500 tonnes of wet wipes are removed from our sewers each year. That's the weight of 20 buses.

Sydney
WATER



Strategic priorities

Elevate performance

- Benchmarking
- Tapping the Power of Inclusion and Diversity in Urban Water
- Codes and appraisals



How to find us



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@admlovell

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Water Services Association of Australia



Web

www.wsaa.asn.au

Questions



Any QUESTIONS???