

Kwatye (Water) Prize 2009

Author: Bernd Vetter

Objective of Paper/Project

The objective is to communicate effectively the contribution made by all people who are involved in our industry, their passion, responsibility and most importantly the opportunity for young people to come on board and counteract our skills shortage. All of which needs appropriate marketing tools like visual media. Similar to the 24hour @ 'us' footage, shown during the 2009 weekend seminar.

Such campaign to have a two-pronged approach for internal and external target audience. It would cover aspects of the type of activities performed from within the respective areas, the care from our people and the benefit it creates for the environment and the end-user.

I am aware about the videos already produced by WIOA where people are interviewed about their roles. This would compliment the program but explain more about the actual skills and activities. The Defence Force advertisement campaign is an example.

The project would involve developing educational campaign videos to communicate in easy terms what our industry is all about. They would find distribution through the water utilities and GSA to the schools and universities in their areas.

It would involve the production of a video series, depicting our day to day contribution ie. **"The Hitchhikers Guide to the Water Industry"**

It would place a strong emphasis on the attractiveness to work in the industry. It would feature what typically is done at Water or Sewer Treatment Plants, Headworks and Civil Maintenance in distributed networks

The benefit for me is to directly create & drive more attention and interest in young people to see the water industry as a possible career path. It requires for interaction and commitment from all urban & rural water utilities, the positive recognition from the educational sector, Government organisations like GSA, DOE, etc.

The prize money would mainly have to cover the film production with further sponsoring required from government and industry in terms to extend the series and campaign.

My profile is attached.

Regards,
Bernd Vetter