



corporate members guide 2012

communicate ● encourage ● protect ● network ● engage



Corporate Members Benefits

- Twice yearly journal **WaterWorks** supplied
- Opportunity to advertise in **WaterWorks** to a targeted national market
- Quarterly newsletter **Operator**
- Monthly snippets newsletter **Words**
- Opportunity to be the Corporate Supporter of the month
- Opportunity to provide the industry with 'people news' when new employees join your business
- Opportunity to use the WIOA logo
- WIOA Website listing
- Recognition at the Annual Conferences through Corporate Members sign
- Automatic Membership for one person
- Positions Vacant listed on our website for free
- Free attendance for one person at our annual Weekend Seminar
- Free copies of WIOA member handbook to distribute



About WIOA

The Water Industry Operators Association of Australia (WIOA) is a rapidly expanding national Association with a primary role of facilitating the collection, development and exchange of quality information between people undertaking operational roles in the water industry.

Our vision and goals are designed to promote the efficient, sustainable and best practice management of water and use of resources. The Association has nearly 2000 individual and corporate members and produces a number of publications, develops resources and conducts seminars and events focused on "operators" annually.

This document is designed to provide you hints and information to maximise your membership benefits and make the most of your affiliation with WIOA. Remember to share this with your marketing department.

WIOA is pleased to offer corporate membership to companies or Water Businesses. The corporate membership includes:

- Twice yearly journal **WaterWorks** supplied as hard copy
- Opportunity to advertise in **WaterWorks** to a targeted national market
- Quarterly newsletter "Operator" in either mailed hard copy or electronic format
- Monthly snippets newsletter "Words" in either mailed hard copy or electronic format
- Opportunity to provide information as "Corporate Member of the month"
- Opportunity to provide the industry with 'people news' when new employees join your business
- Opportunity to use the WIOA logo - contact WIOA for conditions of use
- Opportunity to participate in "new products/new technology" section of "Operator"
- A website listing containing contact and product or service details in our corporate members directory
- Opportunity for multiple contacts to be provided to WIOA under the one membership
- Recognition at the Annual Conferences through corporate members sign
- Automatic membership for one person, (usually the nominated contact person)
- Positions vacant advertisements posted on the WIOA website free of charge
- Free attendance for nominated contact person only (as a delegate) to our free annual Weekend Seminar/AGM providing places are available
- Opportunity to present at the annual Weekend Seminar - preference given to corporate members
- Free copies of WIOA member handbook to distribute
- Corporate members can also distribute promotional material or product flyers to WIOA members at a very low cost. The maximum size for this type of literature is A3 folded to A4.

WIOA Office

The WIOA office is located in Central Victoria at 22 Wyndham Street, Shepparton. We encourage Corporate Members to drop in to the WIOA office when in Shepparton to take a break, talk to our staff over a coffee, or use our facilities.

The WIOA office is also home to the 'Operator Museum'. Companies wishing to provide operationally based historical memorabilia for safe keeping are welcome to discuss this with us.

events

WIOA Conferences

Only WIOA corporate members are provided advance notification of the exact date when trade sites at each of our conferences will go on sale. This may help you obtain your most preferred site.

Corporate Members can provide WIOA with more than one email address to receive the trade site related notice. Companies exhibiting at all three WIOA conferences in the same year automatically receive a 5% discount. This is taken off the Victorian trade site fee.

The most up-to-date information regarding the WIOA conferences is on the WIOA website.

WIOA conferences aim to:

- Distribute the latest technical and research based information through platform and poster presentations.
- Update the knowledge and skills of operational staff through interaction with fellow water industry employees.
- Provide the opportunity to view and discuss the latest advances in technical equipment, products and services with suppliers and trade consultants.

WIOA endeavours to develop our members and the wider water industry by providing a relaxed forum for operators to present technical papers (often for the first time) to their peers. In doing so confidence is raised, new skills learnt and the opportunity to discuss real operational issues with their peers can result in the formation of valuable networks. Prize winning presenters from other WIOA state conferences as well as New Zealand are invited to deliver their papers in order to share knowledge.

The trade exhibitions are the largest water exhibition held annually in regional areas and provides a chance to discover and research new technology, equipment, services and ideas.

Sponsorship Opportunities

Your sponsorship will assist WIOA to stage our three major events throughout the year, and support the professional development of our members by enhancing networking, providing research and education and creating a better understanding of the water industry.

Sponsorship will align your company as a supporter of the leading non-profit organisation serving the needs of operators in the water industry and will garner valuable exposure to this targeted audience.

Prime Sponsorship Opportunities & Benefits

Prime Sponsorship (\$20K and above) will allow your organisation to receive extensive acknowledgement and promotion in the lead up to and during our events. Prime Sponsors play a significant role and will receive high profile recognition.

Major Sponsors

Major Sponsorship provides your organisation with prominent exposure before and during the event. The Major Sponsors will be seen as important contributors to the success of our events and will receive significant recognition.

Supporting Sponsors

Supporting Sponsorship provides your organisation with exposure before and during the event.

2012 Venue & Dates

NSW

Tamworth 28 & 29 March

Queensland

Gold Coast 6 & 7 June

Victoria

Bendigo 5 & 6 September



2012 Prime Sponsors





events

Seminars

Each year, an open invitation to attend a weekend seminar and the Annual General Meeting of WIOA is sent to all members. Attendees are treated to customised hands-on presentations from various companies and guest speakers about specific products, technology improvements or items of general interest to operations staff. We encourage presenters to bring along new equipment, challenge the audience, but most of all network with WIOA members and Committee in an informal setting.

Special Interest Seminars

WIOA runs a series of special interest seminars using the technical expertise of various members and supporters to provide the latest in information on specific topics. These seminars will be staged as widely around Australia as possible. Topics and locations are chosen based on demand. Some of these seminars incorporate specialised product display opportunities with preference given to corporate members.

Golf Day

WIOA endeavours to give back to the community wherever possible. We have raised over \$40,000 from a variety of sources and this money has been donated to very worthy charities.

Our main annual fundraiser is the Victorian Charity Golf Day held October annually. All corporate members are invited to participate on the day and be in the running to win the "Tradies" cup.



Recognition

Did you know that some WIOA Members are happy to be called I.D.I.O.T.S? It means they have been Inducted as a Delegate of the Inextricably Obstructed Tap Society – I.D.I.O.T.S!

This service award is given to an individual in recognition of their commitment to the vision and philosophies of, and the active promotion of the Association. All WIOA members including corporate members are eligible for this award.



I.D.I.O.T.S. Honour Roll

- | | |
|--|---|
| 2004 Barry Waddell
Ron Bergmeier
Richard Greenhough
George Wall
Tony Hourigan | 2008 Owen Braybrook
Ian Bicknell |
| 2005 Mal Farnham
Neil Healey
Russell Mack | 2009 Leigh Strange
John Park
Brian Davis |
| 2006 Ken Herbert
Pat Davis
John Harris | 2010 David Barry
Peter Tolsher |
| 2007 Peter Jackson
Cynthia Lim
Stephen Wilson | 2011 Graham Thomson
John Paulger |

Publishing

WIOA aims to keep all our members informed of industry changes, challenges and news at the lowest possible cost.

All WIOA members have the option of receiving correspondence in either hard copy or electronic formats with the exception of WaterWorks.

Currently around 60% of WIOA members choose to receive their information electronically. For more information contact the WIOA office on 03 5821 6744 or email info@wioa.org.au

WaterWorks



Our biannual technical journal 'WaterWorks' is distributed to all WIOA and AWA members (over 7000 copies). WaterWorks is published by AWA and distributed with their water journal in May and November.

WIOA corporate members are encouraged to advertise in this journal.

publishing

Build your Brand by advertising through the WIOA network



Operator

Our quarterly newsletter 'Operator' is distributed to WIOA members only.

Each edition includes "Corporate Member News" - short, operationally focussed advertorials. A limited number of these are available FREE of charge to our members per edition. Back issues can be viewed on our website.



Words

Our monthly e-newsletter 'Words' provides information on the latest water industry news, issues, training and events.

Corporate members are invited to submit any news such as company awards, change of address, web site launches, new employees, product launches – just about anything, as long as the message is short and relevant to our members! This service is FREE.



Annual Review

The WIOA Annual Review also doubles as our Member Information Handbook. Many WIOA corporate members have requested extra copies of this document to hand out to prospective WIOA members as it contains a membership form - a handy tool to use when discussing with your customers the benefits of joining WIOA.

If you would like hard copies to send out to your contacts send us an email with your details.

Website

The WIOA website is constantly evolving for the use of the entire water industry. Information on our seminars, conferences, past conference papers, membership, awards, positions vacant, training and useful water industry links can all be found on the site.

There is a search engine specifically for our Corporate members directory listing. Updates to the listing can be made at any time, the search engine can only be as effective as the information provided in your company profile.

Practical Guides

In support of the Australian Drinking Water Guidelines Framework for the Management of Drinking Water Quality, the Water Industry Operators Association of Australia has coordinated the production and distribution of a series of "practical guides" to the operation of key steps (control points) in the delivery of water from the catchment to the consumers tap.

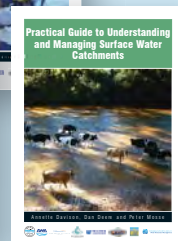
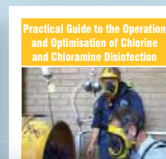
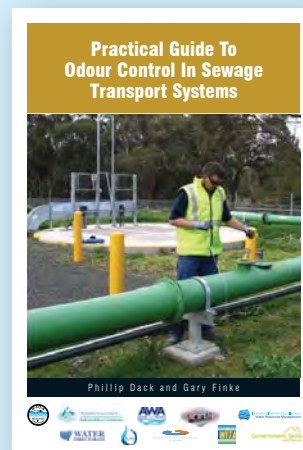
The practical guides are produced by Australian water industry specialists all with significant practical operational experience in Australian conditions.

Practical Guides to Water Treatment

The series of five practical guides aimed at water system operators and managers covers media filters; catchment management issues; chemical addition and primary solids removal; water distribution system operation and management of chlorine disinfection.

Practical Guides to Wastewater.

WIOA recently released the first book in a new series of books covering wastewater issues "The practical guide to odour control in sewage transport systems". Other titles will cover lagoons, activated sludge and use of reclaimed water.



WIOA Members Mail Outs

Stay in touch with WIOA members via a mail out, this service is available to WIOA Corporate Members only.

Publication	Frequency	Material	Page/Word limits	Cost	Deadline
“WaterWorks” Official technical journal.	Biannual (May / Nov)	Advertising	Produced on behalf of WIOA by Australian Water Association – for advertising rates contact AWA directly on 02 9467 8408		
“Operator” Newsletter reports, updates & general information	Quarterly (Feb, May, Aug, Nov)	Editorials with an operator focus. Can include photos, charts and graphs.	Max 200 words and 1-2 photos.	Free	15th of the month prior.
“Words” Electronic news & information update.	Monthly	Text only. Short news snippets, people news, product launches, awards, handy websites.	Max 45 words.	Free	1st of the month.
Mail Out Print Traditional company brochure mail out to all WIOA members.	Applies to any month or mailout. Limited to twice per company per year.	Company brochures on specific products, services or case stories. 750 hard copies are required plus a low resolution pdf file for emails.	Maximum size is A3 folded to A4. Operator months mail will be A4. All other mailouts will be folded to DL (business envelope) size.	\$550 (incl GST) per mailout	5th of the month. Service for Corporate Members only
Mail Out Email Electronic mail out to all WIOA members.	Monthly Limited to twice per company per year.	Company brochures on specific products, services or case studies. The file will be uploaded to your WIOA company web directory page & a hyperlink supplied to members to download.	Unlimited.	\$550 (incl GST) per mailout	1st of the month.



FOR FURTHER INFORMATION PLEASE CONTACT

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