

AUSTRALIAN  
WATER  
ASSOCIATION



# IWA WATER EFFICIENCY CONFERENCE

16-18 September 2025 | MELBOURNE, AUSTRALIA

In its continuous search for solutions, the **International Water Association (IWA)** Specialist Group for Efficient Urban Water Management will bring the 12th biennial **IWA Efficient Conference 2025** to Melbourne Australia, in association with **Australian Water Association (AWA)** on the 16 – 18 September 2025.

Join us to explore **Next Generation Water Efficiency**.

Addressing water efficiency and loss is becoming increasingly critical worldwide, leading to the adoption of new and emerging technologies across various sectors. Through an international lens, best practices in demand management are being shared and implemented to optimise water usage and minimise waste. Emerging behaviours, innovative interfaces, and programs are driving this shift by enhancing monitoring capabilities, improving data analysis, and fostering community engagement. By embracing innovative solutions and learning from global experiences, societies are advancing toward more sustainable and efficient water management practices.

The conference will bring together a high-calibre urban water and wastewater professionals to reflect on shared challenges and to promote efficient solutions.

## Sponsorship Opportunity

### Why Sponsor with us?

Sponsoring with us in this key water industry conference will give you exposure to an audience that will include professionals working in utilities, engineering, technology, government, consultancy and construction.

It will allow you to build strong professional networks and brand exposure. Most importantly it will recognise your commitment to and leadership of the water industry on a national scale.

- Target Your Marketing - attendees come from all areas of the water sector. Engage directly with your organisation's key target audience or new customers.
- Brand Visibility – this conference will be a unique platform for engaging with IWA and AWA members and non-members before, during and after the event. Sponsorship gets your brand in front of key decision makers and audiences working within water.
- Networking - establish new relationships, customer and business opportunities by networking with Conference delegates through sponsorship activity and social events.
- Positive Positioning - through Sponsorship, be recognised as a major contributor and supporter of the Conference, and gain acknowledgement that clearly demonstrates your company's involvement, commitment and support of the water industry.

## IWA Water Efficiency Conference 2025 - Sponsorship Opportunities

Sponsorship level	Suggested inclusions	Investment (ex. GST)
<p><b>Principal Sponsor</b></p> <p><b>(2 Available)</b></p>	<ul style="list-style-type: none"> <li>• Acknowledgement as the <u>Principal Sponsor</u> and inclusion of your corporate logo prominently on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Acknowledgement of your Sponsorship at the Conference by the MC and / or AWA host.</li> <li>• Inclusion of your corporate logo at the Conference and on all event materials, including plenary room lectern, online platform and power point template.</li> <li>• Announcement as the <u>Principal Sponsor</u> in one (1) edition of the <i>IWA Water Efficiency Conference 2025</i> EDM and social media (eg LinkedIn)</li> <li>• Recognition in all editions of the <i>IWA Water Efficiency Conference 2025</i> EDM's.</li> <li>• One (1) video (<i>up to 5 mins in length</i>) featuring an organisational representative discussing their organisation's connection to Water Efficiency. This will be shared at the Conference and across social media (eg LinkedIn).</li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Opportunity for an organisational representative to give a five-minute welcome speech at the Conference.</li> <li>• Opportunity to display two (2) company banners in the plenary room*</li> <li>• Corporate logo and contact details on the online platform.</li> <li>• Dedicated page on the online platform for Sponsor to provide message or a digital flyer/advertisement.</li> <li>• Opportunity to sponsor one Full Day session between Morning Tea and Afternoon Tea, including brand exposure and opportunity to nominate a Chair for the session who will share your organisation's relationship to the sponsored session with an address at the opening of the session (2-mins), and facilitation the Q&amp;A's at the end of each presentation.</li> <li>• Opportunity to display one (1) company banner during your sponsored Conference Session session*</li> <li>• Five (5) full conference delegate registrations.</li> <li>• Five (5) Young Water Professionals conference delegate registrations.</li> <li>• One (1) corporate table of ten (10) for the Conference Dinner.</li> <li>• Complimentary Exhibition Booth/Table which includes one (1) complimentary Conference registration. (Note – Exhibition Booth <u>or</u> Table scheme is currently TBC with venue)</li> <li>• An invitation for a senior representative of your organisation to be seated at the <i>IWA Water Efficiency Conference 2025 Conference Dinner</i> VIP table.</li> </ul>	<p>\$25,000</p>

Sponsorship level	Suggested inclusions	Investment (ex. GST)
<p><b>Major Sponsor</b></p> <p><b>(3 Available)</b></p>	<ul style="list-style-type: none"> <li>Acknowledgement as a <u>Major Sponsor</u> and inclusion of your corporate logo prominently on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>Acknowledgement of your Sponsorship at the Conference by the MC and / or AWA host.</li> <li>Inclusion of your corporate logo at the Conference and on the event materials, including plenary room lectern, and online platform.</li> <li>Announcement as a <u>Major Sponsor</u> in one (1) edition of the <i>IWA Water Efficiency Conference 2025</i> EDM and social media (eg LinkedIn)</li> <li>Recognition in all editions of the <i>IWA Water Efficiency Conference 2025</i> EDM's</li> <li>Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>Opportunity to display one (1) company banner in the plenary room*</li> <li>Corporate logo and contact details on the online platform with opportunity to include a link to a digital flyer/advertisement.</li> <li>Opportunity to sponsor one (1) Half Day session between either Morning Tea and Lunch, <u>or</u> Lunch and Afternoon Tea, including brand exposure and opportunity to nominate a Chair for the session who will share your organisation's relationship to the sponsored session with an address at the opening of the session (2-mins), and facilitation the Q&amp;A's at the end of each presentation.</li> <li>Opportunity to display one (1) company banner during your sponsored Conference Session session*</li> <li>Three (3) full conference delegate registrations.</li> <li>Three (3) Young Water Professionals conference delegate registrations.</li> <li>An invitation for a senior representative of your organisation to be seated at an <i>IWA Water Efficiency Conference 2025 Conference Dinner</i> VIP table.</li> </ul>	<p>\$15,000</p>
<p><b>Conference Dinner Sponsor</b></p> <p><b>(Exclusive)</b></p>	<ul style="list-style-type: none"> <li><u>Exclusive</u> Sponsorship of the Conference Dinner at the conclusion of Day 2 of the conference.</li> <li>Acknowledgement as the <u>Conference Dinner Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>Acknowledgement of your sponsorship at the Conference and Conference Dinner by MC and / or AWA host</li> <li>Opportunity for an organisational representative to give a five-minute welcome speech at the Conference Dinner.</li> <li>Corporate logo and contact details on the Online platform.</li> <li>Inclusions of your corporate logo at the Conference and Conference Dinner, including dinner menu or program.</li> <li>Opportunity to display two (2) company banners at the Conference Dinner venue*</li> <li>Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>Three (3) full conference delegate registrations.</li> <li>One (1) corporate table of ten (10) for the Conference Dinner.</li> <li>An invitation for a senior representative of your organisation to be seated at the <i>IWA Water Efficiency Conference 2025 Conference Dinner</i> VIP table.</li> </ul>	<p>\$15,000</p>

Sponsorship level	Suggested inclusions	Investment (ex. GST)
<p><b>Welcome Reception Sponsor</b>  <i>(Exclusive)</i></p>	<ul style="list-style-type: none"> <li>• <u>Exclusive</u> Sponsorship of the Welcome Reception on Day 1 of the conference.</li> <li>• Acknowledgement as the <u>Welcome Reception Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Acknowledgement of your sponsorship at the Conference by MC and / or AWA host.</li> <li>• Opportunity for an organisational representative to give a five-minute welcome speech at the Welcome Reception</li> <li>• Corporate logo and contact details on the online platform.</li> <li>• Opportunity to display two (2) banners at the Welcome Reception*</li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Two (2) full conference delegate registrations.</li> </ul>	<p>\$10,000</p>
<p><b>Conference Sponsor</b>  <i>(4 Available)</i></p>	<ul style="list-style-type: none"> <li>• Acknowledgement as a <u>Conference Sponsor</u> and inclusion of your corporate logo prominently on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Acknowledgement of your Sponsorship at the Conference by the MC and / or AWA host.</li> <li>• Inclusion of your corporate logo at the Conference and on the event materials, including plenary room lectern and online platform.</li> <li>• Corporate logo and contact details on the online platform.</li> <li>• Acknowledgement in post-event in AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Three (3) full conference delegate registrations.</li> </ul>	<p>\$7,500</p>
<p><b>Young Water Professional Conference Session Sponsor</b>  <i>(Exclusive)</i></p>	<ul style="list-style-type: none"> <li>• A <u>Full Day</u> Conference Session is made up of two (2) consecutive sessions on the same day between Morning Tea and Afternoon Tea.</li> <li>• Acknowledgement as the <u>Young Water Professional Conference Session Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Inclusion of your corporate logo at the Conference and on event materials.</li> <li>• Acknowledgement of your sponsorship at the Conference by the MC and / or AWA host in opening and closing remarks.</li> <li>• Corporate logo and contact details on the Online platform.</li> <li>• Opportunity for a company representative to Chair the session, including sharing your organisation's relationship to the sponsored session with an address at the opening of the session (2-mins), and to facilitate the Q&amp;A's at the end of each presentation.</li> <li>• Opportunity to display one (1) company banner during your sponsored Young Water Professional Conference Session session*</li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Two (2) complimentary full conference delegate registrations.</li> </ul>	<p>\$7,000 – Full Day Conference Session</p>

Sponsorship level	Suggested inclusions	Investment (ex. GST)
<p><b>Conference Session Sponsor</b></p> <p><i>(Available until sessions sold)</i></p>	<ul style="list-style-type: none"> <li>• A <u>Half Day</u> Conference Session is between Morning Tea and Lunch, <u>or</u> Lunch and Afternoon Tea.</li> <li>• A <u>Full Day</u> Conference Session is made up of two (2) consecutive sessions on the same day between Morning Tea and Afternoon Tea.</li> <li>• Acknowledgement as a <u>Conference Session Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Inclusion of your corporate logo at the Conference and on event materials.</li> <li>• Acknowledgement of your sponsorship at the Conference by the MC and / or AWA host in opening and closing remarks.</li> <li>• Corporate logo and contact details on the Online platform.</li> <li>• Opportunity for a company representative to Chair the session, including sharing your organisation's relationship to the sponsored session with an address at the opening of the session (2-mins), and to facilitate the Q&amp;A's at the end of each presentation.</li> <li>• <u>Conference Sessions available:</u> <ul style="list-style-type: none"> <li>◦ Conference Sessions for Sponsorship will be confirmed once the Program has been finalised.</li> <li>◦ Conference Session selections will be provided in order of Sponsorship confirmation.</li> </ul> </li> <li>• Opportunity to display one (1) company banner during your sponsored Conference Session session*</li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Two (2) complimentary full conference delegate registrations.</li> </ul>	<p>\$4,000 – Half Day Conference Session</p> <p><u>or</u></p> <p>\$7,000 – Full Day Conference Session</p>
<p><b>Coffee Cart Sponsor</b></p> <p><i>(Exclusive)</i></p>	<ul style="list-style-type: none"> <li>• <u>Exclusive</u> Sponsorship of the Coffee Cart station across all 3 days of the conference.</li> <li>• Acknowledgement as the <u>Coffee Cart Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Acknowledgement of your sponsorship at the Conference by the MC and / or AWA host.</li> <li>• Corporate logo and contact details on the online platform.</li> <li>• Opportunity to display two (2) company banners at the Coffee Cart*</li> <li>• Opportunity to provide organisation branded keep cups or paper coffee cups* (to be sourced and delivered to the venue by you)</li> <li>• Opportunity to provide Sponsor Branded Aprons and Caps for Coffee Cart Barista's to wear*. <i>(Sponsor to provide)</i></li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Two (2) full conference delegate registrations.</li> </ul>	<p>\$7,000</p>
<p><b>Conference Catering Sponsor</b></p> <p><i>(Exclusive)</i></p>	<ul style="list-style-type: none"> <li>• <u>Exclusive</u> Sponsorship of the Conference Catering across all 3 days of the conference.</li> <li>• Acknowledgement as the <u>Conference Catering Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Acknowledgement of your sponsorship at the Conference by the MC and / or AWA host.</li> <li>• Corporate logo and contact details on the online platform.</li> <li>• Opportunity to display one (1) company banner at the catering station/s*</li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Two (2) full conference delegate registrations.</li> </ul>	<p>\$6,000</p>

Sponsorship level	Suggested inclusions	Investment (ex. GST)
<b>Best Paper or Presentation Sponsor</b>  <b>(Exclusive)</b>	<ul style="list-style-type: none"> <li>• <u>Exclusive</u> Sponsorship of the Best Paper or Presentation at the conference.</li> <li>• Acknowledgement as the <u>Best Paper/Presentation Sponsor</u> and inclusion of your corporate logo on all marketing materials for the Conference, including the webpage and EDMs.</li> <li>• Acknowledgement of your sponsorship at the Conference by the MC and / or AWA host.</li> <li>• Corporate logo and contact details on the online platform.</li> <li>• Company representative to introduce the Best Paper/Presentation Winner presenting at the Conference.</li> <li>• Company representative to sit on the judging panel for Best Paper/Presentation.</li> <li>• Your logo on the Best Paper/Presentation trophy.</li> <li>• Acknowledgement in post-event AWA communications where the <i>IWA Water Efficiency Conference 2025</i> is referenced.</li> <li>• Best Paper Winner's paper to be circulated to AWA database (members and non-members)</li> <li>• One (1) full conference delegate registration.</li> </ul>	\$5,000

\* To be provided by sponsor

## IWA Water Efficiency Conference 2025 - Exhibition Opportunities

The **IWA Water Efficiency Conference 2025** in Melbourne, Victoria, will have a limited number of Trade Table exhibition spaces available, allowing your business to interact with Conference delegates, to showcase products, services, and innovations.

Be quick to secure your spot!

Exhibition Inclusions	Corporate Member inc GST	Non-Corporate Member inc GST
<ul style="list-style-type: none"> <li>• <u>Exhibition Dates:</u> Tuesday 16 September - Thursday 18 September 2025</li> <li>• Exhibition Format: Trade Table (3 days)</li> <li>• Single Stand – 1 person exhibitor staff member</li> <li>• Approx. 3m x 2m site, 1 x dressed trestle table, 2 x Chairs, 1 x 10amp power outlet, Wi-Fi access,</li> <li>• One (1) Full Conference Registration including Catering (MT/L/AT and Conference Dinner)</li> <li>• Buyers Guide Listing.</li> </ul>	\$1,950	\$2,650

## Key Contacts

### Troy Waite – Partnerships, Sponsorships and Advertising Manager

P: 0418 404 692

E: [twait@awa.asn.au](mailto:twait@awa.asn.au)

### Michael Silber – Exhibition Manager

P: 02 9467 8428

E: [msilber@awa.asn.au](mailto:msilber@awa.asn.au)