



POST SHOW REPORT

The Inter-Water Australia organisers wish to thank all exhibitors, sponsors and supporters for their investment and support over the past 12 months, culminating in a successful delivery of the inaugural event.

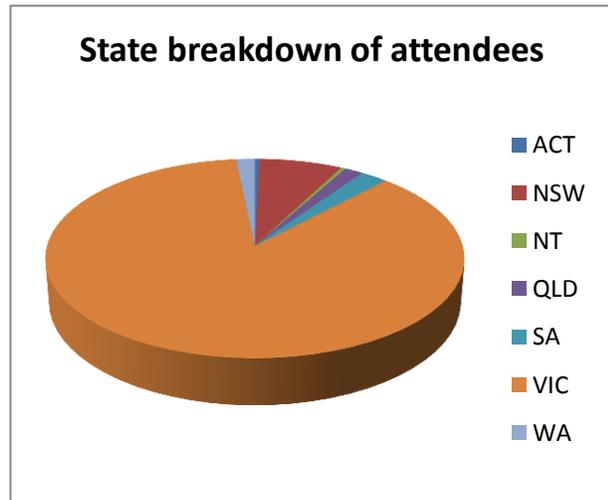
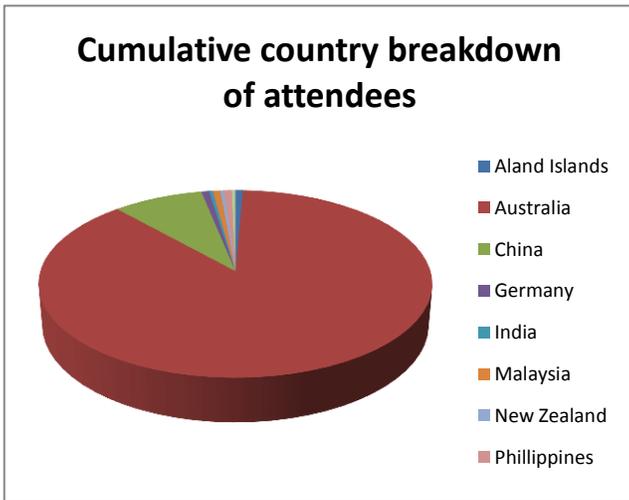
The key focus point of Inter-Water Australia was ‘water stewardship’, that is, the use of fresh water in a way that is socially equitable, environmentally sustainable and economically beneficial. Thanks to our mix of exhibitors, visitors and conference speakers we were able to discuss, debate and showcase innovative products and services from a variety of countries around the world.

Anchored in Melbourne and – as a core part of the Australian Sustainability Week – the show was co-located with All-Energy Australia, Australia’s Sustainability in Business and WasteExpo, Inter-Water Australia 2014; it was clearly to the benefit of all the co-located shows that water featured so strongly in the combined event.

Support for the inaugural show came from Lorentz, Reaqua, Australia Government - Austrade/Australia Unlimited, City of Melbourne, BASF, Master Plumbers, CRC for Water Sensitive Cities, Water Stewardship Australia, Isle, SWAN, German-Australia Chamber of Industry and Commerce, CDP, and the show’s exhibitors.

“The inaugural 2014 Inter-Water Australia exhibition & conference attracted an estimated audience of over 700 participants from 8 countries. The 35 plus exhibitors, from 5 countries, occupied over 500 sq.m of exhibition space in an area located next to All-Energy Australia, Sustainability in Business and WasteExpo – a combined footprint of over 12,000 sq.m – and attracted a total audience of more than 9,000 participants”

Andy Ballagh, Sales & Project Director, InterWater Australia



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EXHIBITOR TESTIMONIALS

Suntrix Commercial, the Australian distributor for the innovative new Hydrelia® Floating PV solar island, used InterWater 14 as a product launch into the Australian market. InterWater's inaugural event, co-located with the Australian Solar Council's All-Energy, exceeded our expectations.

Geoff Fussell, Chief Business Officer, Suntrix

"The inaugural Inter-Water 2014 Show was very well organised Event and allowed us to reach key decision makers on Efficiency and Sustainability to discuss Lorentz Solar Pumping Solutions. The Conferences were informative and relevant to the visitors and delegates. As sponsors Reaqua and Lorentz were proud to support Inter-Water 2014."

Carl Watson, Reaqua

EXHIBITOR FEEDBACK VIEWS

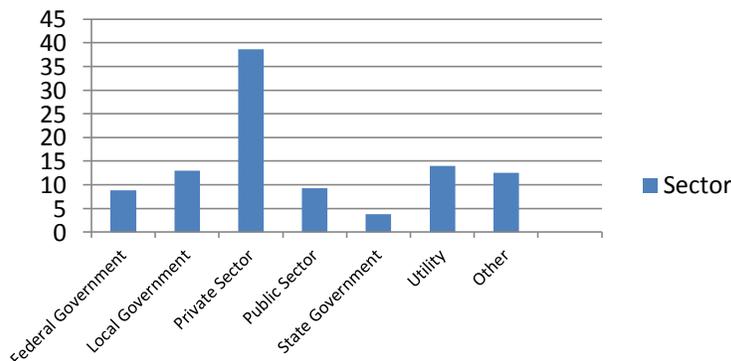
- Exhibitors were most satisfied with the criteria 'quality of visitors'
- 45% of exhibitors received approximately 1-10 sales leads at the event.
- 90% of exhibitors indicated their objectives when attending the event were 'promote company & product awareness' and 'generate new sales leads'
- 70% of exhibitors have said they intend to or are likely to exhibit at Inter-Water Australia 2015
- 85% of exhibitors indicated the co-location with Australian Sustainability, All-Energy Australia and Waste Expo had a positive impact on their experience at Inter-Water Australia 2014.

VISITOR VIEWS

An independent post-event survey carried out by Micromex Research concluded that the debut Inter-Water Australia 2014 performed strongly in terms of overall visitor satisfaction, with a high likelihood of recommendation and future attendance:

- 79% of visitors stated that the co-location with Australian Sustainability, All-Energy Australia and Waste Expo positively impacted their experience at the event
- 41% of visitors 'agree' to 'strongly agree' with the statement 'Inter-Water Australia is a must attend event'

Inter-Water Australia attracted visitors from nine countries including the Aland Islands, Australia, China, Germany, India, Malaysia, New Zealand, Philippines and Singapore. 86% of attendees were from the state of Victoria, although all other states of Australia were represented. Visitors from numerous water industries attended including, Local Government, Private Sector, Public Sector and Utilities.





CONFERENCE FEEDBACK AND TESTIMONIALS

Keynote presentations from:

- Green Zhejiang
- Arup
- IBM Australia/NZ
- BASF Australia/NZ

Conference research findings:

- 74% of those who attended the Inter-Water Australia Conference stated that it was 'effective' or 'very effective'
- 72% of visitors stated that they 'potentially will' to 'definitely will' recommend to associates in the industry that they should attend Inter-Water Australia in 2015

Testimonials:

"InterWater provided a worthwhile platform to engage with the broader water industry and discuss emerging issues that will fundamentally change the way we deliver water services into the future."

Michael O'Neill, Senior Environmental Consultant, Arup

"Inter-Water Australia is the new Melbourne event to attend to see, learn and hear from industry leaders and providers about the very latest in water, environmental and clean energy products, services, technologies and innovations. Housed within the modern Melbourne Exhibition and Conference Centre, Inter-Water Australia offers attendees the unique ability to conveniently conduct business and access information across a broad range of green-technology and water cycle management sectors."

John Poon, Principal Technologist and Regional Technology Leader, Integrated Water Management

"Inter-Water gave us, as a service provider in the water industry a great introduction to new technology and trends in the industry. We especially appreciated the insights into developments overseas which gave us a good idea of what's to come for Australia in the next few years ..."

Jan Rieche, GM Renewable Energy and Engineering (APAC & EMEA)

"The Inter-Water Australia is an excellent event and definitely worth a visit. It was a worthwhile experience and I really enjoy the conference talks."

Dr Jin Wang, School of Computer Science and Software Engineering

CONCLUSION

On behalf of the organising team, thank you once again for your support and contribution to the success of the inaugural Inter-Water Australia 2014. We very much hope we will be able to welcome you back at next year's event, which will take place at the Melbourne Convention & Exhibition Centre on 7 & 8 October 2015. Space and sponsorships are selling fast and I recommend you contact either myself, or your account manager early in order to avoid disappointment. Please email andy@mediageneration.co.uk to secure your presence at Australia's premier water & sustainability show; information can also be found at www.inter-water.com.au



Inter-Water Australia 2014 had an influential list of supporting organisations, all of whom spread the word to their members/contacts. We are extremely grateful to all these organisations for their continuing support of the event.

InterWater Australia 2014 was supported by:



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