



VICTORIAN WATER  
INDUSTRY ASSOCIATION INC.

"Innovation, Co-operation and Sustainability"

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# VICWATER 2012 ANNUAL CONFERENCE

THURSDAY 13 and FRIDAY 14 SEPTEMBER, 2012

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THE LANGHAM MELBOURNE – ONE SOUTHGATE AVENUE, SOUTHBANK

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*'Water Industry Resilience,  
Barriers and Opportunities'*

OUR SPONSORS:



# WELCOME

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On behalf of the Victorian Water Industry Association we would like to invite you to the 2012 VicWater Annual Conference.

Last year the Conference attracted delegates from the most senior levels of each of the nineteen Victorian water corporations, together with leaders from government, business, industry sectors as well as representatives from interstate.

The theme for this year's VicWater Conference is "Water Industry Resilience – Barriers and Opportunities". Over the two days, the distinguished expert presenters will challenge and explore what it means to be a resilient water industry from a strategic, operational, regulatory and social perspective. This question is fundamental to all utility sectors as we strive to sustain reliable, effective and affordable services.

In recent times the unpredictable impacts from changing climate, economic, political and technology factors continue to test our capacity to provide water and sewerage services that are affordable and meet customer expectations.

The water industry has a proven track record of working together to create liveable, sustainable and resilient communities. The opportunity is to grow this capability and ensure a resilient water industry into the future.

This year we are thrilled to announce the Hon Peter Walsh MP will be a guest and speaker at the Conference dinner.

Throughout the conference you will hear from presenters who have been chosen because of their unique knowledge, skills and experience. VicWater believes that they will inspire and challenge delegates to think critically about how we develop a resilient water industry.

The conference dinner, welcome drinks and the session breaks throughout each day will provide delegates with the opportunity to network with colleagues and industry representatives, exchanging ideas and establishing new contacts.

A new feature of the 2012 VicWater Annual Conference will be the option to access instant and updated conference information electronically via a mobile application. The conference app will provide a convenient way to view the conference program, record conference notes and network with other attendees before and during the event.

This year we are hosting our Conference at The Langham Melbourne. We look forward to welcoming you to what we believe will be an outstanding Conference.



**Harry Peeters**  
Chair

A handwritten signature in black ink, appearing to read "Harry Peeters".

**Tony Wright**  
Chief Executive Officer

A handwritten signature in black ink, appearing to read "Tony Wright".

# VICWATER 2011 CONFERENCE PROGRAM

## 'Water Industry Resilience, Barriers and Opportunities'

Pre-Conference Welcome  
Wednesday, 12 September 2012

7.00pm Pre Dinner Drinks: *Alto Rooms*  
7.30pm Informal Welcome Dinner: *Alto Rooms*

DAY 1: Thursday, 13 September 2012

9.00am	Registration	
9.20am	<b>Welcome address</b>	<b>Harry Peeters</b> <i>Chair, VicWater</i>
9.30am	<b>Opening Address</b>	<b>Dr Ron Ben-David</b> <i>Chair, Essential Services Commission</i>
10.00am	Keynote Address <b>Outcomes of the research into "CEO Perspectives on Organisation Resilience"</b>	<b>Dr Robert Kay</b> <i>Executive Director and Co-Founder Incept Labs</i>
11.00am	Morning Tea	
11.30am	<b>Incorporating systematic Innovation into your business</b>	<b>Professor Danny Samson</b> <i>University of Melbourne</i>
12:15pm	<b>Resilient Governance for Water Corporations</b>	<b>Alastair MacPhee</b> <i>Special Counsel, DLA Piper</i>
1.00pm	Lunch	Sponsored by:  VISION SUPER YOUR INDUSTRY SUPER FUND
2.00pm	Stream 1: <b>Products/Diversifying Supply</b> Venue: Clarendon Ballroom  <i>Increasing the shared value of reclaimed water – Development of reuse guiding principles</i> <b>Ian Reimers</b> Reuse Coordinator, North East Water North East Water has conducted a review of its reuse management practices to ensure a sustainable reuse program that provides reliability and security of supply as well as delivering value for both reclaimed water end users and North East Water. The review identified and tested five reclaimed water guiding principles through application to the Rutherglen reclaimed water scheme. The principles provided a practical framework for understanding the shared outcomes of reclaimed water, improving the reliability and value of the Rutherglen system.	Stream 2: <b>Catchment Management</b> Venue: Yarra Room  <i>Restoring the Campaspe River- Just add water</i> <b>Emer Campbell</b> Executive Manager Murray, Campaspe and Avon Richardson Catchment, North Central Catchment Management Authority <b>Darren White</b> Environmental Flows Project Manager, North Central Catchment Management Authority Collaborative partnerships are critical to the efficient use of water resources, particularly where climate extremes are the norm. The North Central Catchment Management Authority and Goulburn-Murray Water have worked in partnership to manage the Campaspe River during periods of severe drought and record floods. New opportunities from changing landuse will build on these sound foundations, to restore the Campaspe River.

## DAY 1: continued...

2.30pm	<p>Stream 1: <b>Products/Diversifying Supply</b> Venue: Clarendon Ballroom</p> <p>Roof Water Harvesting – Tapping the Urban Catchment</p> <p><b>Peter Wilson</b> – <i>Branch Manager Asset Planning, Wannon Water</i></p> <p>This presentation outlines the costs and benefits of harvesting roof water from entire subdivisions compared to individual tanks. The system is unique in that a separate stormwater network is installed at the time of subdivision allow the 'new urban catchment' to supply up to 100% of the water demand for that growth area. Software has been developed to enable others, considering such a principle for their towns or cities, to evaluate the cost and expected yield. The software will be demonstrated and available at the end of the session.</p>	<p>Stream 2: <b>Catchment Management</b> Venue: Yarra Room</p> <p>An integrated approach to risk management in potable water supply catchments</p> <p><b>Jodie Smith</b> – <i>Environment Protection Officer, EPA Gippsland</i></p> <p><b>Bree Wiggins</b> – <i>Environment Coordinator, South Gippsland Water</i></p> <p>In a unique partnership with the environmental regulator, South Gippsland Water (SGW) is working to improve raw water quality within their open potable water supply catchment areas. The approach achieves SGW's aim of improving raw water quality, the Environment Protection Authorities vision for a healthy environment that supports a liveable and prosperous Victoria, and supports landholders to understand and address their potential impact to downstream users.</p>
3.00pm	<p>Future challenges for water treatment industry</p> <p><b>Domingo Martinez</b> – <i>Technical and R&amp;D Director, Valoriza Agua</i></p> <p>Domingo will explore a multitude of future issues that are likely to bring varying challenges to existing water treatment processes. He will also present on new Spanish case trends and technologies in water treatment research and development.</p>	<p><i>Spatial Decision Support Systems for Assessing Water Quality Risks in Sydney's Drinking Water Catchments</i></p> <p><b>Mark Noonan</b> – <i>Manager Spatial Science, Sydney Catchment Authority</i></p> <p>The Sydney Catchment Authority (SCA) uses spatial decision support systems to assess the potential risk to water quality from point and diffuse pollution sources in Sydney's Drinking Water Catchments. These decision support system helps the SCA to understand the relative risk of pollution sources, where they are located, and the priority pollutants they contribute to waterways.</p>
3.30pm	<b>Afternoon Tea</b>	
4.00pm	<p>VicWater Annual General Meeting VicWater Council Delegates are asked to attend the VicWater Annual General Meeting. All other delegates are invited to observe.</p>	
7.00pm	<b>Pre Dinner Drinks</b>	
7.30pm	<p><b>Annual Conference Dinner</b> (Dress Smart Casual) Guest and speaker at the dinner will be the Hon Peter Walsh MP, Minister for Water</p>	<p>Dinner Sponsored by:</p> 

## DAY 2: Friday, 14 September 2012

8.45am	<b>Affordability and Hardship</b>	<p><b>Andrew Rose</b> – <i>Executive Manager, Stakeholder Services and Governance, GWMWater</i></p> <p><b>Cynthia Gebert</b> – <i>Energy and Water Ombudsman (Victoria)</i></p>
9.30am	<b>The Invisible Water Corporation</b>	<b>Peter Prevos</b> – <i>Manager Land Development, Coliban Water</i>
10.00am	<b>The impact of carbon pricing on the water industry</b>	<p><b>Sean Rugers</b> – <i>Partner, PricewaterhouseCoopers</i></p> <p><b>Amy Senti</b> – <i>Senior Manager, PricewaterhouseCoopers</i></p>
10.45am	<b>Morning Tea</b>	
11.15am	<b>Economic &amp; Financial Market Update</b>	<b>Mark Tracey</b> <i>Economist, Treasury Corporation of Victoria</i>
12.00noon	<b>Closing Address</b>	<b>Dr Jane Doolan</b> – <i>Deputy Secretary Water Group, Department of Sustainability and Environment</i>
12:30pm	<b>Conference Close</b>	
12.40pm	<b>Lunch</b>	

# GUEST SPEAKERS



## **The Hon Peter Walsh MP**

Peter Walsh is Victoria's Minister for Water and Minister for Agriculture and Food Security. He is local to the Swan Hill Electorate. He was born and raised at Boort in Northern Victoria, attending Fernihurst Primary School and Boort Secondary College. Before entering Parliament in November, 2002, Peter operated an irrigated horticulture and cropping enterprise, producing tomatoes, cereals, oilseeds and legumes. He was re-elected to Parliament in November, 2006 and November, 2010. Peter was awarded a Centenary Medal in 2003 for services to the environment.

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## **Dr Ron Ben-David**

Ron Ben-David joined the Victorian Public Service in 1998, initially working on tax reform in the Department of Treasury and Finance. This was followed by a number of years in the Department of Premier and Cabinet where he became a Deputy Secretary in 2004. In 2007, he established Victoria's Office of Climate Change and then headed the Secretariat for the Garnaut Climate Change Review. Since late 2008, he has served as Chairperson of the Essential Services Commission of Victoria. Dr Ben-David has written and presented on a wide range of issues including: governance and regulation in the water industry and beyond, retail energy markets, climate change, sustainability, federalism, local government, taxi reform and economic philosophy.

He holds a B. Science (Optom), B. Comm (Hons) and Ph.D (Economics). In 2005, Dr Ben-David became a Fellow of the Institute of Public Administration (Vic). He is a member of numerous advisory councils.

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## **Dr Robert Kay**

Robert Kay is a Co-founder and Executive Director of Incept Labs, a boutique research and advisory firm specializing in innovation and strategic risk management. He is also an Adjunct Professor at the University of Technology Sydney. He was formerly the Head of Strategic Innovation at Westpac Banking Corporation. A role that involved the development of a unique set of tools and techniques for dealing with uncertainty. With a career that has continuously moved between industry and academia, Robert was recently commissioned to undertake a study on CEO perspectives on Organisational Resilience by the Australian Commonwealth Attorney General's Department. He has also completed similar research on CEO perspectives on Innovation.

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## **Professor Danny Samson**

Danny Samson is Professor of Management at the University of Melbourne (since 1988), was Head of the Department of Management in the Faculty of Economics and Commerce for three years (2002-4), and is Director of the Foundation for Sustainable Economic Development there. He has an honours degree in chemical engineering (UNSW) and a PhD in management from the Australian Graduate School of Management (1984). He has published ten books and a hundred papers on aspects of management ranging from decision analysis to operational excellence to strategy and innovation. He is a very experienced executive educator and consultant.

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## **Dr Jane Doolan**

Dr Jane Doolan is the Deputy Secretary Water Group, Department of Sustainability and Environment (DSE). Prior to her current position she was the Executive Director, Sustainable Water Environments.

As Deputy Secretary, Dr Doolan has responsibility for providing policy advice to government on sustainable water resource management, including issues such as urban and rural water supply and security, national water reform and oversight of major state projects and programs.

Dr Doolan has over 20 years experience working in environmental water management, driving key policy initiatives in river health, environmental water allocations and catchment management, both in the state and at the national level.