



# FESTIVAL SUMMARY 2022

# INTRODUCTION

"The Innovation Festival is a time to celebrate fantastic and diverse ideas that come to life in a short and intense period of time. While the Festival may be over, the new ideas don't stop here. Innovation is a big part of our culture that is encouraged all year."

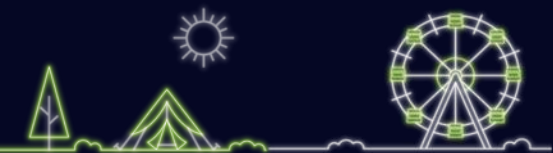
- CHRIS GOULD, GM BUSINESS DEVELOPMENT, SYDNEY WATER



"This has been a great opportunity to collaborate with Sydney Water in new ways, and innovate together to build a better future for all."

- JUSTIN TAUBER, IGNITE ANZ PRACTICE LEAD, SALESFORCE





Sydney  
**WATER**



**816**

ATTENDED

**151K**

SOCIAL MEDIA  
IMPRESSIONS

**23**



SESSIONS

**70**

DESIGN & DATA  
SPRINTERS



**70+**

SPEAKERS

**281**

ORGANISATIONS



**27**

TECHNOLOGY  
TANK PITCHES

**21**



SPONSORS



**500**

HOURS STREAMED



**MOST VIEWED SESSION:**

**TECH TANK LIVEABILITY AND SUSTAINABILITY - DECENTRALISED WATER REUSE SOLUTIONS**

**22**



**COUNTRIES**

AUSTRALIA BRAZIL CANADA CHINA DENMARK

EGYPT FRANCE GERMANY HUNGARY INDIA

ISRAEL ITALY JAPAN MALAYSIA NETHERLANDS NEW ZEALAND PHILIPPINES SINGAPORE TURKEY UAE UK USA



In collaboration with  
**NORTHUMBRIAN**  
WATER *living water* 

# OUR STORY SO FAR

2022 saw Sydney Water deliver an even **bigger** and **better** Innovation Festival than 2021.

## 2021

Style



This was an online event  
– streamed from Customs House

Key Stats



1309  
registrations



59  
sprinters



35  
technologies



6  
design  
sprints

Keynotes



Dr Karl  
Kruszelnicki



Craig  
Reucassel



Catherine  
Caruana-  
McManus

## 2022

Style



This was a "Hybrid" event  
– live in-person and online

Hosted Hub and Spoke Style at:

Australian  
Maritime  
Museum

Parramatta  
Square

Sydney  
Water  
Headquarters

CISCO Offices  
in North  
Sydney

Bespoke  
online  
offering

Key Stats



1320  
registrations



816  
attendees  
in person



465  
attendees  
online



70  
sprinters



35  
SMEs



27  
technologies



7  
design  
sprints

Keynotes



Stan  
Grant



Naomi  
Simson



Todd  
Sampson



Shirley  
Chowdhary

# FESTIVAL FORMULA



**URBAN PLUNGE**



**FIRESIDE CHATS**



**INNOVATION  
SHOWCASES**



**PANELS**



**THOUGHT  
LEADERSHIP  
DISCUSSIONS**



**DESIGN SPRINTS**



**TECH TANKS**



**NETWORKING  
EVENT**



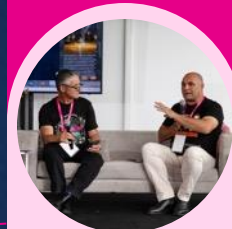
**KEYNOTE  
SPEAKERS**



**HARBOUR STORY  
TOUR**



**THE SPLASHES**



**FIRST NATIONS  
CULTURAL  
IMMERSION  
EXPERIENCE**

# DESIGN SPRINTS

A YEAR'S  
WORTH OF  
WORK IN

5

DAYS

6

Sprints

Sprint challenges were developed through extensive cross-business engagement to identify the wicked problems or key opportunities where business need was greatest and preparedness to implement solutions would be highest. Challenge statements were aligned by theme to the six strategic focus areas for Sydney Water.

70

Sprinters

Sprint Leads were selected from relevant business SMEs. General Manager's with the most to gain from solving the challenges were assigned as sponsors. Teams of sprinters were then assembled, with broad participation from across Sydney Water. Additional sprinters came from 22 external organisations, including industry sponsors, universities, delivery partners, other utilities and government agencies.

35

SMEs

Participants heard from presenters representing a variety of sectors who had relevant data or experience to build context and provide inspiration and insight. Some had successfully addressed a similar problem. These addresses supported the Sprint team with ideas on how they could solve the problem they were facing.



# ONES TO WATCH

wow!

There are plenty of exciting projects on the horizon for 2023 including the outcomes of the Design & Data Sprints:

1

## Other ambassadors from different cultural groups



Harper

- Mandarin speaker and a international university student from China
- Part of the multicultural ambassador program from North USA



Chris

- Arabic speaker with a large extended family
- Local youth leader at the Church in Greater Western Sydney



Mai

- Vietnamese speaker born in Vietnam, moved to Australia when she was 2 years old
- Teacher at her local Vietnamese school

The *Diversity and Inclusion* design sprint built two prototypes – *Language Hub* and *Water Stream Ambassadors*. These aim to increase trust in Sydney Water by building better ways to communicate and engage culturally and linguistically diverse (CALD) customers.

2



The *Superior Environmental Performance* design sprint built an integrated data platform, with continuous feedback eliminating sewer overflows under wet and dry conditions through intelligent monitoring and a risk-based approach.

3



The *Customer Experience (Cx)* data sprint generated water use behavioural insights on seasonal, demographic and other factors contributing to water consumption that could be used to better target water efficiency campaigns.

# ONES TO WATCH

wow!

There are plenty of exciting projects on the horizon for 2023 including the outcomes of the Design & Data Sprints:

4



The *Virtual Emergency Control Centre (ECC)* design sprint built an operating centre prototype that aims to create (and further enhance) existing emergency management capability, where staff and other stakeholders can operate as part of an effective team in a virtual environment.

5



The *Liveability (Water Balance)* sprint built a 'River Custodian' prototype that takes a more holistic and whole-of-river approach to management and governance of the Hawkesbury-Nepean River system to deliver better environmental outcomes.

6



The *Urban Greening and Cooling* design sprint determined that engaging Indigenous communities is critical to embedding green infrastructure in policy and design BAU. The solution concept *Demonstrating Value for Change* is a program for collaborative partnerships taking a landscape first approach to Sydney Water land.



# TECH TANKS

SWIF22 heard **27 pitches** from new and upcoming innovations across 6 exciting Tech Tanks. Each topic saw a winner chosen by the expert panel of judges and another crowned by the popular vote of the audience. These included:

Tech Tank	Winner of Judges' Choice	Winner of People's Choice
New treatment technologies for emerging contaminants in effluent discharge	NanoNord (Denmark)	OPEC Systems (Australia)
Decentralised water reuse solutions	Organica Water (Hungary)	Organica Water (Hungary)
Smart city enablement	Daupler (United States)	Overlay (United States)
New treatment technologies for emerging contaminants for PRW reuse	Genesis Water Technologies (United States) Typhon Treatment Systems (United Kingdom)	Typhon Treatment Systems (United Kingdom)
Unlocking the untapped value in wastewater	Sedron Technologies (Canada) CCm Technologies (United Kingdom)	Sedron Technologies (Canada)
Improving trade waste controls	SulfiLogger (Denmark)	SulfiLogger (Denmark)



**121**  
Technologies  
Reviewed



**79**  
Technologies  
Shortlisted



**27**  
Technologies  
Presented

# MAJOR KEYNOTE SPEAKER HIGHLIGHTS



**Stan Grant** provided a moving speech on how heritage can shape resilience. Pulling no punches, Stan spoke from the heart and left the audience with a reminder of how important language is to culture - Indigenous or otherwise - and a deep appreciation for how connection to Country cannot be broken. As custodians for water, our connection to purpose can guide us to build resilience also.



**Naomi Simson** inspired us with her talk on the importance of listening to customers to achieve and maintain business success, illustrated by her personal story of starting Red Balloon from her kitchen bench, building it to a multimillion dollar business and adapting, when faced with plummeting sales during COVID lockdowns.



**Todd Sampson** gave a gripping presentation on improving brain plasticity, complete with terrifying visuals of tightrope walking 22 stories above the ground, scaling mountains blind-folded and Houdini escapes under water from a chained and padlocked straight jacket. He challenged us to take tangible steps to reverse brain defaults and be open to innovation.



# PANEL DISCUSSIONS

## Why we need to work in networks:

Our society is facing some major challenges and the way we plan, design and deliver our cities will require new ways of thinking. Innovation is key, but meaningful change will require individuals and groups to work together in networks to achieve a successful transformation at scale. This panel discussion explored how government, enterprise and communities can build better futures together through innovation and collaboration.

## Planning for A Circular Economy:

Panellists explored how we build assets to create broader community value and future proof the city with a lens to resilience and sustainable approaches to resources management. They discussed how to get organisations working more collaboratively to minimise community impacts from development, and build assets that are resilient to changing conditions and expectations, and able to deliver on more than one aspiration at various stages their lifecycle.

## Achieving resilience in water supply - the PRW success stories:

This panel was an opportunity to share global and local experiences in the consideration and adoption of purified recycled water as part of building a resilient water supply. Global experts shared their learnings and innovations and audiences were able to explore many aspects of the journeys of others in transitioning away from rainfall dependent water supplies and implementing purified recycled water.

## CEO Panel – Making Innovation Real:

This was an insightful panel session lead by Adam Lovell, CEO of the Water Services Association of Australia on how each organisation is harnessing innovation, fostering open innovation and making innovation real.



# THE SPLASHES

The *Splashes*, hosted by comedian **Claire Hooper**, was a light-hearted debate to find out whether British bathing pools or Aussie swimming holes are better, with Team Australia earning the People's Choice Award and taking home the coveted miniature toilet trophy!



# URBAN PLUNGE

Sydney Water launched the Prospect Pop-up Swim Site at Prospect Reservoir Parklands.

Key highlights included:

- 2 months of swimming and fun (26 Nov 2022 – 26 Jan 2023)
- 2 container pools (a splash pool and a deep pool)
- Picnic tables, table tennis tables and an 'Ideas Pod'
- Change rooms, toilets and first aid station
- Giveaways to Raging Waters
- Community education *Wonders of Water* van



The Urban Plunge Tech Summit was a smash hit, with technology exhibits, panel sessions and guest speakers. Key highlights included:

- 9 technology exhibits specialising on keeping our waterways safe and clean
- An insightful panel discussion with Dr Susan Petterson, Dr Stuart Khan and Dr Nerida Taylor
- 242 registrations - 182 attendees in-person and 35 online
- 10 live streamed sessions
- 15 social media posts from exhibitors and speakers
- 138 likes and 25 reposts on Sydney Water's posts



# THANK YOU!

The Sydney Water Innovation Festival would be nothing without its incredible sponsors. A huge **thank you** to the 21 sponsors that supported SWIF22.



Life Is On



CELESTINO



Unitywater



ARUP

aurecon



MACQUARIE  
University  
SYDNEY-AUSTRALIA



THE UNIVERSITY OF  
SYDNEY



MU  
SEA  
UM  
AUSTRALIAN NATIONAL  
MARITIME MUSEUM



With that, SWIF22 would like to leave you with our favourite quote of the festival from **Roch Cheroux, Sydney Water Managing Director** :

***“There is no innovation, without disobedience.”***

