

THINK TANK

AFTER A CHALLENGING TWO YEARS, THE THINK WATER FAMILY WERE ABLE TO REUNITE AND CELEBRATE BUSINESS SUCCESSES, COMPANY GROWTH & EXCITING NEW INITIATIVES.

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watching the APG Case Story video.

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GRUNDFOS 



WELCOME TO THINK TANK 2022

This issue is jam packed full of great new initiatives the Think Water team have released, some in depth coverage of what has been called by some the "best Think Water conference yet", plus some detailed case stories from our stores who are setting new standards for water management and use across Australia and New Zealand.

Two major changes which have kept us busy behind the scenes will change the shape of Think Water for the future. The ownership of the Think Water group has always been in the hands of many of the founding and a few new Think Water business owners. Over the last 5 years the board and NSO team have been working to return the shareholding to only Think Water Members with the goal being reached at the start of this year, Think Water will continue to be one of the few Member owned franchise groups in both countries.

This unique structure strengthens our focus on ensuring we are delivering valuable services and support for the 50+ stores. The other change is the number of stores in the group. With 2 new stores added to the New Zealand business late in 2021, the NSO have renewed our focus on Member growth with the addition of a Network Development Manager, Pat Mulcahy. With a consistent focus on growing our footprint we are excited to have introduced Think Water Highlands, Think Water Irrigation Shop and, Think Water Brown's Pump Shop so far in 2022 with several other new stores in process and a focus on continuing the growth.

This edition of Think Tank is full of inspiring success stories and a few photos sharing the awesome vibe of the 2022 Think Water conference. Thanks for reading our story and we hope this will inspire everyone to book their tickets to next year's annual conference.

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GOOD VIBES AT OUR ANNUAL CONFERENCE



For the first time in 3 years the Think Water family got to hold our Annual Conference. After cancelling fantastic conferences in some awesome locations, we finally got the family back together in the city I love to call home. With the Gold Coast known by most for its beaches, great temperatures, theme parks and high rises, the NSO team ensured our attending 221 Members and Preferred Suppliers got to experience the best the Goldy had to offer, seeing a little more of the hidden gems my neighbours don't often share with the tourists.

Based at the Sheraton, a short drive from two international airports, the resort was the perfect Queensland location as the only resort on the Gold Coast with direct beach access and walking distance to some of the best destinations on the Gold Coast or gateways into the cities magical waterways, rainforests, and island destinations. Now whale season is in full swing, some of our guests were even lucky enough to

see the majestic mammals from the Sheraton guest rooms.

With all of us hungry for a Think Water conference, the National Support Office went all out to give our guests the perfect Think Water experience, with a mix of stimulating and interactive business discussions and entertainment our conferences have a reputation for.

We were excited and lucky enough to have platinum sponsors Iplex, Philmac and Grundfos, plus Gold sponsors Toro, Vinidex and Davey bring their own special flavour and special events designed to maximise our time together. Our Silver sponsors HR Products, Water Supply Products, AAP Industries, Advanced Industrial Products, Netafim, Austworld, RX Plastics, Hydroflow, Plasson and Pipemakers also played a big part of making this event a success.

Toro got us in the right mood for the conference with a pre-

conference boat trip cruising through secluded islands of the Goldy Broadwater, while trying to pick out the best mansion and multimillion dollar cruiser.

The conference was opened by Iplex's welcome dinner around the resort pools, just metres from the golden beaches. Adventurer James Castrission amazed us with stories of kayaking across the Tasman and walking unassisted to the South Pole and back. His amazing stories of hardship, drive and resilience were delivered with an experience of his to use his lessons in business.

Friday kicked off with the Chair of the Australian Retail Association Rowan Hodge, delivering a powerful message of how to retail in the future, followed by Think Water's famous Speed Meetings with two circuits covering our Members from Australia and New Zealand. Friday night was the pinnacle of the conference with the Philmac 2022 Think Water Awards



night, where we celebrated the best performances over the past year followed by one of the best Aussie pub rock bands Queensland has to offer, the Filthy Animals.

The Filthy Animals boasted talent fresh out of Mondo Rock, Choir Boys, John Butler Trio, Euro Gliders and James Reyne and kept the dance floor full and the back row beer drinkers heads nodding from their first song.

Check out our other articles on the successes we celebrated later in the Think Tank.

Saturdays business session continued to cement the relationship between our Members and Preferred Suppliers with a business focus on "Systems, Process and Opportunities", plus a social calendar that maximises Preferred Supplier interaction with Members.

The Vinidex Beach Olympics drew the competitive side out of the delegates while making the best use of the Gold Coast beaches.

Grundfos saved an awesome night for last, taking the family over to

SeaWorld where we drank cocktails as dolphins swam past and of course ensured we got our best "Under the Sea" costumes out.

While we have had some unbeatable conferences in the past I will take the comments from a few who called our Gold Coast conference "The Best Conference Yet".

We will enjoy the positive feedback but also use it as our drive to deliver an even better conference in 2023.

"Thanks to you and your team for putting on a great conference and show. The events run by NSO are always slick operations and others could take a leaf out of your book."

Martin Payne
WSP

"Best conference yet, you really seem to have nailed the format and schedule."

Pete Storey
Maclon

"Thank you so much for a fantastic conference. This was our first TW Conference and our recommendations to our management would be to attend every future conference."

Morten Schnoor
Continental Water

"Amazing energy, Great company, Strong Partnership - well done to all the Think Water team for pulling together another successful collaboration."

Paul Holland
Davey

"Congrats to the Think Water team! The 2022 conference was outstanding and thanks to the members for their continued support."

Sam Ryder
Grundfos

"The most professional conference we have been to. Outstanding."

Clemens Timm
Plasson











FRANCHISE OF THE YEAR

The Franchise of the Year award is the most prestigious award within the Think Water network. The award is measured across a wide set of criteria including sales growth, business processes & management, team culture, training & development as well as networking within the group and preferred supplier relationships & support.

Congratulations to Think Water Darwin and Think Water Hawkes Bay, our AU and NZ Franchise of the Year 2022 Winners.

Hawkes Bay was one of the first Think Water stores in New Zealand,

joining under the Think Water brand in 2010. Since that time the business has grown and Think Water Hawkes Bay now have two stores in Napier & Hastings. The Hawkes Bay team have been awarded the NZ Franchise of the Year Award twice before, in 2012 & 2015.

Since hiring a General Manager in 2020, the business owners have had time to focus on what they enjoy doing most – building business relationships, mentoring field staff & growing a successful business.

Adam & Kelly Stockwell from TW Darwin 'downsized' from two outlets

in mid 2021 to just the one to bring everything under one roof. However, to say they downsized is a massive understatement. They have showroom that is well over 900m², another warehouse area that's over 600m² and drive through, lock up hard stand space of over 600m².

Adam and the team are very much a flagship business, not just in the Think Water group, but across the irrigation industry in Australia. The business is growing strongly and is becoming a business of choice for employees and clients.



Think Water Hawkes Bay

Think Water Darwin



DUAL APPROVED 316 STAINLESS STEEL BALL VALVE RANGE



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SUPPLIER OF THE YEAR

Congratulations to HR Products and Water Supply Products who won the AU & NZ Preferred Supplier of the Year award for 2022.

Strong Preferred Supplier relationships are a cornerstone of the Think Water value proposition, and we consider our Preferred Suppliers a part of the Think Water family. Think Water wants to ensure we are selling quality products in the market, which is backed up by the highest level of Preferred Supplier

after sales support.

We limit the number of Preferred Suppliers so that our Members and Suppliers can both benefit from the Think Water relationship.

The Preferred Supplier of the Year award is voted by our Think Water Members. Each Member ranks every Preferred Supplier using a list of criteria such as product quality, support and overall preferred supplier performance.

Both HR and WSP have consistently provided outstanding products and support and were well deserved winners in 2022.

"This award is a great honour to HR Products. We value our long-term association, commitment and support we get from the Members. We look forward to a continued long-term relationship that allows all of us to grow our businesses and prosper."

Mike Trimble, HR Products



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DAVEY

MICROLENE CENTURION 3 STAGE UV SYSTEM

DAVEY

A sophisticated approach to water disinfection and filtration.

The new, modern range of Microlene 3 Stage UV Water Disinfection Systems are hardworking, high quality solutions for clearing contamination in rain, bore and surface water. Smart and Xtra Smart offerings work in 3 stages to remove the unwanted, down to microscopic detail.

First, let's un-muddy the waters around ultraviolet disinfection systems. The truth is what you can't see can harm you. We're talking disease-carrying microorganisms, viruses, bacteria, algae, cysts.

Safe, carefree drinking requires reliance on a trustworthy system that can efficiently and effectively clear away the above uninvited guests.

In conjunction with pre-filtration, UV Systems are the best, most practical option for treating drinking water. They're widely used to disinfect the

drinking supplies of not just homes, but entire towns. Passing filtered water through a Microlene UV System exposes the organisms living in your water to a dose of UV light, enough to inactivate the vast majority of common water borne threats. Better yet, UV light dose not leave residual chemicals, meaning no out of the ordinary tastes or odours in your drinking water, and it's impossible to overdose.

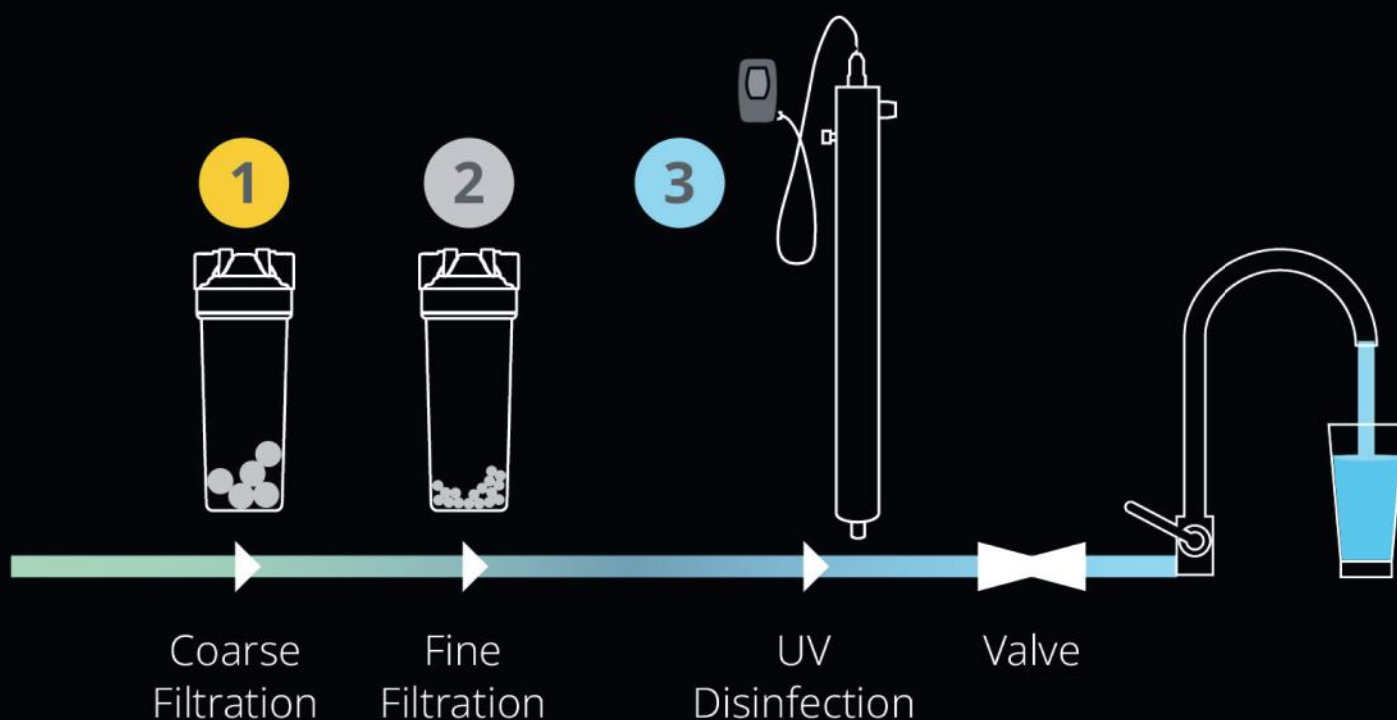
In a 3 stage process, Microlene Centurion models work to clear away the unwanted. Step one, the system tackles solids (decaying leaves, dirt etc.) through coarse filtration. Step two, we get into the nitty gritty, removing small solids and particles through fine filtration. Finally, step three we arrive at UV disinfection, this process damages the DNA of harmful microorganisms and eliminates their ability to cause infections in humans.

You'll benefit from increased longevity with an upgrade to a 316

stainless steel chamber vs 304, plus an additional 2 x months run time per UV lamp (14 months vs 12). Models are Watermarked and carry implemented mandatory certification as well as full RCM Electrical and Emissions certification. Easy to install (left or right water inlet) saves time and reduces material & labour costs.

The new Microlene 3 Stage UV Water Disinfection Systems are an example of advancement in water filtration technology. Available in two models, the Xtra Smart and Smart UV Systems are hardworking, trustworthy and ready to deliver crystal clear water, as fresh as it gets.

Ask for Microlene 3 Stage UV by name to get the best for you and those you love.





PROJECT OF THE YEAR

 Think Water Gisborne

Congratulations to Think Water Gisborne, our Project of the Year 2022 Winners.

The Award is presented to the Think Water business who delivers an outstanding project based on the quality of the work, size, and complexity of the project. The projects must be on time and budget and receive a positive referral from the client.

Matt Kemp and Michael Stevens' team designed and installed a major tunnel irrigation system for Leaderbrand, one of New Zealand's largest horticultural producers and remains family owned.

The winning project irrigates 12ha's (120,000m²) under horticultural tunnels, one of the largest of it's kind in NZ. The water is moved by Grundfos hydro sets, that provide outstanding efficiency across a large flow. The site collects rainwater and stormwater from the area under

roof, which feeds a 54,208m³ dam. This water is then treated and UV filtered for use back into the irrigation system via a 1000m³ Kliptank.

The piping system comprises but welding giving years of service, with irrigation delivered via Netafim sprinklers providing superior efficiency and uniformity. Stage 1 of the project is well in excess of \$1m.

And the client was very happy with the project results:

"Our experience with the team at Think Water Gisborne has been excellent, they have completed their work on the project on time and continue to support us with any requirements we have with the product they supplied. They have helped work through many issues for the best of the client."

Billy Stackhouse
GCP Crop Manager
LeaderBrand Produce Ltd



There were a number of outstanding projects entered by other Members, all delivered outstanding results for their clients and showcased the professional delivery and pride of workmanship from their teams.

- Think Water Adelaide- Norwood Oval Irrigation Upgrade
- Think Water Leeton- Leeton Swimming Pool Refurbishment
- Think Water Marlborough- Puro New Zealand Medicinal Cannabis Project
- Think Water West Coast- Kiwi Rail /Shadforth's Engineering Spray Veneer System for Coal Trains- Dust Suppression





RENOVATION OF THE YEAR

Think Water Albany

Yes, personnel play a big role in the success of any business, however it is also the way a business looks and feels that has a direct impact on how and where your customers spend their dollars. One of the key strength's in being part of a national group is the branding, so it's fundamental that the brand represents you, your team and the quality of advice, products and works you provide to your customers.

When judging the finalists, we take into account the Members use of the NSO expertise throughout this process; our partners such as Visual Edge with the design and the complexity or major changes undertaken. These would typically include:

- Flooring
- Construction
- Store planner guide
- External & internal signage
- Fixtures & Gondola new vs old
- Warehousing
- Servicing department – layout & flow etc

This year we had 3 finalists, they were:

- Think Water Albany,
- Think Water Whakatane
- Think Water Central Otago.

All worthy finalists with the two New Zealand stores being new Members to the Think Water group in the past 12 -18 months.

This year's winner was Think Water Albany. Rod Moir, the owner of Albany knew he had to grow his business and relocating was a major objective.

So Rod took the plunge (after much prodding) and relocated his business to a major roadway through the centre of Albany providing him with a huge amount of drive by traffic and is now also a neighbour to Bunnings warehouse. The new site and building weren't in bad condition however it did require a complete gutting and refit. It was fit for purpose and provided Rod with a large warehouse and service area as well as a reasonable sized showroom to build upon.

Rod was quick to engage with the NSO team as well as Lisa Christie from Visual Edge to help create a new design and dream. Whilst the showroom isn't massive, it has been designed to maximise space, product placement, hot spots, seasonal displays, natural lighting, reduce theft and to encourage customers to walk to the counter to receive service. In the design we also allowed for extra office space just in behind the showroom which provides clear visibility and access to the showroom, counter, goods inwards, the warehouse and the service dept.

Key areas of investment for Rod were lighting, flooring, new fixtures and racking, new front counter and removeable office space. Rod was a little nervous about the investment in the new site however he now feels it's been well worth the time and energy as he has the physical capability to cater for future growth in the right spot. The business is growing; new customers are walking through the doors and the future looks bright for Rod and the team at Think Water Albany. If you are thinking about undertaking this for your business, talk to us, we can help.



YOUNG IRRIGATION PROFESSIONAL OF THE YEAR

The Young Irrigation Professional of the Year is awarded to an exceptional water professional who aligns with the Think Water purpose of inspiring and driving a culture of learning, supplier engagement, community, team engagement and a passion for a sustainable water future. The awardee will demonstrate a willingness to increase industry knowledge, career and personal development and be able to demonstrate their leadership, influence, and passion for the water sector.

This award is open to all Think Water Members employees across all roles who are 30 years of age or younger at the time of submission. Think Water is focused on developing young and new talent therefore, the group has created this award to inspire and drive those starting out within the industry to know that there is a great career pathway in the irrigation game. This award recognises the up-and-coming people in our industry and over time will be recognised, not just within this group, but other groups and businesses in the industry as a breeding ground for the next generation of industry professionals.

This year's inaugural finalists were from both Australia and New Zealand, and all are obviously extremely valued team members.

Here is a list of the Young Irrigation Professional of the Year Finalists:

- Saimon Da Silva Ribiero Damasio - Think Water Dunsborough
- James Carter – Think Water Auckland
- Oliver Shivan – Think Water Gisborne
- Jamaine Luxton – Think Water Whakatane
- Stephen Tagliaferri – Think Water Mareeba

The runner up for 2021/22 was Saimon Da Silva Ribiero Damasio and the winner of the 2021/22 Young Irrigation Professional of the Year was Stephen Tagliaferri from Think Water Mareeba.

Stephen is also one of the original Cert III students and has continued to grow his professional skills by undertaking further training in the Cert IV Workplace Health and Safety qualification. He has grown from a front counter salesperson some 2 1/2 years ago and now manages the service department. He has been keen to learn new technology and has recently been involved in design and install works on crops utilising the latest growth sensor technology.

He is known for his calm demeanour which provides the business with an extra level of confidence and due to his growth over the past 2 1/2 years he has been promoted to the senior management team, which is made up of the GM and business owner.

Stephen is also an active participant in the local community acting as a mentor and coach at the local cross fit gym. He supports good physical health as he believes it promotes a healthy mental outlook in life and Stephen also undertakes fund raising events where recently he raised money for a local family whose mother passed from Cancer. Stephen attended the Think Water Conference at The Gold Coast where he was presented his award in front of his peers, business owners and suppliers. He is a truly deserved winner. Congratulations to Stephen from Mareeba and all the finalists.

 **Stephen Tagliaferri**
Think Water Mareeba



AMBASSADOR OF THE YEAR

Congratulations to our 2022 Ambassador Award Winners, Jason Edwards from Grundfos, Sheldon Simmonds from Toro and Lawrence Stiles, also from Grundfos.

The Ambassador Award is presented to a Think Water Preferred Supplier who has provided Think Water with a successful dealer referral that has resulted in a store conversion or greenfield site. It is an important award and part of a critical process that assists Think Water's goal to expand the Member network.

Supplier dealer referrals in most cases are highly valuable as the referral is supplied as a qualified lead e.g., the supplier has normally recommended the benefits of Think Water to the dealer. This greatly assists our initial contact and introduction to the Dealer.

The advantage for the Preferred Supplier is obvious:

- You control who will have access to the Think Water advantage
- You will gain the sales advantage of Think Water initiatives
- You will add value to your dealer network

We would encourage all Preferred Suppliers to become a Think Water Ambassador by:

- Providing feedback to Think Water on prospective Members
- Promoting the Think Water advantage to independent store owners within your dealer network.

Think Water looks forward to presenting Ambassador Awards to all successful Supplier Referrals at the annual Think Water Conference.



6 MONTHS FREE FEES!



Think Water Member Incentive - We NEED more Referrals!

Refer a prospect to Think Water and get FREE monthly fees for 6 months! This is \$9,600 value.

Referral Incentive Small Terms

- New needs to complete "Cooling Off" period in 2022.
- Multiple satellite or multistore do not qualify.
- New partnerships with new directors do qualify.

\$9,600
BACK IN YOUR
POCKET

GOVERNMENT GRANTS TO HELP YOUR BUSINESS GROW

If you're considering how to improve your business to become more efficient and profitable or, looking for growth, there is likely to be a government grant to help.

In NZ the best place to start is to register with one of the 14 local Regional Partner Networks. These hubs have been set up to support a range of services to assist small business develop and grow. The website to find out further details and to register is www.regionalbusinesspartners.co.nz

In Australia there are many business grants available. Most are classified as competitive grants- where you submission is competing for funding. A grant programme that is not competitively funded is the Entrepreneurs Programme or EP. The EP is designed to assist business owners who want to improve

their business and grow.

The EP Program is relatively easy to apply for on-line and can support various activities, from business improvement, IT, marketing & HR. The programme will link you with a locally based facilitator who will work you through your business and help identify the functions to focus on. The funding is 50/50 up to \$40k. Google 'Entrepreneurs Programme' for further details.

NSO have also engaged with a grant's specialist, Kim Yabsley. Kim's team at Everyday Strategy finds and supports business applying for grants. Because of the complexity of grants, especially in Australia, if you're considering a growth strategy for your business it's worth a discussion with Kim on what may be available. Scan the QR Code below to download Everyday Strategy's 'Definitive Guide To Government Grants 2022' ebooklet.

There are a few Members who have successfully applied for grants, including the Entrepreneurs Programme to support IT initiatives such as H2GO or business improvement through a consultant such as Frank Oxley, who facilitated a workshop at the National Conference.



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PROBLEM SOLVING

FRANK OXLEY

One of the biggest mistakes we all make in business and our personal lives is looking to solve problems with minimal data or information. Whilst solving problems isn't a mistake, it's the process we typically go through in the problem-solving procedure to reach a solution. In fact, it's fair to say that we ignore the procedure or process completely and just go straight to a 'solutions/solving' mindset. Usually, the solution that bubbles to the surface is a band-aid solution. In other words, one that isn't well thought through, doesn't fix the underlying reasons why the problem exists and will continue to be a problem until the root cause of the problem is clearly identified. This causes other flow on issues, especially within a business.

It's also well known that people, the talent we have employed to actively drive and grow the business, rely on structure. Part of structure is understanding and knowing process and procedure for all tasks that are relevant to their role, operations, customers, suppliers etc. Therefore, it should be no surprise that when our people say that they don't know how to carry out a certain task properly it's linked clearly back to a lack of detailed procedures that all should know and follow.

To think that implementing a new ERP system will resolve this is one part of the solution, but it can make it worse. The reason I am discussing process and procedure is that at the root cause of problems and solving them, process and procedure and lack thereof is likely to be the cause of all problems within a business. And when we circle back to our talent, there is always a clear link to people leaving an organisation when they get frustrated due to lack of clear process and procedure. We often hear that there are many ways to carry out tasks, but are they the right way?

Based on this clear need by our Members, Think Water engaged an external specialist by the name of Frank Oxley. Frank has a degree as a Mechanical Engineer, a diploma in Competitive Systems and Practices and is a specialist in the problem solving space. His primary focus and expertise is small to medium size companies, predominantly manufacturing, but also in warehousing and logistics or wherever organisations need to strengthen their ability to identify problems and improve process to get better business outcomes.

Think Water invited Frank to this year's annual conference to provide our Members with the tools to build a culture around problem solving, process and procedure in their businesses and teams.

Frank delved into the key areas of problem solving vs fire fighting; understanding the real cost to a business when things go wrong; understanding the current process and problem before going into solution mode and other key areas. One key area Frank spent time on was understanding the methodology of problem solving and process and how to carry this out. Four key areas that we spent time delving into were:

- Clearly defining the problem
- Gathering information
- Analysis and review
- Implement a solution.

It was also made clear to use your team or external people to provide best solutions because surprisingly, you as the business owner don't always have the answers.

To help cement the new line of thinking into the Members we were then broken up into groups for a workshop. During this workshop, the groups

went through some practical exercises to use this newly learnt skill. They were provided with typical problems we face in our day to day operations and had to use the new skills and tools we had just learnt.

The Members were provided with tools to use to make the process easy. These included the Fish Bone template – this is used to identify what the problem is and where it lies. I.e. – does it lie with current methods, machines, people, environment, materials etc. The second tool is the Paeroto Sheet which is the famous 'sticky note' whiteboard that measures the problems identified and how often they occur. The final piece to the puzzle is the Plan. This brings all the information together including the solution based on having identified the root cause problem.

The workshops were deemed a success by the Members and we will continue to work with Frank Oxley in the future. We will be holding follow up training with the Members and Frank and look to provide them with even more tools to use within their business. Remember, Problems are a problem until a solution is found...but don't rush to a solution else the problem gets worse.



Gator Radio Control Systems

The Gator Radio Systems can be used for agricultural watering, landscape watering, sports fields, shopping malls, residential complexes as well as applications within the nursery industry.

The Gator Radio Receivers work above the ground on post mounts, or mounted in valve boxes, up to 2kms away. The Gator System can either be newly installed or retrofitted to any existing irrigation system and is ideal to re-generate old or decayed solenoid cabled systems.

Gator Budget Parallel Wireless Systems



The Gator Budget Parallel Wireless Irrigation Control System converts the output signal of any conventional irrigation controller being either a 24VAC or DC pulse type output into a wireless signal that can be passed over the air to control and switch the various devices such as valves, pumps, filters etc. within an irrigation system. Up to 64 outputs can be automated with numerous receivers. The total valves that we can control is only limited to the hydraulics of your system.



Gator Point to Point Systems

The Gator Point to Point Wireless Irrigation Control System allows for the switching of up to 2 devices and can work as a one way signal or a bi-directional communication. For example, it is ideal for starting a remote pump unit on one output, then have the flow rate from the water meter being sent back to your controller as in input. This can also be used in both AC and DC, so with the addition of a battery pack at the tank, you could send a signal up to 2kms away to remote start a pump unit and then have it turn off once the tank is full.



For more information on Gator Radio Control systems please contact your nearest HR Products Office

www.hrproducts.com.au



GATOR RADIO CONTROL SYSTEMS

Since 2017 HR Products has been distributing the Irri-Gator range of wireless valve/pump communication control and hydraulic valves to the Australian market with huge success.

Of the many advantages of using the Irri-Gator Parallel System, the main feature is that it can seamlessly connect to any irrigation controller that has either 24VAC or 12VDC output and once the module receives the signal, an encoded signal is then sent to the receiver located in the field.

The "Gator" system will allow the grower to bring on any new irrigation blocks (not enough wires to the location) or any failed valves (due to broken wires) without the need of a single trench being required as all works are completed above ground.

Another feature of the system is within the receiver, the unit has a replaceable Lithium battery which will last approx. 3 years and can be programmed to operate up to 4 DC outputs at each location. In fact you can mount the G5 receiver on the nearest post (without requiring direct line of sight) and connect the wires or run hydraulic tube direct to the valves, the choice is yours.

If you have the requirement within an commercial irrigation site for landscape or turf areas, the G5 receiver is available in a double potted wiring option, so the possibility of placing within a valve box will allow for sites such as golf courses, council

sites and football ovals to be easily brought onto the system, just by using the same parallel system.

Not only can we control irrigation valves, but with the Bi-Directional or Persistent Point to Point transceiver system, we can now remotely start/stop a pump or relay. Also, should you have a pulse head water meter in place, we can transmit that data back and you can connect that to your irrigation controller and now monitor the flow meter data.

Best of all, every Irri-Gator radio system that is supplied is bench tested before leaving our branches to ensure that when the product arrives at your site, you know it will work and there is no need to make any changes to equipment, it is a simple plug and play process.

Irri-Gator also have a complete range of weir type single chamber control valves, designed with simplicity in mind and not compromising on operational versatility. Ranging from a 25mm BSP through to 200mm Flanged, along with all the various pressure sustaining / relief / reducing pilot combinations, 3 way Sagiv, AC or DC activation there is sure to be a valve for your requirements. One main feature of the "Gator" valve is the ability to fit a "mechanical throttle" up to 100mm valves, thus stopping the diaphragm fully opening which allows the valve to be throttled to the correct flow without having the need to change body

diameter. Operating pressure of the Gator valves range from 70-1600kPa with a maximum temperature of 70 degrees Celsius and at a head loss of 2 metres, flow ranges from 2.2 - 64l/sec can be achieved.

All in all, when considering either radio control of an irrigation system or if you are looking for an alternative supplier of hydraulic valves, HR Products have the range of Irri-Gator Products that have been tried and tested in the Australian market available for you.





H2GO OH&S IS GOING PAPERLESS!

As we develop our Think Safe (OH&S) documentation and library, it has become clear that managing the day to day physical documents our teams use is becoming cumbersome and not practical. Needless to say, the impact it has on the environment. It was time to start going paperless and integrate these documents into our flagship ERP system H2GO.

We began this OH&S digital project last year where we focused on Incident Report forms and simple JHA's going digital.

This was just the start and this year we developed an ambitious target to bring into H2GO and Freeway the documents which most Members use:

- Toolbox meeting
- Generic meetings form – staff meetings; site meetings; client meetings etc
- Pre-start briefing minutes
- Site specific inductions
- Light vehicle & small plant inspection
- JHA prefilled (10 standard pre populated templates)
 - o Irrigation Installation
 - o Loading and Unloading vehicle
 - o Steel water tank installations
 - o Backhoe use
 - o Confined Space
 - o Pipe Laying
 - o Pump Repairs/maintenance
 - o Work in residential premises
 - o Working in hot conditions
 - o Irrigation Maintenance

As OH&S is a major focus for the group, one of the key objectives of this project was to ensure that all Think Water Members could access this online digital format, regardless of whether you have H2GO as your ERP system. This development is available to those Members who have access to a mobile smart device (at a small cost) where the Freeway App can be downloaded.

Through this App you can provide access to up to 99 users. One of the great benefits of this development is that these documents can be populated either in store, or in field.



If you are looking to make your business and your teams more efficient and safer then this is the answer. Reach out to your Operations Manager to assist you in implementing this into your business today!



NODE-BT Controller

Use the App, Not the Valve Box



Hunter®



NODE-BT CONTROLLER

Go Confidently Where AC Power Cannot with the NODE-BT Controller

Stay out of the valve box and head confidently into the next generation of irrigation management with the NODE-BT Bluetooth® Battery-Operated Controller from Hunter Industries.

NODE-BT is enabled with powerful wireless Bluetooth 5.0 technology that can be easily managed from a smartphone. Install the waterproof NODE-BT in gardens, parks, medians, roundabouts, greenhouses, or other outdoor applications where AC power is unavailable.

"NODE-BT makes battery-powered irrigation convenient and comfortable," said James Bick, Associate Product Manager. "This revolutionary solution helps you install faster and work smarter in any setting that requires battery-powered irrigation."

Check out the key benefits NODE-BT has to offer:

- Advanced wireless irrigation management from up to 15 m away saves time on-site
- Total app control removes the task of opening dirty valve boxes and programming schedules on a dark screen
- Maximum run-time flexibility for top performance in a range of settings
- Controller mapping by location, battery-change reminders, and offline programming to simplify field adjustments
- Five versatile mounting options for easy setup according to site needs

NODE-BT is controlled by a multi-language smartphone app. The app maps controllers by location and sends convenient battery-change

reminders, eliminating the guesswork on battery life. Run-time flexibility is perfect for germinating seeds or other agricultural applications.

Best of all, NODE-BT makes battery-powered irrigation easier than ever before. Total app control removes the task of opening dirty valve boxes and programming irrigation schedules on a dark screen. You can also enable irrigation and check battery status right on the controller, greatly speeding up maintenance.

To learn more about the time-saving benefits of NODE-BT, visit nelsonirrigation.com.au.

The Bluetooth® word mark and logos are registered trademarks owned by Bluetooth SIG Inc. and any use of such marks by Hunter Industries is under licence.



NPS PROGRAM

MONITORING CUSTOMER LOYALTY

The NPS Program was another business tool that was launched at the recent conference. It gives our Members the ability to measure their stores customer service levels and to drive more positive Google reviews.

The program is essentially an email template that can be sent out to a customer after they make an in-store purchase. Most CRMs, including H2Go, have the ability to automatically send emails after purchase.

The email template allows customers to rate their experience with the store between 1-10. Customers who score the service between 1-8 will be taken to a custom landing page and asked to provide feedback, which will automatically be emailed to the store owner/manager.

What is NPS?

NPS, or Net Promoter Score, is the global customer loyalty measurement tool. The system measures customer loyalty to a business.

By keeping track of their NPS score, Members can determine strengths and weaknesses in their store and develop a plan to correct them.

To calculate the NPS score, we take the total percentage of Promoters (people who scored 9 or 10) and subtract it from the total percentage of Detractors (people who score 0-6). Customers who score 7 or 8 as seen as Passives and do not contribute to the total score. Scores range from -100 to +100. Higher scores are desirable.

Customers who score 9 or 10 will be prompted to leave a Google Review on the Member's profile, resulting in an uplift of positive Google reviews.

The total scores will also be recorded on a database so that the NSO Team can calculate NPS score for each store.

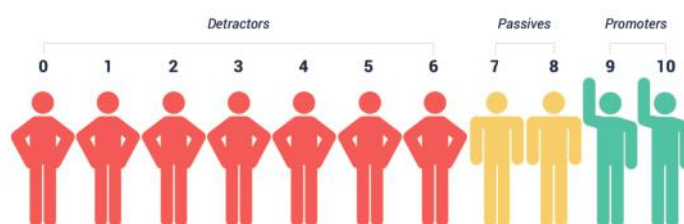
Hi John,

Thank you for visiting Think Water Perth today. Please rate your experience with our store:

1 2 3 4 5 6 7 8 9 10

 **thinkwater.**
PERTH

Calculating NPS



NET PROMOTER SCORE = % PROMOTERS - % DETRACTORS



Monthly Reporting

Members can keep track of individual scores & overall performance



Increased Google Reviews

Only users who score 9 or 10 are prompted to leave a review on Google



Review & Take Action

Track the NPS score and comments and take action to improve customer experience.



SOLAR PUMPING FOR A MORE SUSTAINABLE FUTURE

Solar pumping means water can be sustainable, as well as life-sustaining, on organic Barfield Station

When Rob and Melinee bought the 15,500 acre (6,272 hectare) of land in Banana, Qld (known as Barfield Station), their intent was to establish a certified organic beef business. However, they found that the property was poorly watered due to the lack of watering points, leading, in its turn, to high levels of grazing pressure and livestock stress.

The previous water infrastructure on the station consisted of pumps driven by electricity from diesel-driven generators which required regular monitoring, fuelling and maintenance – a time consuming and expensive exercise. Which is why the infrastructure was never expanded or dispersed. Climate change has also been aggravating the water situation with Barfield Station starting to

experience significantly hotter, drier conditions.

It was, therefore, a no-brainer that the Leathers' decided to invest in a more sustainable water pumping set-up. Facilitated by the agri green loan from a bank, the couple made a substantial investment and replaced their old pumps and diesel generators with Grundfos pumps and fully integrated photovoltaic arrays. The business also expanded its water system to include new dams, troughs and underground storage tanks.

With the Grundfos Solar Pumping System, the Leathers reduced their pumping costs to \$500 per month for backup electricity compared to the \$200 per day they had to pay to run their old fossil-fuelled set-up.

The wide operating range of Grundfos pumps also suited their varied application requirements, pumping up to 60,000 litres per day on their biggest dam.

To learn more about Rob and Melinee's carbon neutral journey and how they solved their water challenges with an extensive watering infrastructure powered by Grundfos Solar - please scan the QR code or visit <https://www.grundfos.com/au/campaign/professional-irrigation-agricultural-and-solar-pumping-solutions>

GRUNDFOS 



GRUNDFOS 





MIGRATION RECRUITING FROM ABROAD

With the continued lack of skilled resources in both Australia and New Zealand, the National Support Office ("NSO") commenced research on recruiting from abroad, earlier this year.

After looking at the various options and discovering that some of our Members had already commenced their international searches, the NSO opted to do trials in both countries.

The first step was to get each store to become an accredited company to allow them to bring skilled migrants into Australia and New Zealand.

The Australian process proved to be more lengthy and costly to that of New Zealand. Below is a brief breakdown of the differences between Australia and New Zealand:



AUSTRALIA

- Use of an agent who has international recruiters based in other countries
- Agent fee ranges between \$7k to \$11k
- Agreement between agent and Member
- Vacancies to be advertised nationally for 28 days
- Employer needs to pay airfares, accommodation for one month, arrange transportation to work for the first month
- Process takes up to 6 months from start to finish



NEW ZEALAND

- Work directly with NZ Immigration
- No agent fees
- Accreditation fee ranges between \$750 to \$3950
- Vacancies to be advertised nationally for 14 days
- Employer assists with initial accommodation of one week. No requirement to pay for flights or other transportation.
- Process takes up to 30 days for accreditation and another two months for the candidate to gather all information required for application.



TIMEFRAMES

The timeframes noted above can vary depending on the number of applicants the Immigration Department is handling at that time.



INTERVIEWS

The initial interviews will be conducted by either the agent or with the NSO. Members will conduct second interviews. All shortlisted candidates will be reference checked before a final decision is made.



OFFER OF EMPLOYMENT

Once an offer of employment is made, the NSO will be in touch to step the candidate through their part of the process (police clearance, medicals, etc)





THINK OUTSIDE THE CIRCLE WITH CRUSADER HOSE



Crusader Hose enjoyed the opportunity to catch up with many Think Water Members at the conference at the Gold Coast held in July. As usual, it was very well planned. Everyone seemed happy to be networking once again and celebrating business successes.

A big congratulations to Adam Stockwell from Think Water Darwin for being awarded Store of the Year 2022. Focused growth and embracing the marketing support from Think Water head office were the seeds for his success.

In discussing his business achievements, Adam affirmed how happy he was with the Flexibore® system from Crusader Hose.

"All my submersible pumps are now installed using Flexibore,"

"We were supported by the factory who offered us stock on favourable terms. This was essential to embracing the system and giving our customers quick turnaround at favourable prices."

Francois Steverlynck has offered the same terms to many other Think Water stores who visited their stand during the Friday speed dating session. "I feel that if the stores have the stock available, there's a much better chance for Flexibore® to be offered over poly pipe." Flexibore® is

a custom-designed system for bore water pumping with many benefits, including ease of installation and lower energy costs.

Regions within the Northern Territory use solar-powered bore pumps for stock and domestic use, enabling Adam to grow this part of his sales 5-fold. "The Flexibore® hose is an integral part of this, and I encourage other stores to convert over from poly", Adam concluded.

Francois is available to assist any store with training and product support on how to install submersible bore pumps using their flexible hose.



Think Outside the Circle

THINK LAYFLAT HOSE



Reliable, locally made **irrigation and bore water retrieval hose** that stand up to the quality test!

- ✓ Very flexible at low pressures
- ✓ Tight bend radius
- ✓ UV stabilised
- ✓ Abrasion resistant
- ✓ ≈ 20% Lighter than rubber hose
- ✓ High-tensile textile reinforcement
- ✓ Elastomeric swelling
- ✓ No iron bacteria build-up
- ✓ Efficient in reducing friction loss & pumping costs



Flexidrag® -
The new force in irrigation



Flexibore100® -
Bore water pumping made easy

EXCITING TIMES AHEAD FOR BERMAD TECHNOLOGIES



With 56 years' experience Bermad leads the way in water control and management of pressure, flow, and metering. Strong supporter of Think Water, Kristian Tkatchenko, previously from Davey Water Products, has joined the 22 passionate, local, water professionals at Bermad, dedicated to providing the best service, support, and innovation when it comes to irrigation.

In 2023 Bermad will launch the latest in irrigation flow monitoring, the Bermad M10 (pictured to the right), a highly accurate, light weight composite, grooved, electromechanical flow meter from DN50 to DN150 that comes with a IP68 rating, allowing it to operate even if permanently immersed in water up to a depth of 1.5m.



The M10 also connects to the Bermad OMEGA (below) irrigation controller. An "anywhere-anytime" device that connects to a smart phone or device through the "BERMAD Cloud" to provide time-based irrigation control, monitoring and reporting. For a sneak preview of the Bermad OMEGA visit www.bermad.com/product/omega.



As a supporter of our industry, Bermad has just announced its support of the Irrigation Australia Centre of Excellence through their state-of-the-art training facilities across the country. A free resource to Think Water Members providing

safe and controlled irrigation training rigs where Think Water staff can be trained on the installation, commissioning and maintenance of Bermad valves and meters.

In our industry the ability to Control, Protect and Measure our most precious resource has never been more important. To talk to the Bermad team on how they support your business and your customers visit:

www.bermad.com.au/about/people or visit the team at stand T22 at the Irrigation Australia Expo.



BERMAD Water Technologies has been supporting the Australian irrigation industry for the past 33 years. When it comes to controlling and monitoring flow and pressure, and protecting our most precious resource. think water, think BERMAD.



RISING STAR AWARD

The Rising Star Award represents a change to two prior awards that we had been recognising in years gone by and have decided to change based on Members feedback. The Most Improved and Businesswoman of the Year awards have been morphed into The Rising Star Award and Young Irrigation Professional of the Year.

The Rising Star Award criteria is primarily based on seeing an improvement in the business by showing leadership, mentorship, and openness to change, but above all embracing and driving the Think Water brand.

This year we had a tight field of finalists to choose from. The likes of Marlborough and Gisborne in New Zealand and over the ditch

here in Australia with likes of Darwin, Alice Springs, Perth, and Dunsborough all being high achievers. This year's eventual winner for the Rising Star award is a Member that is reasonably green/new to the industry with less than 3 years' experience in the industry. They have adopted the groups ERP software, H2GO, and been a driving force in helping to develop the software for the betterment of the organization.

They have introduced a whole new team from varied backgrounds and have invested in training to integrate them into the industry. The team are encouraged to share new ideas, ultimately pushing the business into new market opportunities which has seen their top line sales grow exponentially.

Their approach to marketing their business across multiple platforms has helped drive the revenue to those new markets. Developing their internal systems, including process and procedure has improved efficiencies and reduced material waste.

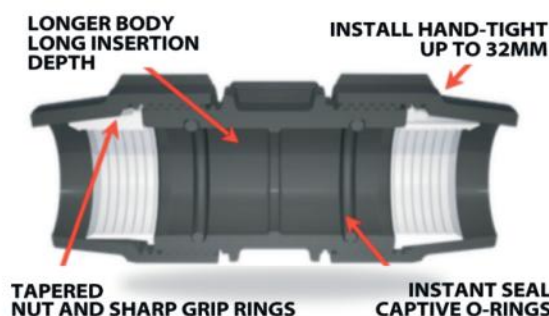
Underpinning all of this is their 'top down' focus on safety first, driving a culture within the business of transparency, clarity of everyone's roles and responsibilities which helps promote and drive a high performing team. The winners for this award do so well in fact that they came in 3rd for Franchise of the Year in Australia.

So, a big congratulations to Tom & Felicity Pollard and the team from Think Water Capes Region (Formerly Dunsborough) in taking out this year's Rising Star Award.



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view the range: plasson.com.au



WELCOMING OUR NEW MEMBERS



Justin Wallace
TW The Irrigation Shop

The establishment of a Brisbane city store in close proximity to the Think Water NSO has long been a priority for Network Development and is seen as a significant benefit for local access and logistical reasons.

Justin Wallace purchased The Irrigation Shop in Slacks Creek, Brisbane in May 2021, prior to this he spent 28 years working for multi-national companies, mainly in Water Treatment products and services. The Irrigation Shop by that time had been established for 35 years with a long standing and loyal customer base in the Brisbane area with staff that have

been with the business for over 15 years. Justin identified that the southern Brisbane area was indeed prosperous and in close proximity to the Gold Coast and northern NSW however he recognised that Think Water could assist him in taking The Irrigation Shop to the next level while also introducing his business to new categories within the Pump/Irrigation and Water Filtration Industry.

Justin joined Think Water in August 2022 and is now completing the establishment process of his outstanding store location at Moss Street in Slacks Creek.

Why did you join the Think Water group?

We decided to join Think Water because the group is owned by the Members, so they only have the Members best interests at heart. The support offered by the NSO was another key decision criteria for us, particularly associated with the Brand and Marketing, Operations, HR & Training. Having a network of supportive business owners who are all looking to maximise opportunities in the same industry was the final key decision criteria, and we look forward to getting to know everyone.

What has been your biggest challenge so far?

Surviving through the very wet summer period where no-one needed irrigation! We have also been on a steep learning curve regarding social media and how to make the most out of the available channels to market. Still a lot to learn, but we are excited about the opportunities and working with Chris and John to maximise these.

What plans do you have for the near future?

We are looking to expand our offering to include outbound pump installation and repairs as well as project work, starting with commercial irrigation design and installations. There is a sea of opportunities out there, particularly in relation to the Brisbane Olympics in 10 years, we are preparing to capitalise on these in South East Queensland, one of the fastest growing areas in Australia.



29

DELIVERIES
& PICKUPS
←

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thinkwater
THE IRRIGATION SHOP

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PUMPS

FILTRATION

thinkwater

IRRIGATION

WELCOME



Sean Callaghan
TW Highlands

Sean Callaghan had been a partner in Highlands Outdoor Power and Pumps for 18 months. This was started as a greenfield business in a competitive market for outdoor power equipment.

Before starting this business, Sean was the National Sales Director for Philmac and had extensive experience in both agriculture and irrigation. Earlier in Sean's career he worked for Southwell's Irrigation in the Southern Highlands and had a very good understanding of local opportunities and the level of customer service required to run a profitable water business.

Kate, Sean's wife and business partner, has previously worked in HR and is currently working in the business fulltime.

Sean and Kate joined Think Water in July 2022 and their premises is located on one of the busiest streets in Mittagong consisting of a showroom and large workshop and storage area, large hardstand area with ideal main road frontage and access.

Sean has set a future goal to become the leading supplier of water products in the region by offering a great customer experience, solution and products.

Why did you join the Think Water group?

There are several reasons – to become part of the Think Water brand and lift our presence in the Highlands as a supplier of solutions and products for all things water. The resources on offer from Think Water for a business are significant and this can only help us become more professional and move our business forward and having had a great deal of experience as a supplier to Think Water, we could see that the other store owners and head office staff have a good culture, which is aligned with ours.

What is your primary market?

In our region we have a variety of markets; vineyard, equine, small acreage, cattle properties and domestic. Our main markets to date have been small acreage and domestic. This is also the case when it comes to our outdoor power products.

How long have you been in the Irrigation/Pump Industry?

As a partnership Bernie Maas beats me by a long way in the experience stakes, which is a great asset for our business.

Me personally, I have been involved in the irrigation industry for well over twenty years, working both in retail and manufacturing. I also spent twelve years working on properties all of which had some type of irrigation.

What has been/is currently your most Interesting Project ?

It has been the supply and installation of a solar system to fill tanks from a dam for a local landowner.

He had an existing system and was looking for additional water, we worked a solution, using elements that were already in place and blending with the new system. The final project was different than what our customer had in mind when he first came to us.

What is your biggest win so far?

Getting Kate to work for the business full time!

Mainly a lot of little ones, seeing return business and people purchasing from us due to recommendations from other customers.

What has been your biggest challenge so far?

Where do we start? Finding good staff, we currently have a good crew of 8, though it was not easy. There were times I could not see a light at the end of the tunnel, thinking we were going to struggle to get any staff at all.



NEW OPTI PHIL

HIGH PERFORMANCE, COMPACT FLOAT VALVE, SAVING PUMP LIFE AND ENERGY

Smooth-Flo Design

Optimises water flow out of the valve, reducing turbulence, minimising float bounce, cutting water spray, and saving your pump.

Opti-Flo Technology

Patent protected Opti-Flo technology, optimises water flow through the valve to help prevent blockages & improve performance in dirty water.

Soft-Close

Patent protected soft closing design for reliable shut-off & preventing damaging water-hammer.

Full-Flow

Full flow design, providing flows up to 847 L/min and preventing pump short cycling, saving your pump and energy.

High-Vis Float

High-Vis orange float for fast easy identification of water level from a distance.



Scan to find out more about OptiPHIL

Philmac®

The connection you can trust.

INTRODUCING OPTIPHIL

The new Philmac OptiPHIL float valve is a high performance, compact, float valve for large and medium troughs with high demand. This full flow float valve provides flow of up to 847 L/min at high pressure and flows of 287 L/min @ 100 kPa, making it very adaptable in a wide variety of applications.

The Research and Development team at Philmac have designed innovative new features into the OptiPHIL float valve that have dramatically improved the function of this style of valve.

Minimising float bounce being one of them, you don't want your float bouncing in turbulent water in the trough creating false shut offs that can cause damage to fittings and ruin pumps. The team at Philmac have developed the unique Smooth-Flo outlet design which optimises water

flow, reduces turbulence, minimising float bounce. When combined with the patented soft-close technology which prevents water hammer and provides a reliable shut-off every time saving wear and tear on your pump and pipe systems.

The valve is also designed with the patented Opti-Flo technology, which optimises water flow through the valve to help prevent blockages and improve performance in dirty water.

So what's in the box? The Philmac OptiPHIL float valve comes pre-assembled with a standard 1" BSP tapered male thread. To cover other common inlet sizes and underwater installations, OptiPHIL is supplied with ¾" and 1-¼" thread adaptors and an underwater kit, which consists of a float cord and anti-tangle tubing. All this means installation is fast and easy.

If you do need to adjust the water level in the trough it's as simple as loosening a screw on the arm that holds the 4" high-vis float and then retightening.

For more information on the new OptiPHIL Float Valve go to:
www.philmac.com.au/valves/float-valves



by **aliaxis**



NEW ROLE
CHRIS REHM

Training & Operations Manager



Training has always been embedded into the DNA of Think Water and our founding business of the Independent Water Group. Our evolving industry, coupled with a continued focus on efficiency and the increased pressure on any businesses labour resources, make it clear that Think Water need to deliver complete training options for our stores and their teams.

Recognising the great work Operations Manager Chris Rehm has done introducing and managing our current training program, Chris's role has evolved to be our new Think Water Training and Operations Manager. Chris will continue to develop and lead our groups training resources, which includes our online training

resource, the Digital Hub, our “regular owner and management training” and the new Foundations Training course. Chris has also been working with Irrigation Australia and (and now) Irrigation New Zealand to deliver trade certificates to our teams over the last few years.

Chris will continue to lead our training program ensuring our stores offer their markets products and services from the best trained teams in the industry.

Congratulations Chris.



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THINK WATER TRAINING



Think Water NSO have invested resources into providing our Members with a qualified Trainer & Assessor. Chris Rehm has expanded his role to include Head of Training within the group. This means Chris will be managing training across the group from individuals, to teams in branches, to managers and business owners. This is a clear indication of how we aim to invest in our Members and their staff to develop skills that are required for now and for the future. This will attract and retain personnel in a tough HR market.

Research undertaken in the first half of 2022 by Hays Recruitment of workers has shown that 57% of Australian workers want their employers to provide opportunities for training rather than access to more annual leave or other perks such as a company vehicle. It's the most sought-after employee benefit followed by 55% of workers wanting more than 20 days annual leave, ongoing learning and development at 53% and formal career pathways at 38%. So, 3 out of the top four workers wish list topics point directly to upskilling, training and career development.

Dave Burrows, who is a strategic workforce planner and director from

Fathom, states workers believe training will strengthen their career opportunities amid increasing automation and changing models of work. Workers are looking to future proof their careers with ongoing learning as workforces become increasingly diverse due to technology and others factors. He says that ultimately, training provides opportunities for continuous development, both professionally and personally, and adds longevity to peoples careers.

I always hear people say "Why train my people? They just leave!". With unemployment at an all-time 50 year low, it is more relevant and important than ever to be investing in your teams. There is supporting data that suggests that investing in your team and individuals drives a stronger culture and attracts and retains talent by providing stability within the team which ultimately drives up output, productivity and profitability.

So, as part of Chris' role and focus on training, he is building a Skills Gap Analysis Matrix for the varied roles and levels of experience across the Members and their teams. So far we have identified at least 30 roles in our business model. Hence, we are

building a matrix to cater for the roles and required experience to fill these roles. Every one of these roles requires new skills, so it's important we have a clear focus and understanding of what we offer our owners and their teams as a part of this service. To support the back end, we have created a couple of SmartSheets (covers years 1-4) that will be used as a Training Plan template to house multiple and various forms of training options, again based on role and experience.

In the past 12 months we have delivered training on Leadership, Sales Skills, Tenders, Certificate III; Academy and The Hub. In the coming 12 months we plan to deliver subject matter on marketing, business skills, Digital Age security; Think Water Fundamentals; water treatment and a whole lot more.

So, whatever the training required, the subject matter isn't a roadblock. We can either train you/your team ourselves, bring in an external trainer (like we did recently with Think Leadership) or help source the relevant training, such as supplier or institute like a TAFE or similar course. Train to thrive!





THINK WATER FOUNDATIONS TRAINING



It has become abundantly clear that we need a formal, yet flexible training program for any new people entering our industry. We originally felt that the Think Water Academy (Block 1 Cert III) would be the answer, however it soon became obvious that this level of training was probably more suitable for this people who have been in the industry for 2 years or greater. With that in mind, we are therefore proud to announce that we have built and created the new Think Water Foundations training program.

Based on feedback from our Members, we have been working with Ian Morris from Think Water Dubbo and Phil Chegwidan to understand and develop a training framework of subject matter that is relevant to this type of new

employee. We all know Ian's resume and battle scars and Phil Chegwidan is a well-known and long-term Industry professional and business owner with formal qualifications in building and delivering training. The Foundations training will be delivered over 3 x 2 day blocks. It is capable of being delivered at various locations around Australia and New Zealand (at an agreed site or Members business) and the NSO is looking to subsidise some of the cost of this training to its Members.

This training is a blend of theory, hands on practical and case studies. Students who attend will take away course materials and a network of industry colleagues.

The subject matter we have built is varied and will cover the basics of:

- Hydraulics; Water Sources
- Friction Loss
- Safety and control devices
- Pumps – types
- Fault finding – systems; pumps; irrigation etc
- Design
- Irrigation
- Valves
- Pressure tanks.... the list goes on.

In the near future we will share with Members and their teams an EOI Smartsheet form to you to lodge attendees details who you would like to nominate into this program. When you are planning your workforce, both now and for the future you are able to offer school leavers a career pathway, starting with the Think Water Foundations training 6 day training package.



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NZ CERT III IRRIGATION TECHNICIAN



In a long awaited and career changing joint venture between Think Water, Irrigation Australia and Irrigation New Zealand, the Certificate III in Irrigation Technology currently being widely taught across Australia will be available in New Zealand from October 2022. The New Zealand irrigation peak body, it's members, broader community and industry has welcomed this training that sets the foundations in the career pathways within the irrigation sector.

In November of 2021 Chris Rehm was asked to focus on helping develop and drive this project as it had come to a standstill. In fact, it has been an ongoing challenge for Irrigation NZ and it's members to put together a framework of subject matter that the industry and the local Industry Training Organization's would recognise.

We engaged with Irrigation NZ, stripped back their current offering; what they felt they needed versus what we felt was required and got the ball rolling. As Chris worked with Irrigation Australia and built the current Think Water Certificate III program in Australia, he was able to compare what was required in New Zealand and match up the desired or required subject matter accordingly. The subject matter being delivered between Australia and New Zealand is varied based on what is applicable to each region.

This has been a 10 month journey but we are happy to say that we have reached our goal of providing a competency based training qualification for the irrigation industry in NZ, which looks like it will be formally recognised. This training will be

Think Water centric and will be delivered via 4 x 1 week blocks (North or South island) face to face through a blended approach of theory, practical and assignments. Log booking of hours is required for every day practical works and the expectation is that it should take 18 months to years to complete. The log booking is a vital aspect of this training as it shows clear practical use of learnings undertaken.



Subject matter covers key areas, such as:

- Monitor soils
- Irrigation system performance & auditing; Troubleshoot irrigation systems; Install irrigation systems & pumps
- Interpret plans
- Apply environmentally sustainable work practices
- Transport & store chemicals

Scan Here to
learn more
about the NZ
Cert III Course



The Think Water NSO will subsidise this course to the amount of \$1000 (inc GST) per student as an incentive to help our Members train their teams.

We are working through the finer details with the workforce development councils, the NZ qualifications authority and both

Irrigation NZ & Irrigation AU to have the first pilot Block delivered in October this year.

Promotional marketing collateral to provide you and your teams with the relevant information to help drive awareness and engagement is now available on the Members Portal under Training – Academy.

Visit
www.thinkwater.co.nz/academy-certIII

or contact
chris.rehm@thinkwater.com.au to find out more.

BEST SALES STAFF AWARD

The Think Water partnership with our Preferred Suppliers and their teams is a critical part of our Think Water stores success. The face of the Preferred Suppliers at our stores continues to be the Preferred Suppliers sales team. Often referred to as Territory or Account Managers these sales teams who are regularly in the stores, assisting with product training, quoting and overcoming logistics challenges are crucial to

our Think Water stores running smoothly.

Think Water recognize how crucial these specialists are to our stores running smoothly and recognize the best in the industry each year. All stores vote on their best Preferred Supplier Salesperson and give some detail on what makes their service the best, what their expertise is and what they are passionate about.

Judging this conference award is always a challenge with great service from Invercargill to Kununurra and we can never get down to one name however being nominated is an outstanding achievement. The following were nominated as the BEST in the industry out of all the suppliers that service our stores.

Congratulations to our Nominees:

- Adrian Saville
- Angela Moloney
- Ben Lee
- Bill Christie
- Bruce Clarke
- Stacy Burke
- Chase Nightingale
- Craig Patterson
- Darren Mason
- Darren Rozite
- Darryl Wylie
- David Luff
- David Smith
- Dean Saville
- Doug Flintoff
- Doug Waugh
- Grant Early
- Greg Fahey
- Greg Nelson
- Ian Holdaway
- Jacqui Adams
- Jason Thomas
- John Poggioli
- John Whatmough
- Kris Amato
- Leonard Waldron
- Matt Cotton
- Mike Trimble
- Mitch Williams
- Peter Jones
- Sam Day
- Shane Sievers
- Shaun Nichols
- Stephen Panzcel
- Steve Beltramelli
- Will Archer & Dustin Millar

MULTI-PURPOSE FULL FLOW BALL VALVES



appFLO
BY AAP INDUSTRIES

FULL FLOW - NON DIRECTIONAL

EXCELLENT CHEMICAL RESISTANCE

CORROSION RESISTANT

UV RESISTANT

PRESSURE RATING: UP TO 1600KPA @ 20°C

OPERATING TEMP: >0°C <60°C

RSL & RSA RECRUITMENT PROGRAM

Ex Defence Personnel Employee Recruitment Program

Finding new staff is always a challenge in a busy business, so to assist with this process we have signed up to the RSL Employer Partnership program and the RSA Veterans support program which helps Think Water identify any possible candidates in a pool of talent that has been largely untapped to date.

Last year nearly 300 ex-defence personnel and their spouses were placed in a range of jobs nationally. With 5,500 people leaving the Defence Force each year, Australia and New Zealand has a significant untapped human resource pool. Former Defence personnel, and their spouses have a wealth of skills and experience that can benefit civilian businesses, from technical and trade qualifications, to corporate leadership.

But as a Think Water business owner, why would you hire a veteran or one of their spouses? To start with, the Australian Defence Force (ADF) and New Zealand Armed Services invests heavily in its people. When you hire an ex-ADF/NZAS member, you are hiring someone who:

- Has transferrable skills, values & attributes
- Is a committed employee
- Is seeking meaningful, long-term employment
- Has accredited training with nationally-recognised qualifications
- Is an effective leader and team member who embodies team spirit.

Think Water have now created two new web pages on our Members Portal where you are able to review and download all materials to support you in sourcing personnel from both organisations across Australia and New Zealand.



How to participate:

Simply upload the position description and fill in the details of the role you are looking to fill on the Employee Lodgement Forms. The NSO will work with the RSL & RSA to identify a list of candidates within the employer program and we will then present any appropriate candidates to our Members including supporting documentation. Think Water proudly supporting our Armed Services across Australia and New Zealand.



RSL
Employee
Lodgement Form



RSA
Employee
Lodgement Form

MARKETING UPDATE



Google Business Profiles (GBP)



Daily calls from GBP increased to 164 (3000% increase since 2020)



Our Members average 117 website clicks per month from their GBP

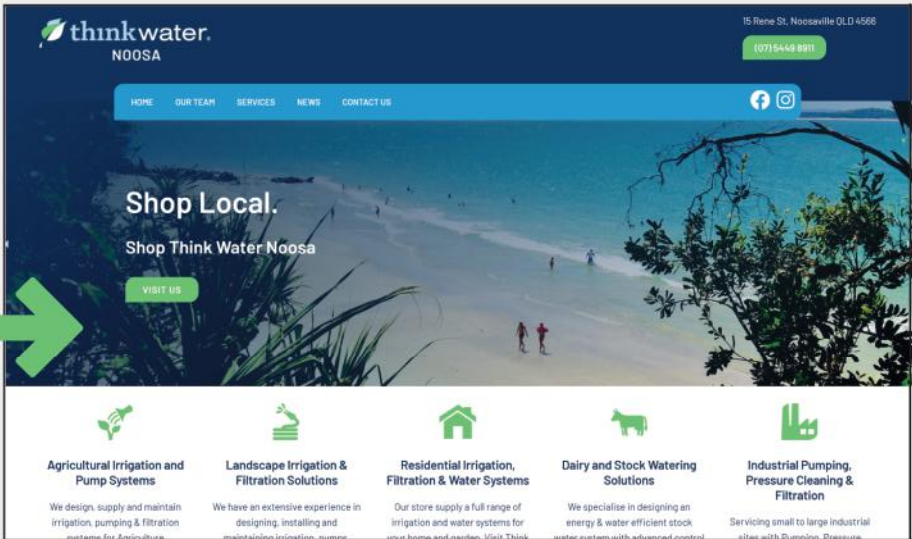
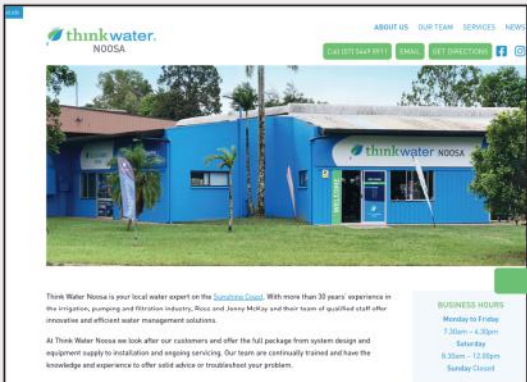


3,224 customer per month use GBP to get direction to our stores

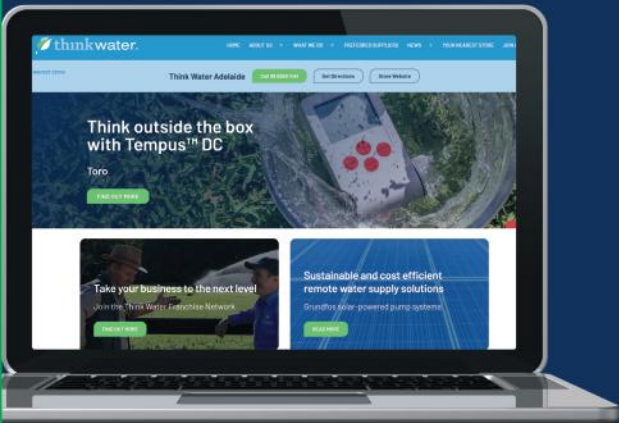
New Microsites



To further increase our organic search ranking and to drive more traffic to our store-specific microsites, we have created a new website template for our Members. The new microsite template is a huge improvement on the current layout and is designed to educate and convert leads who visit their local Think Water website.



SEO Stats (20/21 vs 21/22)



110% Uplift in traffic to our national websites



97% Increase in online traffic to our microsites



140% More visitors to our microsite sub pages



255% Uplift in clicks from Google (33,131 in 12 months)





THE BLOCK TV AD CAMPAIGN



Strength in Numbers

Six of our WA Members grouped together to advertise on this year's season of The Block.

- Think Water Albany
- Think Water Dunsborough
- Think Water Bunbury
- Think Water Geraldton
- Think Water Broome
- Think Water Perth

The Block 2022 is based in rural WA and has a focus on sustainable future, which is supported by WIN's quote below:

"It is important that the show is seen to be taking a stance on global warming and going as far as possible not only to talk about these issues but to be seen to be implementing change. To name a few examples, these include: recycled water, solar panels, water storage units and aims to source local as much as possible"

Our WA Members saw huge potential in this opportunity and collaborated, with the help of their Operations Manager Chris Rehm, to create a series of advertisements that will run throughout the season. The advertising cost was much more affordable once it was divided into six. This reinforces the power of the group as it opened up an opportunity for our Members to advertise at a national level without having to pay the full fees individually.

The Block - Advertising Stats

3.275 Million

No. of regional viewers
in 2021

357,000

Regional viewers per
episode in 2021

12 Weeks

The show runs from
August to November

288

Ad spots given to
Think Water



MYSTERY SHOPPING

Useful? or a Waste of Time?

How is the customer experience (as it's called these days) in your store? According to you it's great...well you would say that wouldn't you?

Can you recall the last time you had a bad customer experience? I bet you can, and less likely to recall a reasonable customer experience, although you will recall an exceptional customer experience...as it's pretty rare! It's human nature- and your business is no different when considered from a new customer's perspective. That's what mystery shopping is about. It's to better

understand how a new customer might consider your business and see it in a different light.

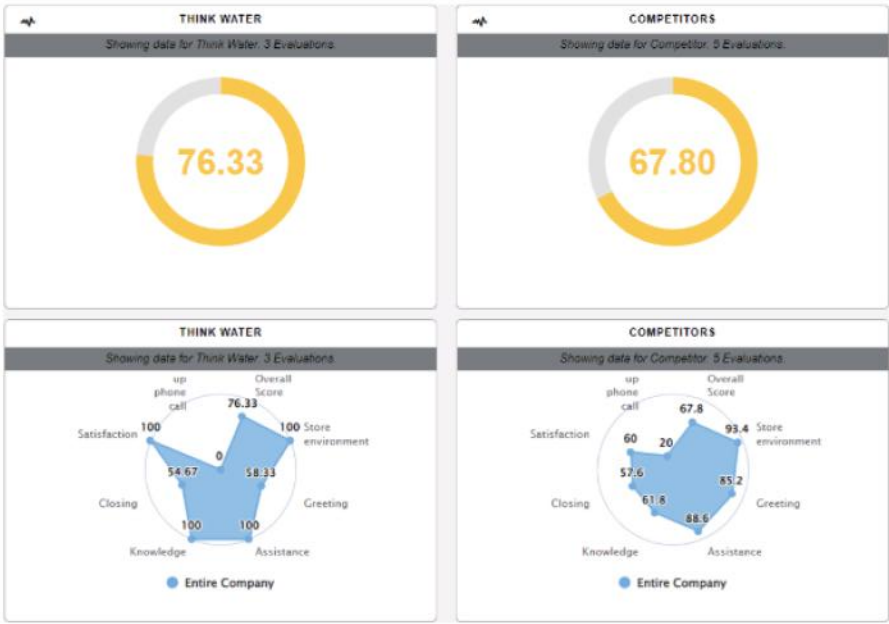
Mystery shopping can shine a light into some areas of your business which you may not have considered important and help with customer service training. For the Annual Conference we enlisted Service Integrity. They conducted a mystery shop in 3 Member stores, with their permission, and we also shopped their competitors. The shopping scenario chosen is one encountered by nearly all stores. The required transaction was to produce a

quote and to record any follow up calls to close out the quote.

This is something we have all experienced. When was the last time you asked for a quote and received no follow up?



Results



What We Learned:

- Greetings need to improve
- Assistance and knowledge get's the tick of approval
- Closing needs some work- no name and email address details were requested- your database is a business asset no different to your excavator- growing in value in the long term.
- No follow up calls- hard to follow up when you don't get customer details. (This is about your systems and processes)
- One competitor store from 5 followed up with a quote

"I enjoyed my visit to the store today. The staff member was friendly, and informative and asked thoughtful questions to uncover my needs. I felt relaxed with the approach and learned a great deal about the options available and the installation process. During our conversation, I also asked about caravan systems, for use in our van. I brought this up because the conversation showed that I would receive trustworthy and well-thought-through information. I would recommend purchasing water filtration products from this location and we will be returning on the weekend to do so"

Mystery Shopper quote after visiting a Think Water store



Investment Per Store
\$83.00 +GST



TW Store + 3 Competitor Visits
\$332.00 +GST

LEADERBOARD

Congratulations to our fastest
growing stores in Preferred
Supplier products.*

Measured period : September 2021 - August 2022



- | | |
|---------------|--------------------|
| 1. Canterbury | 6. Northern Rivers |
| 2. Cambridge | 7. Melbourne |
| 3. Broome | 8. West Coast |
| 4. Smithton | 9. Taranaki |
| 5. Kununurra | 10. Alice Springs |

*Rankings measured by Preferred Supplier sales growth
over the past 12 months

NEW FACES AT THE NSO



Digby Seales | NZ Operations Manager

Digby joined the NSO team in August 2021 after spending six years at Versatile Homes & Buildings, where he managed the North Island franchise network.

He is a huge rugby fan and has been fortunate enough to attend the last three Rugby World Cups. Digby's other hobbies include playing the guitar (badly) hobby, cooking, travelling and of course, drinking beer and wine!

"Moving into the water industry has been very non contentious and refreshing. As with all the companies I have worked for, it's the people, particularly our Members and the long term relationships that are formed. Supporting small businesses and helping them grow and succeed is incredibly satisfying."



Patrick Mulcahy | Network Development Manager

Pat commenced in October 2021 in the new position as Network Development Manager and brings to Think Water, 15 years' experience in the Franchise Industry specifically expanding Franchise networks throughout Australia and New Zealand.

Pat has many passions, but specifically sport including AFL Football, Cricket and Soccer. His other vices include, fine wine, whiskey, travelling and music.

"I believe I am fortunate to have found such a vibrant Industry and the opportunity to work with a such a dedicated team at the NSO. The Think Water Member network is truly unique within the Franchise Industry in its willingness to share valuable intellectual property within its member group".



John McDougall | Marketing Specialist

John, commonly referred to as Jock, joined the Think Water family in February 2022. Before his role in the NSO, John worked as a B2B Marketing Specialist at Vodafone. Originally from Glasgow, John has spent the last seven years residing in Gold Coast and spends most of his time adventuring, socialising or playing football (real football aka soccer).

"Since day one, I have been overwhelmed with the welcoming and support that I have received from Members, Suppliers and my colleagues at the NSO. Everyone has made my transition into a new industry a lot easier. I look forward to assisting the group by implementing new ideas and strategies and I am excited about the potential of the company."

SOLUTIONS WORKSHOP

How do we foster growth and become best in class as an organisation & company?

At the Think Water 2022 Gold Coast Conference, we conducted a solutions workshop to promote discussion on how to be better at what we do and to also ensure future profitable growth. Having surveyed our Think Water Members prior to the conference, the following topics were selected to be discussed in workshop groups:

1. What are the current trends in our industry Think Water should look for growth?
2. How can Think Water differentiate ourselves from our competitors?
3. What is a new segment that has future growth opportunities?
4. What do our competitors do better than Think Water?
5. What makes the best staff incentive program?

Robust conversations and discussions were held among each of the groups, resulting in a range of potential growth initiatives, ideas & suggestions Members could take back to their own businesses.

What are the current trends in our industry Think Water should look for growth?

The three major trends within the groups were 1) sustainability, 2) water treatment and potentially, 3) proposed Three Waters legislation in New Zealand.

Sustainability has high profile across all industry segments. Rainwater harvesting, water recycling etc. falls within the Think Water product portfolio hence provides potential growth opportunities.

Water treatment has taken on increased profile within the retail segment. In New Zealand, an incident in Hawkes Bay some time ago where there was an E.coli outbreak due to a contaminated water source has seen increased interest in domestic water treatment & filtration.

The Three Waters legislation in New Zealand is still being finalised, however if this proceeds

into law there will significant opportunity in this space as water owners will have an obligation to provide acceptable potable water. Water standards legislation has already been passed meaning water treatment remains an attractive segment.

Education will be critical to give Think Water a competitive advantage. Education of staff to know/understand what questions to ask and upselling customers with the right solutions.



Releasing NEW 8" and 10" high flow 304L SS filter

- Stainless steel filter body, durable & corrosion resistant.
- Easily upgraded from manual to semi-automatic or motorised.
- 1500mic 304L screens available as Manual, Semi Auto or Automatic Motorised Brushaway.
- High flows up to 500m³.

Available in November 2022



How can Think Water differentiate ourselves from our competitors?

A unanimous theme that came from all groups was the strength of our network and to focus and improve the customer experience – a client wants to feel important and valued. Think Water has the people to provide superior customer service, as well as be seen as a locally owned and operated business, a solution provider and innovative company.

As a network we will be consistent with our values, training and customer experience across the brand. We will look to be solution driven, trying to solve a customers problem, as opposed to selling a product e.g. "What are you trying to do?" rather than "What do you need?"

What do our competitors do better than Think Water?

A wide-ranging discussion was held on what our competitors do better than Think Water. Whilst competitor behaviours can be an emotive subject, a number of issues were identified such as more outlets, more robust systems, better brand exposure, group marketing & group pricing.

The question posed to the group was how we can emulate and be better than our competitors. An overall consensus that group marketing, consistency application of our customer and brand standards, employing the best people and promoting we are local/Member owned company operating in local communities would be an effective strategy to pursue.

What makes the best staff incentive program?

A lot of discussion was held on staff retention and implementing staff incentive program. A number of individual initiatives were discussed to provide Members a pick list of components they may use, as per below:

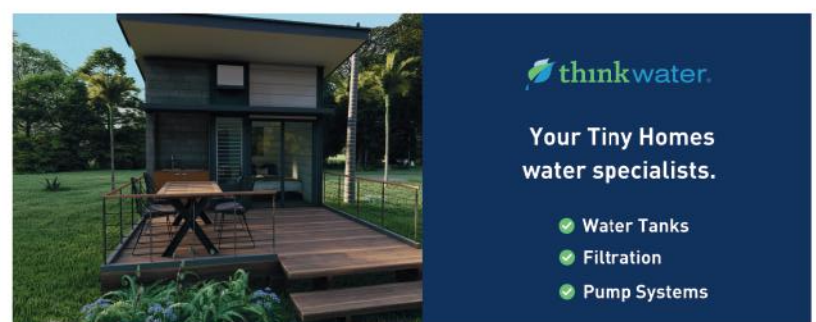
- Cash bonuses for larger projects
- Team rewards – skydiving, drinks, go karting etc
- Cash rewards for staff members who collect Google and FB reviews
- Figure out what drives individual staff members – not everyone is motivated by the same thing.
- Cash bonuses work better if it is less amounts but paid more frequently.
- Very important to set realistic expectations & goals.
- Skills & sales based incentives

What is a new segment that has future growth opportunities?

After much discussion, the group identified that a key segment that Think Water can differentiate itself is in the accommodation and tiny homes market.

Tiny homes are a popular alternative for cheaper housing solutions however they need all normal water services to be installed – hence a new market opportunity which Think Water could look to be an industry leader.

Some Think Water Members already compete in this segment and have reached out to their local tiny homes builder and partnered with them to be seen as the local tiny home water experts, providing their customer with filtration systems, water tanks and pumps.





**WE'RE HEADING
TO SINGAPORE!**

THINK WATER ANNUAL CONFERENCE 2023

**AUGUST 2023
3rd - 6th**

How can we top this year's conference on the mighty Gold Coast?

Our Member votes are in, with an overwhelming request to take the 2023 Think Water Conference to Singapore. The NSO team have the blueprint for a great Singaporean conference after the cancellation of our 2020 event, and we are excited to give you a sneak peak of what we have planned.

While the gateway to Asia is known for its amazing city, the Think Water conference will be based at the Shangri-La Rasa Sentosa, on Sentosa Island, the only beachfront resort in Singapore with a beach on the doorstep, set in a unique environment with lush greenery.

The resort is conveniently linked to mainland Singapore by a causeway, 30 minutes away from Changi International Airport and a 15-minute drive to the city.

By popular demand we will be bringing back the option of the "Pre-conference tour" showcasing the best tourist activities Singapore has to offer the Think Water family.

The early conference planning includes beach dinners, night safaris, boat cruises, roof top bars, garden tours and luge racing added to our traditional speed meetings, amazing speakers, and in-depth workshops with some of our industries best business minds. If you planning to bring the kids, we will have activities for them planned during the major events like the Think Water Awards Night.



2023 CONFERENCE AGENDA

For now, book the 31st of July to the 2nd of August for pre-conference activities and the conference on the 3rd to 6th of August. The NSO Team are working on flight options to get you to Singapore as easily as possible. More information will be shared as the we finalise the details, so for now block out the first week of August in 2023 for this essential event.

Occupancy	Type	Cost
Single	Hill View Room	S\$310
Double	Hill View Room	S\$345
Single	Sea View Room	S\$385
Double	Sea View Room	S\$320

*The exchange rates will be calculated the day of initial invoicing (3rd October 2022) and will be carried through all invoices at the same rate

Kids Club
Daily care for kids

Two groups
(6 months – 5 years)
(6 – 13 years)



A FRANCHISE GROUP OWNED BY IT'S MEMBERS.

PHIL LANG | THINK WATER COLAC

You don't realise how good the Think Water group is until you get into it. At the time I joined, I needed the group more than it needed me. It's been so valuable and the information exchange that you get between the group is terrific.

I really enjoy the support services that they offer. If I have a question around HR then I can just pick up the phone and ring Liesle to get an instant answer. The safety information and training on Tenders has really been quite useful.



FOR MORE INFORMATION SEARCH FOR THINK WATER ON

Google | Facebook | LinkedIn | Instagram | YouTube

www.thinkwater.com.au www.thinkwater.co.nz

