



W-LAB SETS THE SCENE FOR INNOVATION IN AUSTRALIA AND NEW ZEALAND

An Industry response to de-risking the leap towards technology and innovation.

"The world around us is changing faster and faster, and as a traditional, public company, adapting, innovating and changing fast, were not really part of our company DNA."

W-Lab Member

Why is a collective technology innovation program needed?

The water industry is faced with growing and rapidly evolving challenges, solutions and demands. Responding to these challenges has raised an imperative to innovate, which is both risky and difficult to execute in isolation. W-Lab brings together a specialist network of water experts, innovators and utilities, leveraging technology and innovation to secure the future of the industry. W-Lab recognises that true innovation starts with unifying the industry with a future vision, encouraging collaboration across sectors and leveraging trusted expertise from their innovation ecosystem.

How might we take a collaborative approach to technology and innovation?

W-Lab offers a unique synergy between human-centered design and technology due diligence; spanning visioning and co-design through to implementation of technology and innovation projects. The program follows a structured innovation process that leads a diverse range of people, and their ideas, through a best-practice innovation methodology. W-Lab uses interactive virtual platforms to bring members across Australia and New Zealand together and enables a global conversation with international peers and provocateurs.



www.wsaa.asn.au/publication/w-lab-technology-roadmap

What do we deliver?

By leveraging the collective collaboration of W-Lab members, technologies are shortlisted for a showcase event from global responses to a call to market aligning with the technology roadmap. These showcase events provide member utilities access to the offering of technologies framed within the context of the set challenge. The event further allows for the initial collection of insights and identification of opportunities to further develop as business case proposals to trial technologies across core, adjacent and transformational innovation frames.

"The Technology Roadmap is a resource used daily at Taswater to guide our discussions on innovation and motivate for different perspective."

Bronwen Sharples, Innovation Manager - TasWater

"We've got to lean into the challenges of our time, be more entrepreneurial, work in strategic partnerships, be high performing."

Tracey Slatter, Managing Director - Barwon Water

Over 300 People united in cross-industry knowledge sharing and collaboration.

Over 150 Technologies have been investigated through W-Labs activated global technology marketplace to date.



We've hosted Interactive virtual Summits, Launchpads, Showcases and webinars

Get involved to feel the W-Lab benefits:



Form new partnerships & connections



Have a say in setting the collective vision



Share knowledge across a global innovation ecosystem



Explore curated technologies that align with your goals