

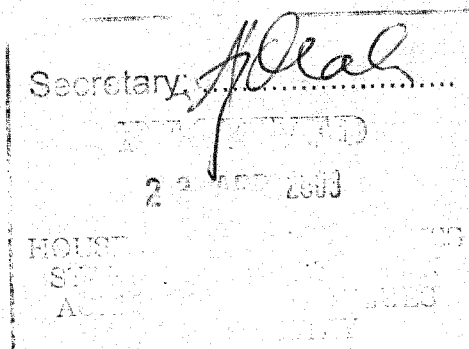


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14 April 2003

Alex Olah
 Agricultural Committee – Senate
 Room 1, R 110
 Parliament House
 Canberra ACT 2000



Dear Mr Olah

Ref: Our recent telephone conversation

I am referring to our phone conversation on Thursday, 10th April where we spoke about the Inquiry into Australia's Management of urban water and our sustainable demand management software tool that was referenced in this report in conjunction with Sydney Water's "Every Drop Counts Program". You then mentioned that you are working on the Inquiry into Australia's Management of rural water and asked me to send you some more information about our product.

Our product is called One-2-Five[®] Water (and its simpler form, Water Achiever) and is both a sustainable demand management and account management tool for Water Utilities. Through sustainable management of water demand, Water Achiever can deliver our customers the following results:

- **Increases return on investment** by servicing more customers on the existing network
- **Defer or avoid additional investment** in dams / supply infrastructure (and associated community resistance)
- **Strengthens corporate profile** by satisfying stakeholder interest in sustainable resource management
- **Demonstrates leadership and innovation** in supply chain management
- **Increases the viability** of business customers
- **Provides value added services** to utilities' customers

Water Achiever is usually used by Utilities, who pass the software on to their customers free of charge to help them manage their water demand.

I have attached a print-out of our Water Achiever brochure and our corporate brochure for your information. I have also enclosed some more background information on our involvement in Sydney Water's "Every Drop Counts Program".

Please do not hesitate to contact me on 02 9492 9510 or kilianj@energetics.com.au if you require more information or if you would like to speak to our consultant Stuart Moulder who is leading the water projects for Energetics.

Kind regards,

Judy Kilian
 Marketing Executive

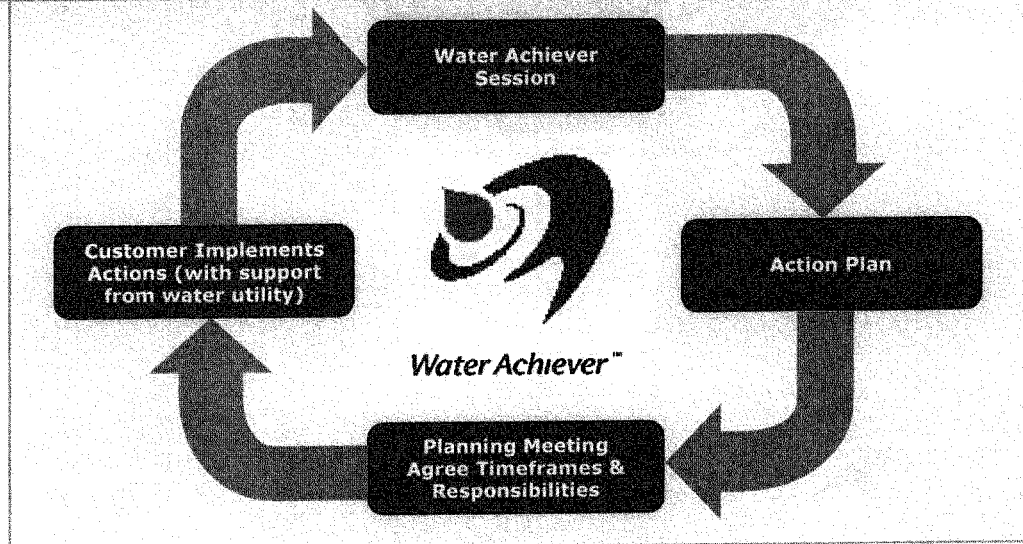




"This is the first time we have looked at Water management in a holistic manner."
 "I found the process simple, the results unambiguous and significant. Importantly the outcomes make sense and are achievable. Water Achiever provided us with a valuable output within a short timeframe."

Richard Hooper
 Engineering Manager -- Amcor Fibra Packaging

Water Achiever is an innovative account management program that drives sustainable improvement in customer water efficiency.



How can you benefit?

- Achieve better customer loyalty through improved and on-going Customer Relationships
- Develop and Maintain Relationships with Decision Makers
- Satisfy your clients and increase sale through improved Understanding of Customer Needs
- Save resources by Driving Sustainable Water Efficiency

Energetics

Water Achiever

Water Achiever will help you identify customer needs and build relationships with decision-makers. Taking a holistic approach, it will help your customers evaluate the current water management practices in their organisation, identify critical actions and provide a structured framework to achieve continuous improvement in water management.

"Through the Water Achiever pilot programme the relationship with (our water utility) has become more like a partnership to achieve common goals, rather than the previous disciplinary attitude and breach system. We have found this cooperative approach from (our water utility) refreshing." Michelle James, General Manager – Read Industries

The outcomes are immediate and concise:

- Increase return on investment
- Defer or avoid additional investment
- Strengthen your corporate profile
- Demonstrate leadership and innovation
- Provide value added services

thereby helping to capture the enthusiasm generated by the session. Water Achiever is based around a similar methodology to One-2-Five® which has been enormously successful in Australia and Internationally.

Water Achiever is designed for medium-size water consumers and has been market tested with Sydney Water.

Traditional Approach to Customer Service

- Meeting in conflict. Reactive responses to:
 - Billing queries
 - Trade waste non-compliance
- Limited understanding of real customer needs
- No demand management
- Relationships at lower levels

The Water Achiever Process

- Structured diagnostic of 45-minutes duration
- Instant Output = Management Action Plan
- Ongoing relationship management

Value to Utility

- Improved customer relationships (from re-active to pro-active)
- Develops and maintains relationships with decision makers
- Identifies services most needed by customers
- Increases customer awareness of utility services
- Customer uptake of sustainable water management practices
- Effective account management

Value to Customer

- Bottom line savings. Systematic application of principles will lead to continuous improvement and sustainable savings
- Identification of their water management status and a pathway to improvement
- Cost effective utilisation of customer resources
- Manageable steps for improving water efficiency
- Improved access to utility services
- Understanding how water relates to their critical business issues



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VIC Regional Manager
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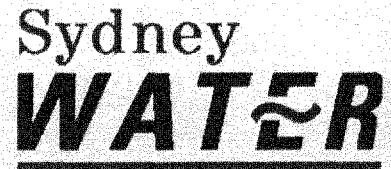
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For more information contact:

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Energetics

New Innovative Approach for Sydney Water's Every Drop Counts Program

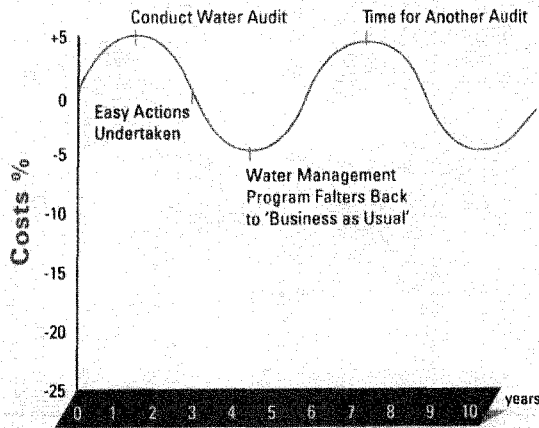


In order to ensure a sustainable water supply for the Sydney Region, Sydney Water has embarked on a long-term program to assist its industrial, commercial and public sector customers to achieve best practice in water management. The program is known as the Every Drop Counts Business Program.

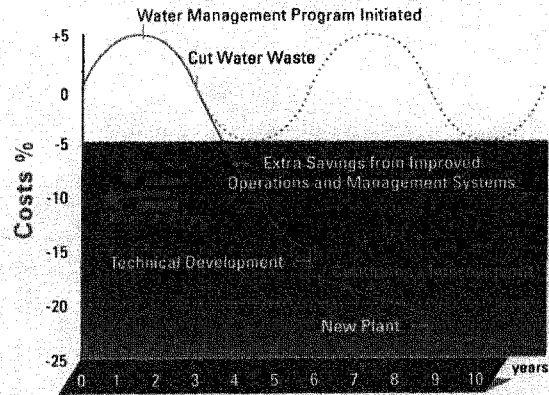
The traditional approach to water management within business has been to carry out periodic water audits (see diagram below). The Water Conservation and Recycling Team at Sydney Water have found that the traditional audit approach does not lead to sustainable water or cost savings.

The product that underpins the Every Drop Counts Business program is known as One-2-Five® Water. One-2-Five® Water is a diagnostic tool that has been developed by Energetics in conjunction with Sydney Water. Its methodology is based on the internationally recognised One-2-Five® Energy, which addresses energy management as a business management issue, rather than only a technical engineering issue. One-2-Five® Water provides customers with a structured framework to evaluate their current water management practices and policies, and identify and prioritise actions for improvement.

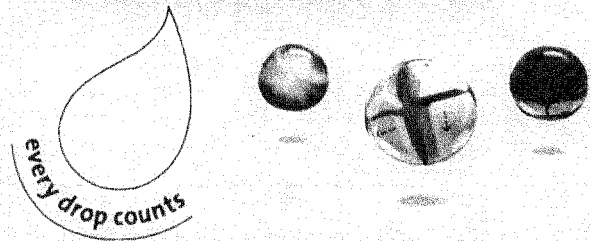
Traditional Approach to Managing Water



Systematic Approach to Managing Water

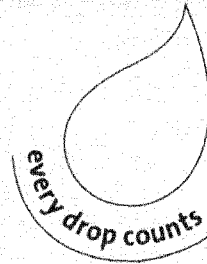


"Our approach is to encourage customers to incorporate water efficiency into their existing management systems, rather than looking for purely technical solutions," says Mohan Seneviratne, Manager of the Every Drop Counts Business team. "Through the Every Drop Counts program we aim to build co-operative partnerships with our business customers so that together we can work towards a sustainable reduction in water consumption, reduce our customers' costs and increase their profile as a socially responsible business."



"Using the results of the One-2-Five® Water diagnostic we are able to assist our customers in developing an effective water management improvement plan for their business"

"We can also offer the assistance in implementing the improvement plan." Mr Mohan Seneviratne, Manager of the Every Drop Counts Business team



This assistance includes:

- Producing a water consumption profile for your business
- Providing a discount when purchasing water sub-meters
- Providing co-funding for water audits, where necessary
- Providing on-line monitoring of water use within your business to allow real time assessment
- Providing industry best practice guidelines for benchmarking
- Assisting with Research and Development projects
- Supplying communication resources to promote water conservation amongst your employees
- And much more

The final and often overlooked step in continuously improving water management is to regularly review your performance. This can be done in two ways. The first is to review actual water consumption to ensure savings have been achieved and are sustained over time. The second is to revisit One-2-Five® Water, which will identify a new set of actions for implementation.

Customers are enthusiastic about Sydney Water's new program.

"One-2-Five@Water provided a simple technique for identifying the missing elements of our approach to date regarding our management of water. The commitment to work with Sydney Water in the Every Drop Counts program ensures that action will be taken to exploit the opportunities." Mr Stuart Harman, Operations Manager, Luxfer Gas Cylinders.

Sydney WATER

For more information regarding the
Every Drop Counts Business Program contact
Water Conservation and Recycling Team

02 9350 6735

EveryDropCounts@sydneywater.com.au

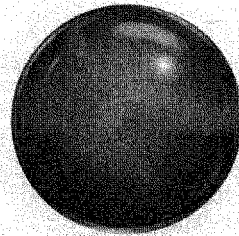
For more information regarding
One-2-Five@Water contact
Stuart Moulder
Energetics

02 9929 3911

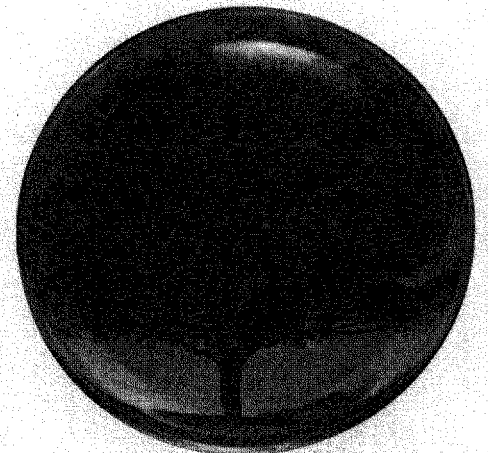
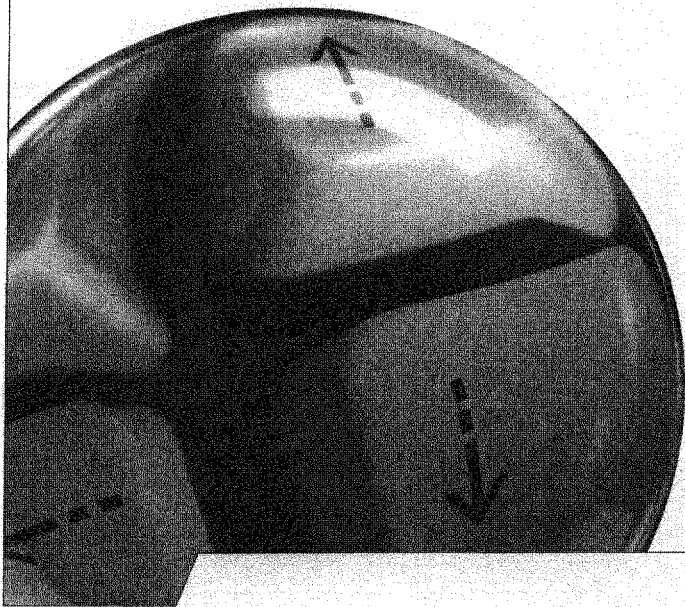
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 **Energetics**



At Energetics, we create solutions for our clients by drawing upon world class products and services, developed by the best energy and greenhouse people in the business. Our mission is to make a major impact on the management of energy and greenhouse, that will add enduring value to our clients and business partners. Energetics, the name behind the team behind the world's best: Energy Greenhouse Solutions.



energy
greenhouse
solutions

About us...

History

Energetics, Australia's leading integrated energy and greenhouse solutions business, was established in 1984 by CEO Jonathan Jutsen. Over the past two decades, Energetics has grown from a domestic consulting business offering energy audits, to an internationally renowned company, providing a fully integrated range of services and products.

Operating from a network of offices throughout Australia, Asia, the United States of America and Europe, our success is due to our determination to continually push the boundaries of energy and greenhouse management, to meet evolving client needs, and to consistently place client value above short-term commercial issues.

Business Partners

Furthermore, we recognise the support, direction and contribution made since 1984 by our business partners Orion (NZ), the Gas Technology Institute (USA) and Equity Partners (AUS).

Services

Consulting advice is today delivered via four dedicated Practice Areas, offering a range of individual client services designed so they can be tailored to meet your individual business needs.

Strategic Energy Procurement (SEP)

Helps clients negotiate cost-effective energy contracts that address their long-term procurement needs.

Greenhouse Management (GMT)

Aids organisations in meeting their compliance needs to mitigate greenhouse risk.

Operational and Process Improvement (OPI)

Assists clients to achieve cost savings, reduce greenhouse gas emissions and ensure compliance with environmental legislation, by better understanding how energy is currently used in their organisation.

Business Strategies and Programs (BSP)

Enables companies to take an overview of their energy performance in the context of today's rapidly changing business climate.

Products

To compliment our range of services, Energetics established a Products Group, recognising client needs called for more sustainable, innovative and cost effective solutions. This, in response to a constantly changing global business environment with respect to energy and greenhouse.

In 1998 One-2-Five®Energy was launched, a software package that helps our clients quickly and easily monitor their energy use, benchmark it against best practice, and develop a program for continuous improvement.

One-2-Five®Energy

Assists companies adopt a continuous improvement approach to energy management within their organisation.



The global successes of One-2-Five®Energy spurred Energetics on to create **Our-e-Manager™** the state of the art internet database-management service that enables customers to track and manage energy and greenhouse.

Our-e-Manager™

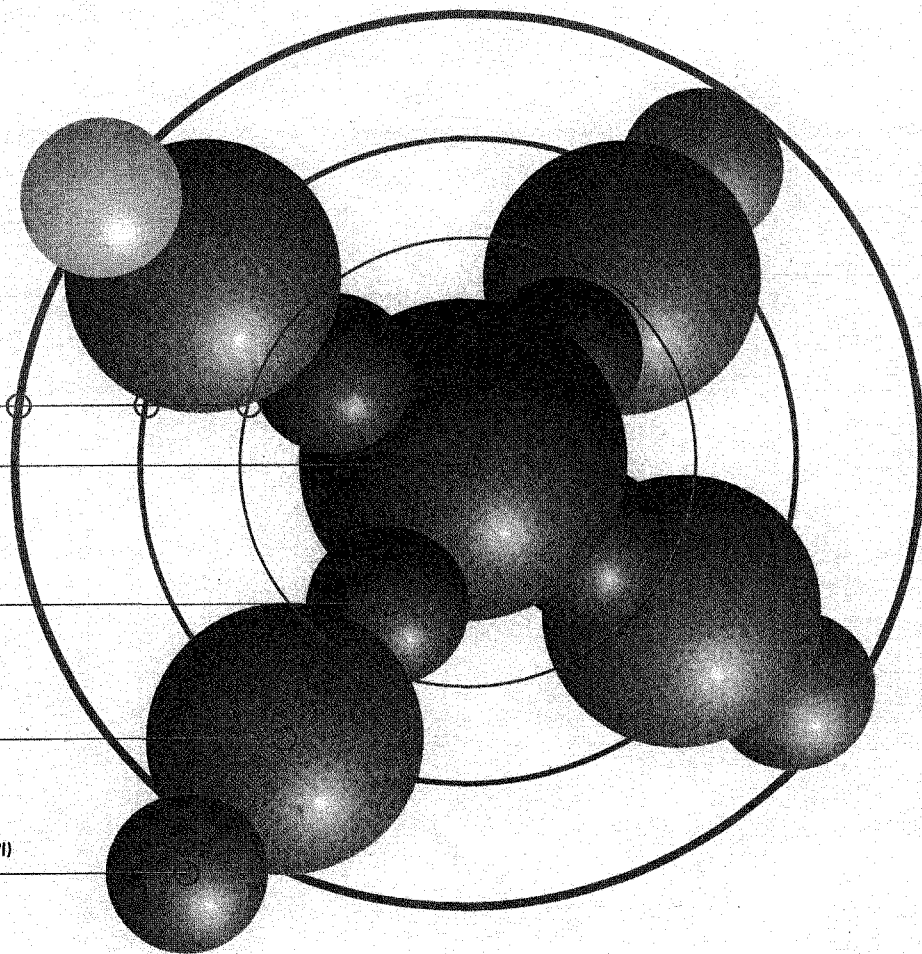
An on-line energy and greenhouse information management tool that benefits organisations by significantly reducing energy expenditure, improving energy and greenhouse performance and managing associated risks.

Solutions

These leading edge products are now being offered to clients with the support and backup from our highly experienced team of consultants. This unique 'end-to-end' solution package ensures that the client will achieve the optimum outcome.

With a wide range of clients in the manufacturing, commercial, food & beverage, mining/minerals, government and energy utility sectors, Energetics has the skills, tools and expertise to help you tailor the best **Energy Greenhouse Solutions** for your business today.

Our business solution...



ONE-2-FIVE®ENERGY
OUR-e-MANAGER™

CLIENTS

INPUTS
OUTPUTS
SYSTEMS
PROCESSES

SUPPLY CHAIN
ENVIRONMENT
PEOPLE, STRUCTURE AND CULTURE
PLANT, EQUIPMENT AND TECHNOLOGY

STRATEGIC ENERGY PROCUREMENT (SEP)
GREENHOUSE MANAGEMENT (GMT)
BUSINESS STRATEGIES AND PROGRAMS (BSP)
OPERATIONAL AND PROCESS IMPROVEMENT (OPI)

Become more productive and more competitive today...

Energetics recognises energy and greenhouse issues as integrated disciplines from both a management and a technical perspective.

We look to more than just saving energy and mitigating risk for our clients. By better understanding your inputs, outputs, systems and processes, we can help you become more productive and competitive in the marketplace.

Savings of up to 25% can be achieved through helping you procure energy smarter, reducing your product waste and harmful CO₂ emissions, better utilising scarce human resources and improving the operational and maintenance aspects of your business.

By focusing in on your supply chain, environment, organisational needs and infrastructure, your company's performance can be raised across the board.

Through our efforts, you can achieve sustainable bottom line outcomes: financially, socially and environmentally.

Ours is a partnership to ensure improved performance. Our leading edge solutions enable us to stay in touch with developments in key energy and greenhouse issues, and in seizing business opportunities as they arise for our clients.

Leading edge solutions...

Energetics is the leading Energy Greenhouse Solutions business in Australia.

Since 1984, we have provided innovative and leading edge solutions to managing energy for a wide range of clients in the manufacturing, commercial/retail mining/minerals, food and beverage, banking and finance, business services, government and energy utility sectors.

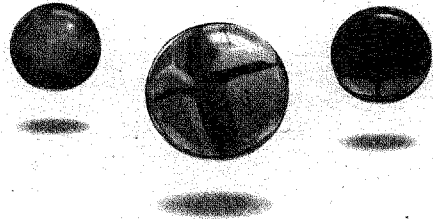
Our success in Australia in delivering energy and greenhouse knowledge has enabled Energetics to grow internationally. We have a presence in the USA, Europe and Asia, built in particular on our successful development of energy management tools such as One-2-Five®Energy. This tool is used by multi-national groups, governments and utilities in the USA, Europe and Australia.

Energetics has a unique niche in the energy market

- We have a thorough understanding of large energy users needs
- We are the preferred provider of energy and greenhouse management consulting and technical services to many of Australia's top 100 companies
- We run the largest energy procurement consulting service with more than \$2 billion worth of contracts negotiated
- We have detailed understanding of the energy delivery chain having worked closely with large utilities in Australia, New Zealand, Asia, UK and the USA
- We continually develop profitable value added services in a crowded energy market for clients
- We develop world class products
- We advise network owners on integrated design methodology (Demand Side Management)
- We provide assistance on regulatory and government policy issues
- We address each client's requirements and continuously strive to improve further and build upon performance. And, we ensure that improvements are sustained long after we have gone.

Our vision...

To be a global leader in integrated energy and greenhouse management services, software and IP based e-commerce solutions.



Clientele and contact details...

Organisations that have engaged Energetics to provide Energy Greenhouse Solutions

Lion Nathan, Southcorp, George Weston Foods, Lend Lease, Telstra, Goodman Fielder, Australian Broadcasting Corporation, Fosters, Commonwealth Bank of Australia, Queensland Alumina Limited, Pasminco, Coal & Allied, Baulderstone Hornibrook, Thiess, Sheridan Australia, Darrell Lea, Gippsland Water, P&O, Cryovac, Bridgestone, Townsville Airport, Brisbane Airport Corporation, ntl, Vodafone, Rio Tinto, Amcor,

Paperlinx, Woolworths, National Australia Bank, Visy, Westfield, Energex, Energy Australia, SA Government, SEDA and Western Power Corporation.

Contact Details

For further information contact any of our offices below:

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Melbourne 03 9602 5511
Brisbane 07 3257 0354
Adelaide 08 8272 2170
Perth 08 9324 3414
Canberra 02 6260 8723
Newcastle 02 4959 7377

Energetics is well known for its energy and greenhouse consulting expertise, having provided consulting services to Australia's top 100 and overseas organisations since 1984. Energetics has offices throughout Australia, Asia, USA and UK. For more information, visit www.energetics.com.au or email info@energetics.com.au

