



## Guidelines for Applicants

This is one of a series of guidelines to help applicants to the Smart Approved WaterMark, Australia's water conservation label. A core activity of Smart WaterMark is to identify and certify products and services that help households and businesses get the best value from water.

Applications to the Smart WaterMark are assessed by an Independent Technical Expert Panel against the following four criteria:

1. **Water Saving** - The primary purpose of the service is directly related to getting best value from water use where there is a direct correlation between the use of the product and water efficiency.
2. **Fitness for Purpose** - Supporting documentation (such as technical specifications, instructions and marketing material) helps ensure that users get the best efficiency benefits from the service.
3. **Meeting Regulations and Standards** - The service is of high quality and meets industry standards, and customer and community expectations.
4. **Environmentally Sustainable** - The service, while satisfying the above three criteria, is environmentally sustainable, and that in making water efficiencies the service will not adversely impact on the environment in other areas.

The Expert Panel needs verifiable independent evidence that the service achieves the water savings claimed in the application, specifically through independent testing, case studies or comparative reports. Please note, unsubstantiated marketing claims are not regarded as evidence of water saving.

The Smart WaterMark stakeholder web site has further information on the application process including timetables, fees and online application forms at: [www.smartwatermark.info](http://www.smartwatermark.info)

If you have any questions about these guidelines or your application please contact the Smart WaterMark national office.

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## Guideline 9. Services

Services certified by the Smart WaterMark Expert Panel generally fall into three main categories, with organisations offering one or a combination of the activities listed below:

- Design services – developing designs and plans for water efficient systems.  
Example: Hydro-Plan's Independent Irrigation Design Consultancy.
- Implementation services – installing new and/or retrofitting water efficient systems into households, businesses and on-farm.  
Example: Water Group's Water Management Consultancy.
- Training services – providing training courses and materials leading to best practice in water efficiency.  
Example: Irrigation Australia's Irrigation Efficiency Training Course.
- Certification services – certifying industry best practice and use of water efficiency technologies and processes, and undertaking audits of business practices.  
Example: Nursery & Garden Industry Australia's EcoHort certification.
- Water efficient services – providing a service, which through technology and processes uses significantly less water than other similar services.  
Example: Mulholland Painting a painting service that recycles all waste water.
- Communication services – implementing social marketing and communication campaigns to help households or businesses make more effective use of water.  
Example: Queensland Water Commission's Efficient Irrigation for Water Conservation Guideline.

### **Evidence needed for Smart WaterMark Expert Panel**

As part of the application process the Expert Panel request the following evidence from services:

- If the service involve demonstrations, information, advice and/or educate about ways to reduce potential water wastage and/or use water more efficiently please provide case studies, verifiable testimonials or third party testing which demonstrate how implementation of the service has resulted in water savings.
- Does the service involve demonstrations, information, advice and/or educate about ways to design and install water efficient products to reduce potential water wastage and/or use water more efficiently?
- Does the service involve on-site auditing or reviewing current water using behavior and appliances?
- Does the service provide on-site design, usage and/or maintenance advice to ensure water use is efficient and minimize wastage?
- Is the service promoted?
- Does the service have a complaints resolution process?