

Guidelines for Applicants

Assessment Criteria

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

If you have any questions about these guidelines or your application please contact The Water Conservancy national office Email: info@thewaterconservancy.org Landline: 02 7229 5388

Supporting Evidence

Applications to the Smart Water Mark are assessed on the basis of independent, verifiable evidence to justify claimed water savings submitted with each application. Applications that are not supported by this information will not be considered by the Expert Panel.

Independent means that the author or compiler of the evidence has no commercial interest in the sale or promotion of the product which is the subject of the application. Evidence can be derived from any method chosen by the applicant and could include case studies, laboratory testing and product or service appraisal by independent consultants or organisations. Results from international and Australian tests are acceptable provided that data is presented in English and uses metric units.

Specific guidelines for different types of products and services are prepared to advise applicants on the sorts of testing or evidence that might be acceptable. Applicants are not obliged to follow these guidelines and can present any evidence in support of their application provided that it is independent and verifiable.

Guideline 6. 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 involves 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.
- If the service involves 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 please provide evidence from these activities.
- If the service involves on-site auditing or reviewing current water using behavior and appliances, please provide evidence from case studies.
- If the service provides on-site design, usage and/or maintenance advice to ensure water use is efficient and minimize wastage please provide evidence from case studies.
- Provide information on how the service is promoted, and users supported.
- Provide information on any complaints resolution process the service provides.

About Smart Approved WaterMark

Since 2004, SAWM has certified water efficient products and services. As a national scheme it delivers a common home and national approach and labelling scheme for consumers and retailers. For consumers, the certification scheme is designed to provide confidence that products and services bearing the label will help them save water around the garden. For the water industry, the scheme provides a national mechanism to identify water saving products and services; one piece of the demand management jigsaw. Certificate holders – licensees - gain the ability to use the Smart Approved WaterMark for marketing advantage.

In 2022 SAWM rebranded to The Water Conservancy (TWC). We are non for profit that is leading the way as in independent knowledge resource and advisory hub for education, facilitation and adoption of a more conscious and sustainable approach to water us in Australia. SAWM is one of the 5 programs offered by TWC to find out more please visit our TWC website: <https://thewaterconservancy.org/>