

## FOR REVIEW ONLY

### **The Australian Water Association and YouNoodle Join Forces to Launch the Australian Water Innovation Challenge 2015**

*Competition challenges entrepreneurs and established companies to submit innovative water technologies that have a universal and broad application across industries*

**Sydney, Australia and San Francisco, CA – March 18, 2015** – In response to ongoing challenges involving sustainable water management, the [Australian Water Association](#), Australia's national peak water organization and [YouNoodle](#), a global startup competition platform and network of entrepreneurs, have joined forces to launch the Australian Water Innovation Challenge. Opened to companies worldwide, the competition is challenging entrepreneurs and established companies to enter their most innovative water technology solutions spanning food and beverage manufacturing to energy and resources sectors and more. Entries are being accepted starting on 20 March until 8 May 2015 and can be accessed by visiting: [www.younoodle.com/competitions/awa\\_water\\_innovation\\_challenge](http://www.younoodle.com/competitions/awa_water_innovation_challenge)

“The Australian Water Association is looking for ideas that could potentially transform the sustainability of communities and businesses, both in Australia and around the world. AWA, and our 4500 members, understand that innovation and entrepreneurship are necessities for growth, and global growth is only achievable through preserving our most important resource – water,” said Jonathan McKeown, CEO of the Australian Water Association. “We encourage startups through to well-established companies to get involved in our inaugural water innovation challenge. We are looking for ideas that can transfer across industries, countries and applications. No idea is too big or too small.”

The winner of this prestigious event will be announced at [Ozwater'15](#), Australia's International Water Conference & Exhibition in May. Prizes include:

- A full-page editorial in the *Australian Water Association Water Journal*.
- A tailored B2B program to introduce their innovation to potential users.
- An exhibition space at the Australian Water Association Innovation Forum 2016
- An entry into the Australia Water Awards 2016.
- A promotional campaign across the Australian water sector and Australian Water Association's members.

“Water is one of our most precious resources and harnessing innovation through competitions is an incredible way to address the opportunities and risks we face globally as we all work to a more sustainable future with water,” said Torsten Kolind, Co-Founder and CEO of YouNoodle. “Every day we are seeing organizations, governments and corporations turn to innovation to help answer questions and innovate within almost every industry. The Australian Water Innovation Challenge is a great example of this trend and we are proud to be a part of this unique competition.”

#### **About The Australian Water Association**

The Australian Water Association (AWA) ([www.awa.asn.au](http://www.awa.asn.au)) is Australia's national peak water organization, representing over 4500 individuals and 600 corporates. AWA delivers information, provides professional development and promotes Australian water expertise.

#### **About YouNoodle**

YouNoodle ([www.younoodle.com](http://www.younoodle.com)) is a data-driven startup recruitment engine and customized end-to-end platform for the creation, management, and judging of startup competitions. Top universities, corporations, accelerators, as well as governments use YouNoodle's tools to host challenges and judging processes, recruit high-potential entrepreneurs, and grow their startup ecosystems. Having facilitated more than 400 international competitions across 100 countries, YouNoodle has created a global talent network of more than 50,000 startups and has become a premier resource for expanding access to the best ideas and brightest talent across the globe. Based in Silicon Valley with a team comprised of 10 different nationalities who speak 18 different languages, YouNoodle creates a local and global opportunity network that expands the borders of the startup landscape and equalizes opportunities for entrepreneurs worldwide.