



ProWater Nationwide

APPLICATION FOR MEMBERSHIP

1. Current Member Details

Business Name:

Address:

Town:

State:

Postcode:

Postal Address:

Proprietor Name/s:

Phone:

Mobile:

Email:

Fax:

2. Water Business Details

Trading Name of Water Business:

Water Business ABN (if different from current membership):

Water Business Address:

Town:

State:

Postcode:

Key Water Contact Name:

Phone:

Email:

List the geographic market area of your business:

List of staff actively employed in your business & water/ irrigation experience:

Name/s

Years Experience

Certification

F/time or P/time

Name/s	Years Experience	Certification	F/time or P/time

(If more than 6 staff, please list total number of full-time/ part-time staff)

Please indicate your Total turnover (\$) of products and services relating to your water business last full financial year.

\$ _____

Please indicate your average stock value holding (\$) of water products.

\$ _____

Please indicate the square metre area dedicated to merchandising water products.

Internal _____ Sqm

External _____ Sqm

List the type of water markets your business targets:

EG; Turf, Flood Irrigation, Pivots, Stock & Domestic, Drip, Government

Please indicate the services your water business specialises in:

Sales

Whole Farm Planning

Sales Support

Installations

Survey & Design

Workshop/ Repairs/ Maintenance

(If any of these services are offered by your business through an external service provider please provide details below)

Name of Provider:

Location:

Type of Service:

Name of Provider:	Location:	Type of Service:

PROWATER NATIONWIDE MEMBERSHIP CRITERIA

BUSINESS STATUS	Rule
	<p>Must be one of the following:</p> <ul style="list-style-type: none"> - CRT/ Town & Country Member; or - Ruralco Corporate Business; or - Ruralco Joint Venture Business; or - External applicant with Irrigation expertise will be reviewed on a case-by-case basis by RWG Committee.
BUSINESS SERVICES	Guideline
	<p>Members must be able to demonstrate the ability to offer or facilitate a full service offering to customers as follows:</p> <ul style="list-style-type: none"> - Sales - Design - Installation - Sales Support - Workshop Facilities for Maintenance and Repairs <p>Any member not able to fulfil the above will require a strong business case to justify membership.</p>
BUSINESS PROFILE	Rule
	<p>The Member is required to demonstrate the following:</p> <ul style="list-style-type: none"> - Minimum sales turnover of water and irrigation products and services of \$250,000 and/or; - A dominant market share in their local market area; and/or - A business plan demonstrating commitment to water sales growth.
STAFF	Rule
	<p>The Member must have at least one dedicated and qualified full time employee who specialises in water and irrigation services.</p> <p>Qualified is determined as having at least 5 years full-time industry experience or minimum certificate 2 in an irrigation related field.</p> <p>The member maybe asked to submit the employee's resume upon application.</p>
GROUP LOYALTY	Rule
	<p>The Member agrees to procure all water and irrigation products and services through the ProWater Nationwide . This is subject to the products and services being available through the Group and the Member receiving at least equivalent Terms and Pricing to those currently available in the market.</p>
SUPPLIER LOYALTY	Rule
	<p>The Member is required to ensure competitive advantages negotiated for the Group are upheld within the Group. This includes not undermining the Group by disclosing a Group price, rebate or terms to any supplier/s and/or other wholesale or retail group.</p>

PROWATER NATIONWIDE MEMBERSHIP CRITERIA

CONFIDENTIALITY	Rule
<p>The Member is required to complete and sign a Confidentiality Agreement to ensure the Member treats all sensitive and confidential information with complete confidentiality at all times.</p> <p>Any Member in breach of the Confidentiality Agreement will have its membership of the Group terminated immediately and the Member agrees to indemnify the Group for any damages (including costs and expenses) suffered by the Group in relation to the breach by the Member.</p>	
RWG COMMITTEE	Rule
<p>The Member abides by the decisions of the ProWater Nationwide Committee. The ProWater Nationwide Committee will review all Member Applications, Terminations and Membership Issues.</p>	
STATE COMMITTEE ELECTION	Guideline
<p>The Member abides by the Member Committee Election process. ProWater Nationwide Members will vote and elect Committee Representatives in their respective states.</p> <p>Committee positions are held for 6 years. After 3 years, elected Representatives have the option to retire or resign. Positions can be challenged after 3 years and if successful the new Representative will complete the balance 6 year term. Representatives cannot re-stand after their full 6 year term is served.</p> <p>For the purposes of establishing the Committee and first round of re-elections, the following dates have been set: SA 2011, WA 2012, QLD 2013, TAS 2014, VIC 2015, NSW 2016.</p>	
MARKETING, BRANDING & STORE IDENTIFICATION	Rule
<p>The Member is required to use the ProWater Nationwide brand on all marketing, advertising and promotional material including external and internal store identification as per Group Marketing & Branding Guidelines as made by the Group and applicable from time to time. The Member is expected to support all ProWater Nationwide marketing initiatives.</p>	
MERCHANDISING	Guideline
<p>The Member is required to designate a minimum 10sqm of dedicated 'ProWater Nationwide Branded' water and irrigation merchandising area within (or separate to) their existing retail merchandising area.</p>	
TRAINING	Rule
<p>The Member's water staff are required to maintain a minimum level of training accreditation.</p> <p>The member agrees to abide by any decision in relation to required training and funding as determined by the ProWater Nationwide Committee.</p>	

