

# ANNUAL REPORT 2022



Prepared by  
**SAMUEL ADEOTI**

[www.fairaction.ngo](http://www.fairaction.ngo)

# TABLE OF CONTENT

|                                                                                   |    |
|-----------------------------------------------------------------------------------|----|
| Message from the Chair/CEO                                                        | 1  |
| Overview                                                                          | 2  |
| Challenges in Water Infrastructure                                                | 3  |
| Our Strategic Priority                                                            | 4  |
| How We Work                                                                       | 6  |
| Collaborative Research and Knowledge Sharing                                      | 7  |
| Building a Comprehensive Sustainability Framework                                 | 7  |
| Metrics Measure from Pilot Project – Abeku Community, Ibadan<br>Oyo State Nigeria | 8  |
| Financial Summary                                                                 | 13 |
| Strategic Financial Positioning and Forward Strategy                              | 15 |
| Compliance and Declaration                                                        | 18 |
| Future Outlook and Our Focus in 2023                                              | 19 |

# MESSAGE FROM THE CHAIR & CEO



Dear Supporters, Partners,  
and Friends of Fairaction  
International,

Following a successful financial year in 2021, we leveraged our research and development activities to achieve even greater strides in 2022. Our efforts in mapping and developing smart water infrastructure have been pivotal in guiding our strategic priorities.

As part of our commitment to the iterative research cycle, we focused on researching, conceptualizing solutions, piloting projects, collecting and analyzing data, and refining our approaches. This rigorous process allows us to identify what works and what doesn't, ensuring that our solutions are both effective and sustainable.

In 2022, we developed important metrics from our pilot projects to better understand how to create sustainable infrastructure and serve the communities where we work. These metrics are a testament to the innovative work of our organization. They include the conceptualization of a predictive iterative model and comprehensive measures such as Water Credit, Revenue Water, Non-Revenue Water, Expenses, Income, Support, Sustainability Rating, Reliability Rating, Beneficiary Analysis, User Behavior, and Overall Water Dispensed.

These metrics have enabled us to develop an innovative approach and process in identifying specific community needs and guiding piloted projects, all while providing our communities with access to clean drinking water. Our work in 2022 has not only provided immediate relief but has also laid a robust foundation for long-term success and scalability.

The achievements of this year would not have been possible without the unwavering support of our donors, partners, and volunteers. Your contributions have been instrumental in driving our projects forward and amplifying our impact. Together, we have demonstrated the power of collaboration and the difference it can make in the lives of those we serve.

Looking ahead, we are more determined than ever to expand our reach and deepen our impact. The lessons learned in 2022 will guide us as we scale our initiatives, innovate further, and continue to advocate for the right to clean water for all. We remain committed to transparency, accountability, and excellence in all our endeavors, ensuring that every dollar donated is used effectively and responsibly.

Thank you for your steadfast support and for being a part of our journey. With your continued partnership, we are confident that we will achieve even greater milestones in 2023 and beyond. Together, we can build a future where everyone, everywhere, has access to clean, safe drinking water.



**Peter Holtman**  
Chair



**Samuel Adeoti**  
CEO



# OVERVIEW

**Fairaction International Pty Ltd**, established on October 26, 2016, is an organization devoted to advancing social and public welfare by addressing the global water crisis. Headquartered in New South Wales, Australia, Fairaction International operates with a clear vision aligned with the United Nations Sustainable Development Goals (SDGs), specifically Target 6.1, which aims to ensure universal and equitable access to safe and affordable drinking water for all.



## Vision

Fairaction International's driving vision, in line with Target 6.1 of the UN SDGs, is a world where everyone has access to clean drinking water. Achieving this target will generate massive gains in human well-being, national and global economic growth, and environmental sustainability.

## Mission

Our mission is to provide access to clean drinking water for everyone, everywhere, starting with the most needy communities. We are committed to creating sustainable solutions that not only provide immediate relief but also ensure long-term success and scalability.

## Purpose

Our purpose is to contribute significantly to the achievement of Target 6.1 of the United Nations Sustainable Development Goals. Fairaction International's dedicated support for water provision creates social, economic, financial, and other benefits that extend to poverty alleviation, health, education, food, energy production, environmental sustainability, and global stability.



# CHALLENGES IN WATER INFRASTRUCTURE

**Water infrastructure** is central to achieving the Sustainable Development Goals, particularly SDG 6.1, which aims for universal access to safe and affordable drinking water for all. A UN report underscores the urgent need for accelerated action to meet these goals (Water 2018). Statistics highlight that both new construction and the maintenance of existing infrastructure are crucial to meet global water demand.

While developed nations generally achieve high standards of water accessibility, sub-Saharan Africa continues to face significant deficits in basic water services, affecting over 336 million people. Nigeria, where we have been conducting our pilot projects, exemplifies these challenges, with almost half of its water infrastructure non-functional, posing a critical issue against its rapid population growth.



**To further strengthen our research capability and understand how to address these significant challenges, we have become an industry partner to the University of Technology, Sydney.** This partnership allows us to conduct PhD-level research and publish our findings in international water journals, contributing to the advancement of solutions in the water sector through knowledge sharing. Our research aims to build a sustainability framework that can be applied not only in our pilot regions but also in other areas facing similar challenges.

By collaborating with academic institutions and leveraging cutting-edge research, we are committed to developing innovative and sustainable water solutions that can be replicated and scaled. This approach ensures that our efforts are informed by the latest scientific insights and best practices, enhancing the effectiveness and sustainability of our interventions.





# OUR STRATEGIC PRIORITY

At Fairaction International, our strategic priorities are centered around a holistic approach that integrates various departments and activities to achieve our mission of providing sustainable access to clean drinking water. Our organization's activities and operations stem from the following key departments:

## Strategic Development

This department focuses on the long-term planning and strategic initiatives that guide the direction of our organization. By setting clear goals and objectives, we ensure that our efforts are aligned with our mission and vision.

## Fundraising

Effective fundraising is crucial to support our operations and projects. This department is responsible for organizing fundraising activities, engaging with donors, and securing the necessary funds to sustain our initiatives.

## Accountability & Administration

Maintaining high standards of accountability and administrative efficiency is vital for our organization. This department handles all administrative functions, ensuring transparency and efficient use of resources.



## **R&D for Sustainable Water Solutions – Product Development (Australia)**

Our research and development efforts in Australia focus on creating innovative products and technologies that can be used to improve water sustainability. This department works on developing new solutions and refining existing ones to ensure they meet the highest standards of effectiveness and efficiency.

---

## **R&D for Sustainable Water Solution – Project Development & Implementation (International)**

Internationally, our R&D activities are dedicated to developing and implementing water projects that are tailored to the specific needs of the communities we serve. This department plays a critical role in piloting new solutions, collecting data, and refining our approaches based on real-world feedback.

---

## **Project/Program Management: Design, Development, Implementation, and Monitoring**

This department oversees the entire lifecycle of our projects and programs, from initial design and development to implementation and ongoing monitoring. By ensuring rigorous project management practices, we can deliver high-quality outcomes and make a lasting impact on the communities we support.

---

## **Management, Policy, Governance & Compliance**

Effective governance and compliance are essential for maintaining the integrity and credibility of our organization. This department is responsible for developing policies, ensuring regulatory compliance, and overseeing overall organizational management.

By integrating these key departments, we ensure that all aspects of our operations are aligned with our strategic priorities. This comprehensive approach enables us to address the complex challenges of water sustainability, innovate continuously, and deliver impactful solutions that make a real difference in the lives of those we serve.

Our commitment to these strategic priorities reflects our dedication to transparency, accountability, and excellence. We are constantly refining our processes and methodologies to ensure that we can adapt to changing conditions and meet the evolving needs of the communities we serve. Through this integrated approach, we aim to create a future where everyone has access to clean, safe drinking water.





# HOW WE WORK

In 2022, we built upon the foundational work laid in previous years by focusing on addressing the sustainability challenges that often lead to the failure of water projects. Our goal remains ensuring sustainable access to clean drinking water for all, and our approach is rooted in continuous innovation and improvement.

Our strategic priority is based on an iterative research and development cycle that allows us to refine our solutions to meet the specific needs of the communities we serve. This cycle, which has been instrumental in our previous successes, was further enhanced in 2022 to tackle the evolving challenges we faced.

## 1. Advanced Research and Conceptualization

This department oversees the entire lifecycle of our projects and programs, from initial design and development to implementation and ongoing monitoring. By ensuring rigorous project management practices, we can deliver high-quality outcomes and make a lasting impact on the communities we support.

## 3. Piloting Innovative Solutions

The next step involved piloting these solutions in real-world settings. Piloting is essential for testing the viability and effectiveness of our designs. In 2022, we expanded our pilot projects, implementing smart water kiosks in new communities. These pilots provided us with invaluable feedback and insights.

## 5. Continuous Improvement and Scaling

With the data insights, we refined our solutions, making necessary adjustments to enhance their effectiveness and sustainability. This ongoing process of iteration ensures that our projects are continually improved upon. In 2022, we focused on scaling successful pilots and refining our predictive iterative model, which guides our planning and implementation phases.

## 2. Designing and Developing Actionable Plans

Based on our research findings, we moved to design and develop actionable plans. This phase involved integrating innovative technologies and methodologies to create robust water infrastructure solutions. Our focus was on creating designs that are not only effective but also sustainable in the long term.

## 4. Data Collection, Analysis, and Refinement

Post-pilot, we collected and analyzed data to evaluate the performance and impact of our solutions. This analysis highlighted what worked well and identified areas needing improvement. We developed comprehensive metrics to measure various aspects such as Water Credit, Revenue Water, Non-Revenue Water, Expenses, Income, Sustainability Rating, Reliability Rating, Beneficiary Analysis, User Behavior, and Overall Water Dispensed.



**Our goal remains ensuring sustainable access to clean drinking water for all, and our approach is rooted in continuous innovation and improvement.**



# Collaborative Research and Knowledge Sharing

To further strengthen our capability, we became an industry partner with the University of Technology, Sydney. This partnership enabled us to conduct advanced research, contribute to academic publications, and share our findings with the wider water sector community. This collaboration enhances our knowledge base and supports the development of innovative solutions.

# Building a Comprehensive Sustainability Framework

Our efforts in 2022 were geared towards developing a comprehensive sustainability framework that can be applied not only in our pilot regions but also in other areas facing similar challenges. This framework covers all project phases—pre-construction, construction, and post-construction—ensuring long-term success and resilience.

Through our strategic priority of iterative research and continuous improvement, we are committed to providing sustainable water solutions that make a lasting impact. By adapting to changing conditions and evolving community needs, we strive to ensure that every project we implement delivers enduring benefits and contributes to our mission of universal access to clean drinking water.



# Metrics Measure from Pilot Project – **Abeku Community, Ibadan Oyo State Nigeria**

## Result Period

**21/05/2021 – 01/07/2022**

## Water Credit

The amount of water provided for free to help those who need it. This does not include water sold or lost.

Total

**66,739 litres**

Daily Average

**164 litres**

## Revenue Water

The total amount of water dispensed by the Smart Water Kiosk that is successfully billed and paid for by users.

Total

**230,527 litres**

Daily

**566 litres**



# Non-Revenue Water

Water that is dispensed by the Smart Water Kiosk but does not generate revenue or count towards water credits. This includes water lost to leaks, errors in metering, and unauthorized usage. Non-revenue water indicates areas where the water distribution system may be improved to reduce losses and enhance operational efficiency.

Total

117,308 litres

Daily Average

288 litres

# Expenses – Operation & Maintenance

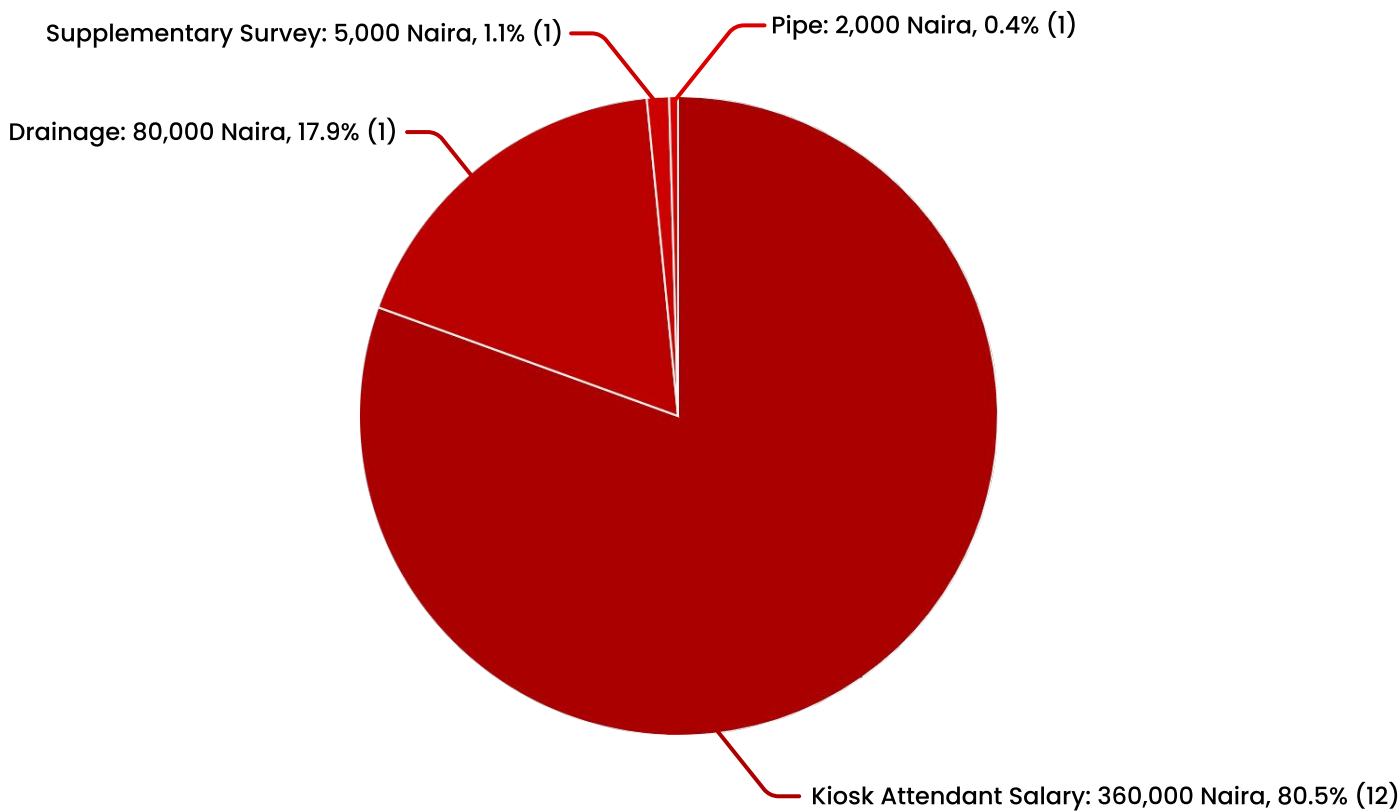
Costs associated with the operation, maintenance, and repair of a Smart Water Kiosk. This includes the salaries of kiosk attendants and all other costs necessary for the day-to-day running of the kiosk, ensuring its functionality and efficiency.

Total

₦447,000 / \$1,560

Daily Average

₦1,098 / \$3.83





## Income

The total financial earnings of the Smart Water Kiosk, calculated as the sum of Revenue Water (in Naira) and Support (in Naira). Revenue Water represents money collected from water sold, while Support includes donations, grants, or any other financial assistance received to aid the kiosk's operation.

$$\text{Income} = \text{Revenue water} + \text{Support} = \text{₦}108,081 + \text{₦}900,948 = \text{₦}1,009,029 / \$3,522.3$$

## Support

Financial contributions received to aid the operation of the Smart Water Kiosk. This support is crucial for covering operational costs in scenarios where revenue from water sales alone is not sufficient to sustain the kiosk independently.

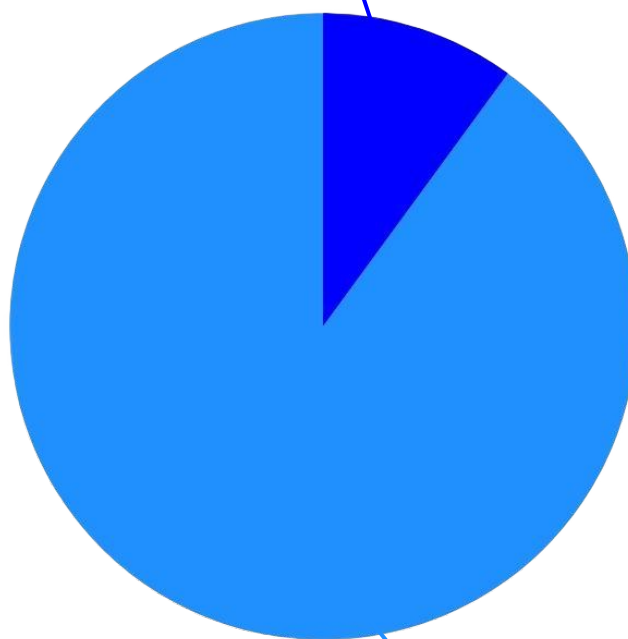
Revenue Water

**₦108,081 / \$377.3**

Support

**₦900,948 / \$3,144.9**

Revenue Water: 108,281 Naira, 10.1% (360)



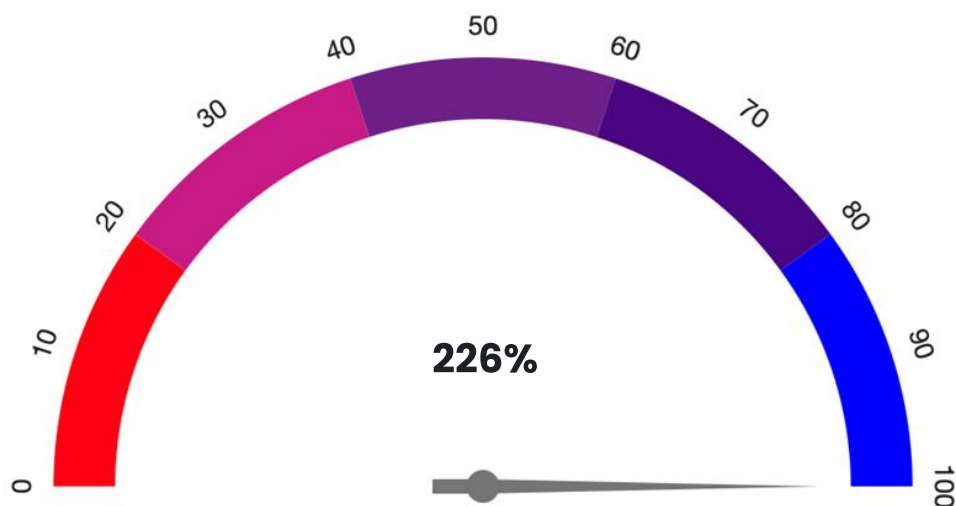
Support: 900,948 Naira, 89.3% (4)

$$\text{Income} = \text{Revenue Water (₦)} + \text{Support (₦)}$$

## Sustainability Rating

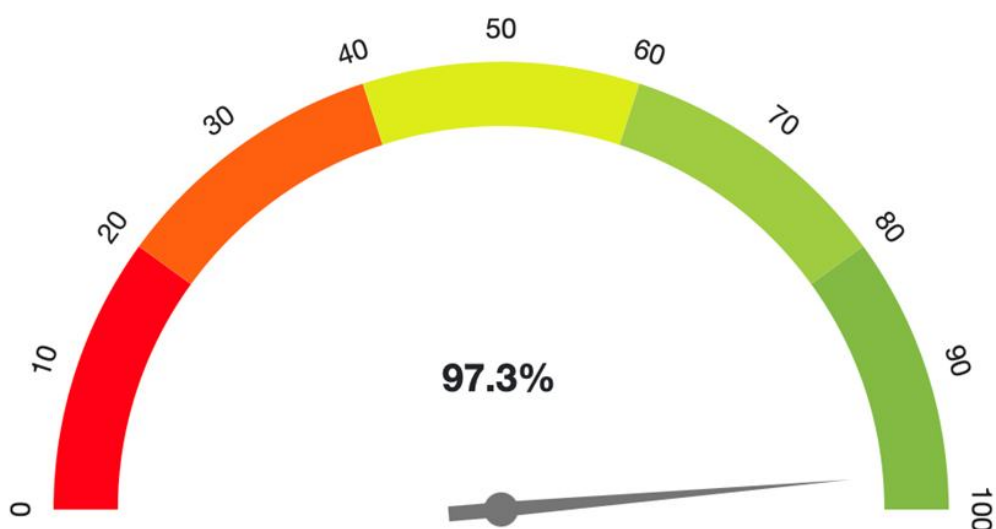
A metric expressed as the ratio of total income to total expenses for the Smart Water Kiosk, presented as a percentage. A rating of 100% or higher indicates that the income is sufficient to sustain the kiosk's operation, maintenance, and necessary repairs.

$$\text{Sustainability Rating} = \text{¥1,009,029} / 447,000 = 226\%$$



## Reliability Rating

A measure of the operational efficiency of the Smart Water Kiosk, calculated as the percentage of total operational days relative to the total period considered. It accounts for downtime and the time required to restore functionality.



395 days open / 406 total days

## Overall Water Dispensed

The total volume of water distributed by the Smart Water Kiosk, including Water Credit, Non-Revenue Water, Revenue Water, and water utilized for operational maintenance such as cleaning. This metric quantifies all water outputs from the kiosk for various purposes, providing a complete assessment of water usage.

Total

**415,054 litres**

Daily Average

**1,020 litres**

## Remark

The comprehensive data collected on Water Credit, Revenue Water, Non-Revenue Water, Expenses, Income, Support, Sustainability Rating, Reliability Rating, and Overall Water Dispensed has been instrumental in achieving and maintaining the sustainability of our pilot Smart Water Kiosk. By meticulously analyzing this data, we are able to tailor our services to meet the diverse needs of the community. This not only improves the impact and sustainability of our current projects but also enhances our strategic planning for future initiatives. The insights gained from this detailed analysis allow us to make informed decisions, optimize resource allocation, and continuously refine our approaches to better serve the communities we work with.



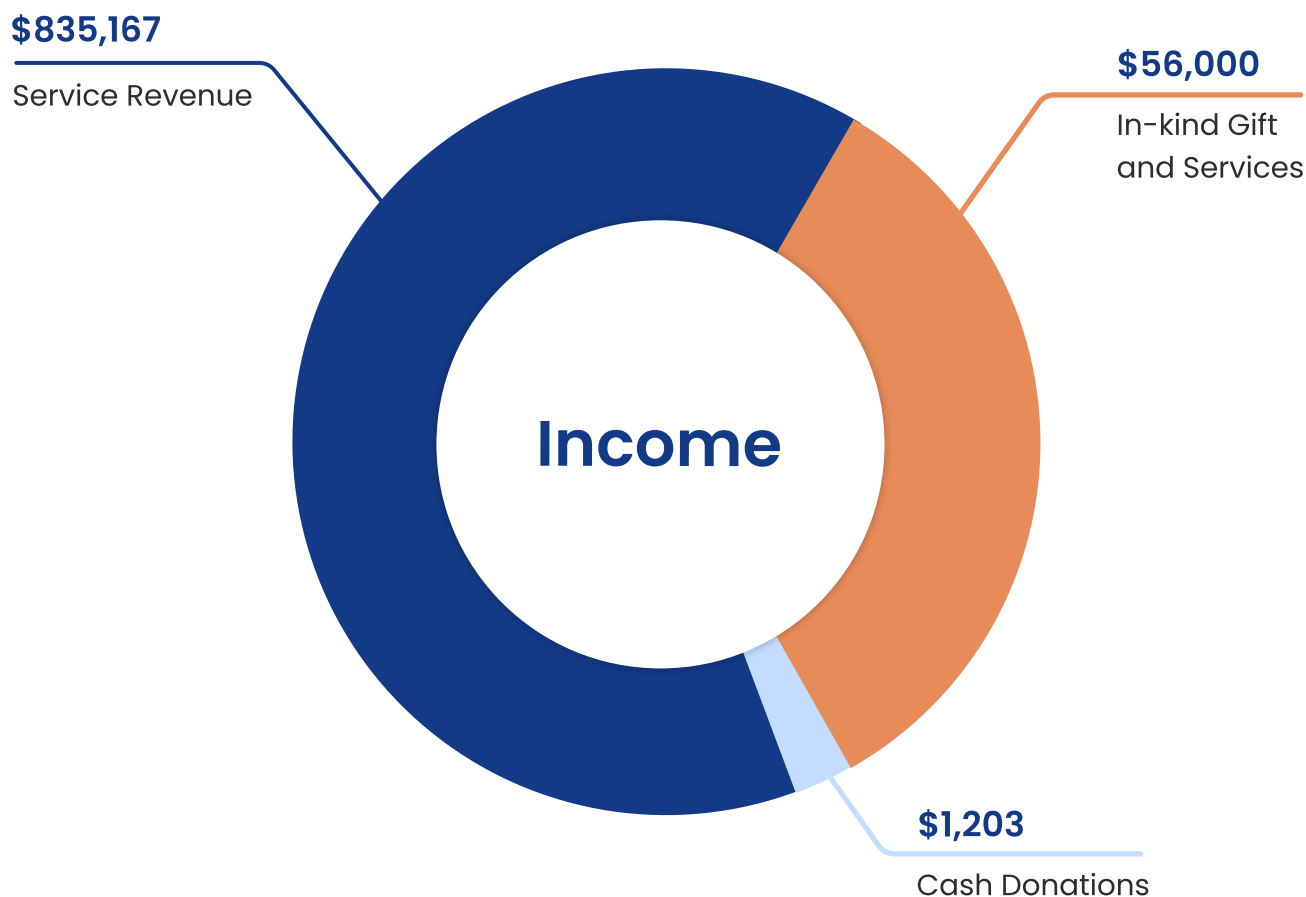


# FINANCIAL SUMMARY

For the year ended June 30, 2022, Fairaction International demonstrated significant progress and financial growth, reflecting our commitment to sustainable water solutions and effective use of resources.

## Income

Fairaction International recorded a total income of \$892,370 in 2022. This income was generated through various streams, including in-kind gifts, cash donations, and service revenue. The breakdown of our income sources is as follows:



The substantial increase in service revenue highlights our successful implementation of fee-for-service research and development, which has become a crucial component of our financial strategy.

## Expenses

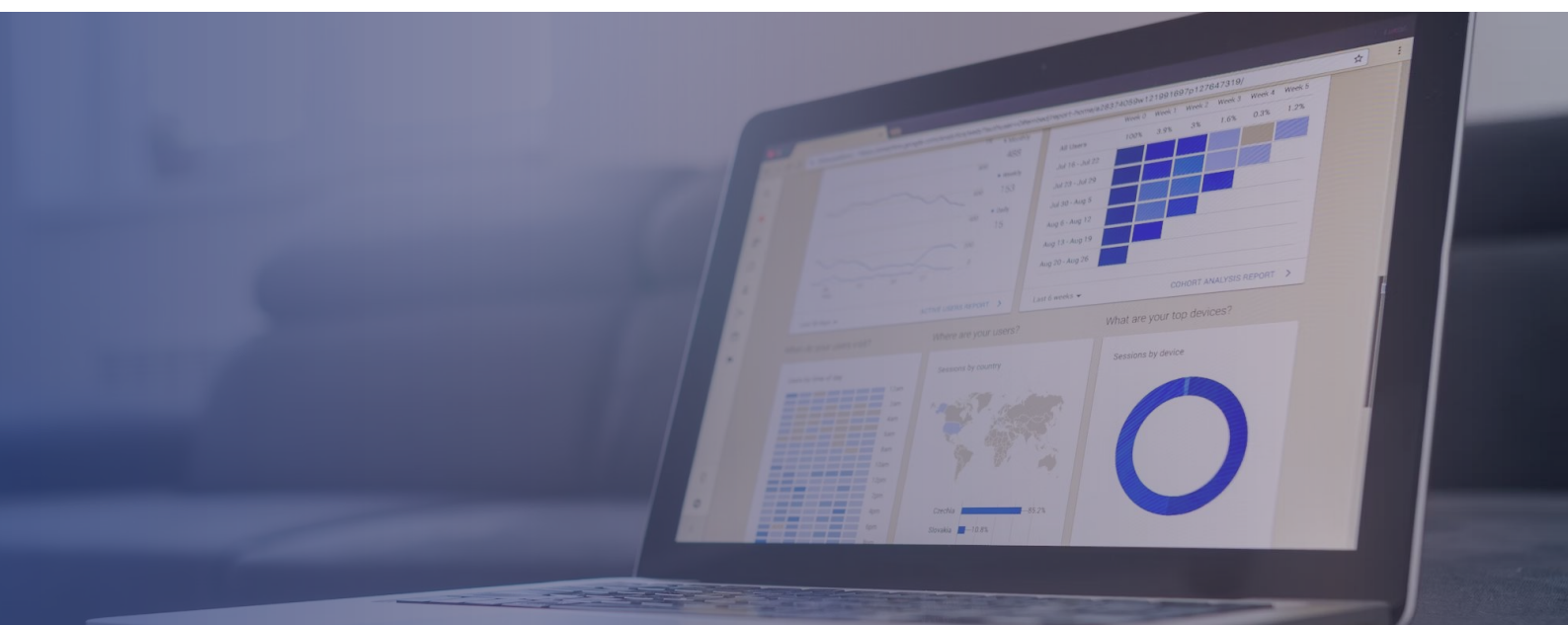
In 2022, our total expenses amounted to \$710,982. These expenses were strategically allocated across several key departments to support our operations, projects, and strategic initiatives. The detailed breakdown of expenses is as follows:

- Accountability & Administrative Expenses: \$1,754
- Fundraising Expenses: \$324
- Management, Policy, Governance & Compliance: \$33,463
- Project/Program: Management, Design, Development, Implementation and Monitoring: \$8,991
- R&D for Sustainable Water Solutions – Project Development & Implementation (International): \$108,232
- R&D for Sustainable Water Solutions – Product Development (Australia): \$461,785
- Strategic Development: \$96,433

These expenses reflect our strategic priorities, emphasizing significant investments in research and development, both locally and internationally. The allocation of funds towards R&D for Sustainable Water Solutions – Product Development in Australia (\$461,785) and Project Development & Implementation internationally (\$108,232) underscores our commitment to innovation and sustainability.

## Net Profit

For the fiscal year 2022, Fairaction International achieved a **net profit of \$181,387**. This positive financial outcome is a testament to our strategic financial management and successful implementation of income-generating activities. The surplus funds will be reinvested into our projects and strategic initiatives, ensuring continued growth and impact.



# Strategic Financial Positioning and Forward Strategy



## Strategic Priorities for 2022

In the 2022 financial year, Fairaction International strategically allocated resources to ensure the successful execution of our mission-driven programs and initiatives. The significant investments in R&D, strategic development, and project implementation reflect our commitment to creating sustainable water solutions. These expenditures, though substantial, are essential for laying a robust foundation for future impact and growth.

Our financial strategy focuses on maximizing the effectiveness of every dollar spent by prioritizing projects and activities that align closely with our core mission. The categorization of expenses under distinct departments ensures transparency and accountability, allowing us to track the impact of our investments accurately.

Key financial strategies implemented in 2022 include:

### 1. Prioritizing R&D Investments

Allocating substantial resources to research and development ensures that our solutions are innovative and effective. This focus on R&D enables us to stay at the forefront of water sustainability technologies.



## **2. Community-Centered Projects**

Directing funds towards community mapping and pilot projects ensures that our interventions are grounded in the actual needs and contexts of the communities we serve.

## **3. Strategic Development**

Investing in strategic planning and development activities to guide our long-term vision and objectives, ensuring that our efforts are sustainable and scalable.

## **Forward Strategy**

Looking ahead, Fairaction International remains committed to its mission of providing sustainable access to clean drinking water for all. Our future financial strategy will continue to emphasize:

### **1. Generate Income Through Fee-for-Service R&D**

Increase our capacity to generate more income through fee-for-service R&D.

### **2. Revenue Diversification**

Expanding our reach and impact while maintaining financial health. This includes diversifying our funding sources through grants, partnerships, and fee-for-service research and development services.

### **3. Enhanced Fundraising Efforts**

Increasing our fundraising activities to support our expanding operations.

### **4. Investment in Innovative Solutions**

Continuing to invest in R&D to develop cutting-edge solutions that address the evolving challenges of water access and sustainability.

### **5. Operational Efficiency**

Ensuring that our resources are used efficiently to maximize impact. This involves continuous monitoring and evaluation of our projects and programs to refine our strategies.

### **6. Strengthened Financial Management**

Implementing robust financial management practices to ensure transparency, accountability, and effective use of funds.

By leveraging the insights and data gained from our 2022 programs, we aim to refine our strategies and scale our solutions for greater impact. Our commitment to transparency, innovation, and community-centered approaches will drive our efforts to achieve universal access to clean drinking water.

# Profit and Loss

## Fairaction International

For the year ended 30 June 2022

2022

---

### Trading Income

|                               |                |
|-------------------------------|----------------|
| 578-In-kind Gift and Services | 56,000         |
| 577 - Cash Donation           | 1,203          |
| 579 - Service Revenue         | 835,167        |
| <b>Total Trading Income</b>   | <b>892,370</b> |

---

### Gross Profit

892,370

---

### Total Income

892,370

---

### Expenses

|                                                                                               |                |
|-----------------------------------------------------------------------------------------------|----------------|
| 534-Accountability & Administrative Expenses                                                  | 1,754          |
| 533-Fundraising Expenses                                                                      | 324            |
| 541-Management, Policy, Governance & Compliance                                               | 33,463         |
| 539-Project/Program: Management, Design, Development, Implementation and Monitoring           | 8,991          |
| 537-R&D for Sustainable Water Solution - Project development & Implementation (International) | 108,232        |
| 535-R&D for Sustainable Water Solutions - Product Development (Australia)                     | 461,785        |
| 531- Strategic Development                                                                    | 96,433         |
| <b>Total Expenses</b>                                                                         | <b>710,982</b> |

---

### Profit/(Loss) before Taxation

181,387

---

### Net Profit After Tax

181,387

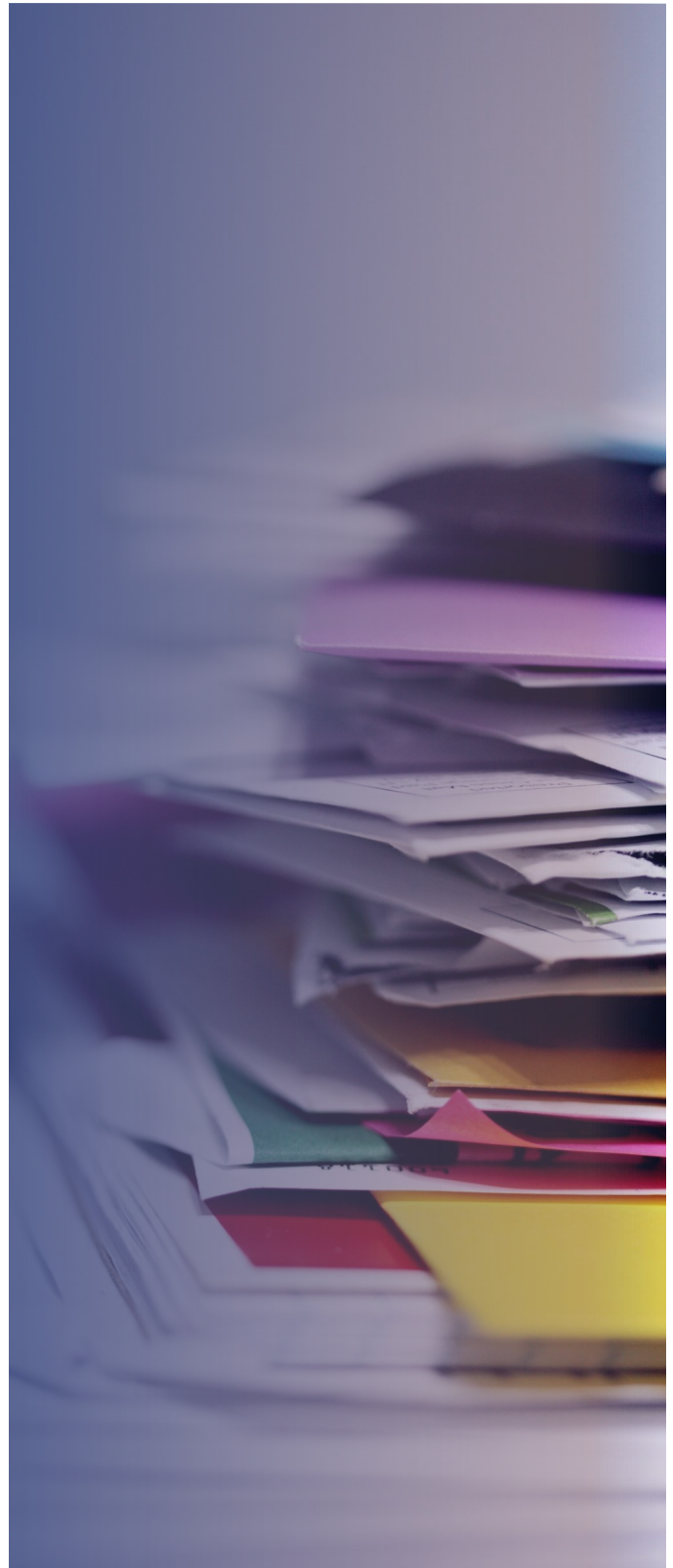
# COMPLIANCE AND DECLARATION

At Fairaction International, our dedication to our charitable mission has been unwavering throughout the year, and every facet of our programs reflects this commitment. We continue to focus on providing sustainable water solutions, ensuring that each initiative aligns with our core objectives of making a meaningful impact in communities in need of clean water access.

We remain steadfast in maintaining our not-for-profit status, a commitment that is evident in every aspect of our operation. This commitment extends to our adherence to regulatory requirements, particularly in terms of reporting obligations to the Australian Charity and Not-for-Profit Commission (ACNC). Our team ensures that all reporting is conducted accurately and in a timely manner, showcasing our dedication to transparency and accountability.

The report is accessible to the public and can be viewed on the ACNC website by searching Fairaction International's profile. This provides stakeholders, supporters, and the general public with an in-depth view of our operations, achievements, and financial health, further reinforcing our commitment to transparency and community engagement.

By adhering to these rigorous standards, we ensure that our organization operates with integrity and that our efforts are focused on delivering tangible benefits to the communities we serve. Our commitment to compliance and transparency not only builds trust with our stakeholders but also enhances the effectiveness of our programs.





# Future Outlook and Our Focus in 2023

---

As we look ahead to 2023, Fairaction International is committed to building on the successes and experiences gained in 2022. Our strategic focus will leverage the effective practices and insights we have developed to enhance our impact and expand our reach.

## Leveraging Successes from 2022

### 1. Enhanced R&D Initiatives

Building on the comprehensive data and successful pilot projects from 2022, we will continue to prioritize research and development. Our focus will be on refining the predictive iterative model and improving our comprehensive metrics to develop even more effective and sustainable water solutions.

### 2. Scaling Successful Projects

The smart water kiosk pilot projects demonstrated significant potential in providing reliable access to clean water. In 2023, we aim to scale these projects to additional communities, ensuring that more people benefit from our innovative solutions.

### 3. Community-Centered Approach

Our commitment to community engagement and capacity building will be strengthened. We will continue to work closely with local technicians and community members, ensuring that they are equipped with the skills and knowledge needed to maintain and manage the water infrastructure sustainably.

### 4. Strategic Partnerships

The collaboration with the University of Technology, Sydney, has proven invaluable. We will seek to expand such partnerships with other academic institutions and industry leaders to enhance our research capabilities and share our findings more broadly.

## Focus Areas for 2023

### 1. Revenue Diversification

We will increase our capacity to generate more income through fee-for-service R&D activities. This approach will provide a sustainable revenue stream to support our projects and initiatives.

### 2. Innovative Solutions

Continued investment in cutting-edge technologies and innovative approaches will remain a priority. We will explore new methodologies and tools to improve water infrastructure resilience and efficiency.

### 3. Operational Efficiency

Ensuring that our resources are used efficiently to maximize impact will be a key focus. This involves continuous monitoring and evaluation of our projects and programs to refine our strategies and improve outcomes.

### 4. Policy Advocacy

We will enhance our efforts in policy advocacy to influence national and international policies that prioritize water access and support sustainable development goals. Our aim is to raise awareness and advocate for the right to clean water for all.

### 5. Expansion of Smart Water Infrastructure

Utilizing the lessons learned from our 2022 pilot projects, we will expand the implementation of smart water kiosks in new regions. This will involve tailoring the kiosks to meet the specific needs of different communities, ensuring maximum effectiveness and sustainability.

### 6. Strengthening Financial Management

Implementing robust financial management practices to ensure transparency, accountability, and effective use of funds will continue to be a priority. This will support our goal of maintaining financial health while expanding our operations.



# FAIRACTION

By focusing on these strategic priorities and initiatives, Fairaction International aims to make significant strides towards achieving universal access to clean drinking water. Our commitment to innovation, community engagement, and sustainable growth will drive our efforts as we work towards a better future for all.

[www.fairaction.ngo](http://www.fairaction.ngo)

Level 13, 333 George St, Sydney, Australia

ABN: 47 615 498 381