

**FOR IMMEDIATE RELEASE**

**Media Release**

**22 January 2026**

## **Brightly Extends Strategic Partnership with IPWEA Across Australasia and Aotearoa/New Zealand**

Brightly Software Australia today announced the extension of its strategic partnership with the Institute of Public Works Engineering Australasia (IPWEA), further strengthening a collaboration that has supported public works professionals across Australia and Aotearoa/New Zealand for more than 15 years.

Following Brightly's appointment as IPWEA's Gold Partner in August 2024, the renewed agreement will see the partnership continue to grow across both IPWEA Australasia and IPWEA Aotearoa/New Zealand territories. The extended arrangement reinforces Brightly's long-standing commitment to asset management excellence and supports IPWEA's mission to elevate capability within the sector.

The expanded partnership will continue to underpin major IPWEA events, including the International Asset Management Summit to be held in October 2026 and the IPWEA NZ Forum and Excellence Awards. Brightly will also maintain a strong presence across IPWEA's digital channels, training programs, and industry events throughout the coming year.

New to this year's partnership, Brightly will further commit to the advancement of the sector by sponsoring the IPWEA *Future of Asset Management* Scholarship, supporting emerging leaders and helping build capability within the next generation of asset management professionals.

Blake Gordon, Brightly's General Manager and Country Lead for ANZ, said the extension reflects the organisations' shared commitment to advancing the asset management profession.

"It's been a long-standing relationship, and we have genuinely valued the collaboration and connection that IPWEA has enabled in the local government sector in Australia and New Zealand. IPWEA supports a vibrant community where asset management professionals can learn, share best practices, and grow together, and we're proud to be part of that."

Furthering this engagement is really important because it allows us to contribute to the professional development of the next generation of asset managers. By working alongside IPWEA, we get to support the sector's evolution, understand the real challenges professionals face, and collaborate on solutions that truly matter," said Gordon.

With more than two decades of experience, Brightly remains a global leader in intelligent asset management - empowering public sector organisations to optimise operations, extend asset life cycles, and build resilient, sustainable communities. Brightly's team has become a

fixture at IPWEA events, providing high-level technical expertise that enhances learning for asset management professionals.

IPWEA Australasia CEO David Jenkins welcomed the extension of the partnership, highlighting the strong alignment in purpose and values between the two organisations.

“Brightly has been a dedicated supporter of IPWEA for many years, and we are delighted to continue this partnership,” Jenkins said.

“Their ongoing commitment reinforces our shared goal of strengthening asset management capability across Australia and New Zealand. We look forward to continuing our work together to support the public works community and advance best-practice asset management.”

*ENDS*

## **About IPWEA**

The Institute of Public Works Engineering Australasia is the peak association for municipal and public works professionals in Australia and New Zealand. IPWEA is a global leader in the delivery of sustainable infrastructure asset management, financial planning and reporting.

## **About Brightly:**

Brightly Software, a Siemens company, enables organisations to manage the entire lifecycle of their assets, facilities and infrastructure. As the global leader in intelligent asset management solutions for more than 25 years, Brightly’s sophisticated cloud-based platform is expertly designed to improve capital planning through smarter, data-driven decision making, empower technicians to predict, prioritise and manage preventative maintenance activities, and support organisations to achieve sustainability, compliance and efficiency goals. Combined with award-winning training, legendary support and managed services, more than 12,000 clients worldwide depend on Brightly to optimise their teams, operations and strategic planning initiatives. For more information, visit [brightlysoftware.com](http://brightlysoftware.com).

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