



the water conservancy

SMART WATER THINKING



**SMART
WATER
ADVICE**

**SMART
WATER
SOLUTIONS**

**WATER
NIGHT**

**WALTER
SMART
& FRIENDS**

Vision

For all Australians to be conscious of their relationship with water - valuing, understanding and using water efficiently in order to conserve more and waste less.

Purpose

We lead the way as an independent knowledge resource and advisory hub for the education, facilitation, and adoption of a more conscious and efficient approach to water use in Australia.

Objective

As a not for profit, we are committed to enabling the nation to conserve more and waste less water.



Values

Independent

Transparent

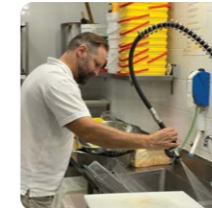
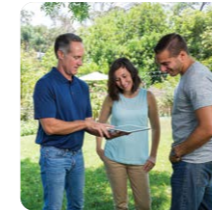
Innovative

Positive

Collaborative

Credible

A short history



Smart Approved WaterMark (SAWM) is a water efficiency certification program that was set up back in 2004, during the height of the Millennium Drought. As identified in the National Water Initiative, the main objective of SAWM was to address the challenge of reducing residential outdoor water through the identification and certification of water efficient technologies and services.

In 2015, we identified an opportunity to become 'The One Stop Shop for Water Efficiency', broadening its remit to deliver four additional water efficiency programs, complementing the certification scheme to help Australians use water more efficiently, more consciously and with improved understanding of where water comes from.

In 2021, we rebranded as The Water Conservancy. As an independent not for profit, The Water Conservancy is committed to enabling the nation to reduce water wastage. We identify experts and gather insights to influence the collaborative development of innovative programs, resources and research to deliver expertise and facilitation across the nation.

The Water Services Association of Australia (WSAA) is a Founding Partner providing invaluable in-kind support. WSAA supports us because it fits with WSAA's strategic priority to promote water efficiency and it caters to members' needs. We have an Advisory Panel providing governance and strategic oversight.

5 strategic objectives



1

Understanding water attitudes



Our approach:

We investigate Australia's attitude towards water by authoring credible, statistically relevant research to help to inform, innovate and guide the water industry, product manufacturers, businesses and homeowners.

We commission research like 'Australia's Relationship with Water' to identify trends in water attitudes and behaviour such as the fact that most Australians are on autopilot when it comes to household water use. Exploring how we really use water vs how we think we use water is a key focus.

We engage with children, householders of the future, to gauge their understanding and attitudes to water.

We publish annual Water Night participant surveys to track attitudes, perceptions and knowledge of those most engaged.

We consult with local government and businesses to understand why and how they use water in order to recommend improvements.

We monitor community responses to our regular water efficiency newsletters and social media to assess attitudes, behaviours and actions in a less formal and immediate way.

2

Raising water awareness



We encourage everyone to acknowledge how often they use water, so they will become more aware, value it and waste less.

Our approach

We encourage households, businesses and schools to participate in water awareness events, giving them an opportunity to become aware of their own relationship with water and how often they use it.

We provide a Mark of water efficiency to help raise awareness of the need to be water efficient.

We provide interactive tools that help users understand where and when they use water.

We deliver unique and interactive performances that excite Primary aged children about being water aware.

3

Improving water literacy



We increase water literacy and the understanding of the urban water cycle amongst all Australians in order to improve national water literacy.

Our approach

We provide immediate access to water facts and advice and make it easy to access local water messaging.

We enable businesses to understand their water use and best practices so they can implement better systems and processes to reduce their water use.

We deliver water knowledge through fun educational school incursions aligned to the national curriculum for Science and HASS.

We provide experiences that allow people to be more receptive to understanding and learning about water.

We engage with water educators to ensure our materials are relevant and current and to keep ahead of literacy trends and opportunities.

4

Facilitating water efficiency



We encourage Australians to be water efficient by implementing improved water using behaviours and water efficient technologies.

Our approach

We facilitate networks to generate cutting edge research and communications tools.

We make water efficiency tips, advice, tools and resources available for different audiences.

We enable shoppers to make water efficient choices when selecting products and services.

We liaise with product manufacturers and service delivery agents to support their innovations and to increase the amount of certified water efficient products and services.

We enable local water utilities and councils with water efficiency communication resources and training so they can influence the water using behaviours of their peers and communities.

We provide on site water use improvement services for the non-residential sector in partnership with trusted professionals to help businesses to become water efficient and reduce water waste across operations.

We deliver water efficiency knowledge to primary school children using professional actors.

5

Understanding Water Consumption



We seek to understand and communicate how much water is used every day in homes, work places and play areas to all Australians.

Our approach

We enable businesses to understand how much water they are using and where and the impacts it has on their environment and expenses. And how to make improvements.

We enable householders to measure and improve their water use with water calculators and unique interactive tools.

By understanding how much water is used for everyday tasks we see children amend their attitudes to water and their water using behaviour.

Our programs



About

Smart Approved WaterMark (SAWM) – launched in 2004 – independently certifies and promotes innovative water efficient products and services in Australia.

Certified licensees gain market advantage by adding the label to their websites and packaging not to mention additional promotion championing their products and services.

For consumers, the scheme is designed to provide confidence that products and services bearing the label will help them save water around the home and garden.

For the water industry, the scheme provides a national mechanism to identify water saving products and services. This is proven to be an effective tool to simplify any water efficiency rebate programs or implementation schemes.

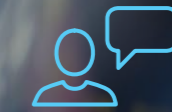
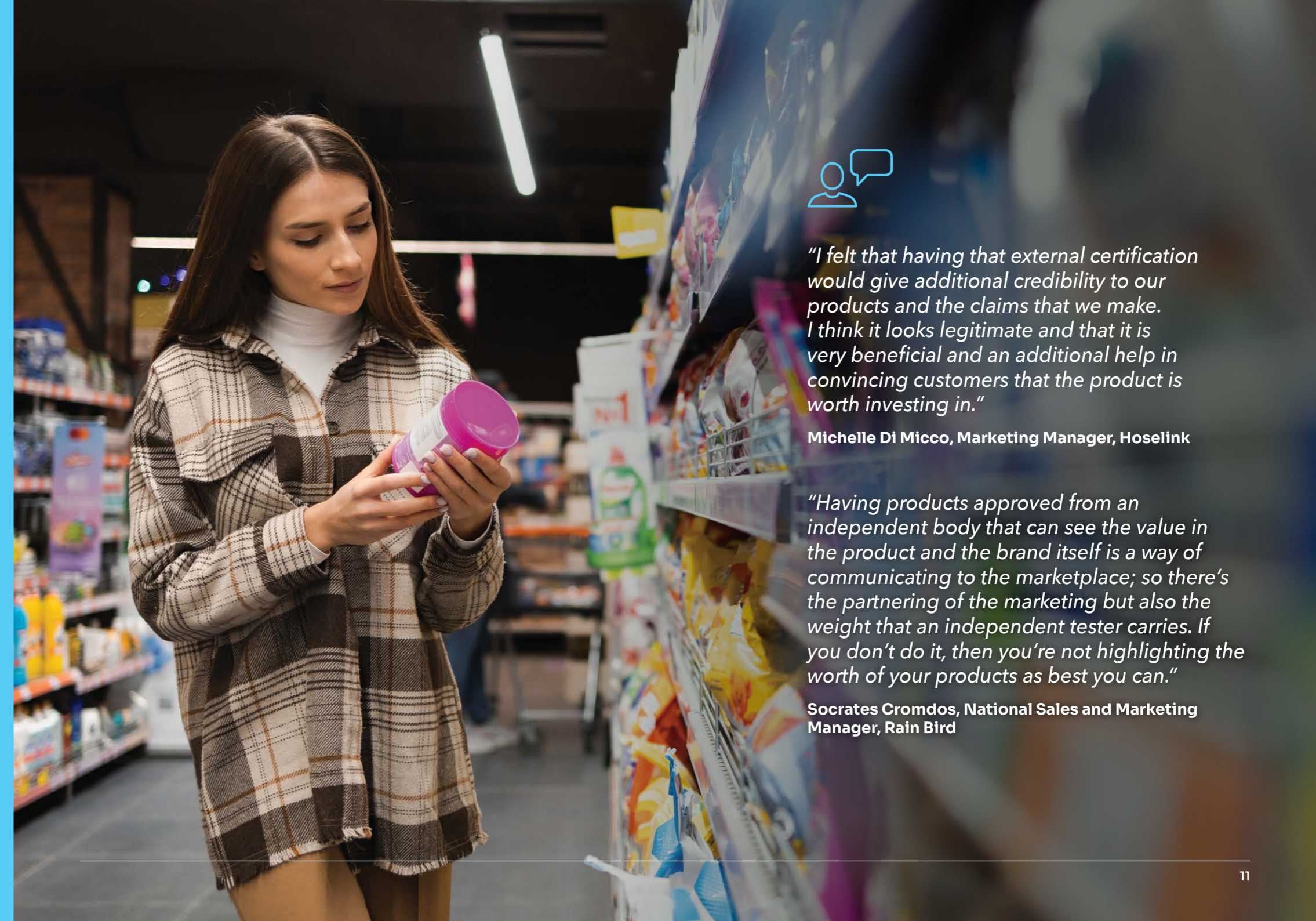
Highlights

The Independent Expert Panel has reviewed over 1000 applications and approved 300.

This is the first national scheme worldwide to recognise and certify turf for drought tolerance.

For over a decade we have delivered the Waterwise Products Program on behalf of The Water Corporation WA so that products approved by Smart Approved WaterMark can gain additional endorsement and promotion with Waterwise.

In partnership with the Alliance for Water Stewardship, we launched the 'Water Stewardship Households' initiative in 2020. Marketing exposure for this partnership has led to increased awareness of the scheme amongst participants.



"I felt that having that external certification would give additional credibility to our products and the claims that we make. I think it looks legitimate and that it is very beneficial and an additional help in convincing customers that the product is worth investing in."

Michelle Di Micco, Marketing Manager, Hoselink

"Having products approved from an independent body that can see the value in the product and the brand itself is a way of communicating to the marketplace; so there's the partnering of the marketing but also the weight that an independent tester carries. If you don't do it, then you're not highlighting the worth of your products as best you can."

Socrates Cromdos, National Sales and Marketing Manager, Rain Bird

SMART WATER ADVICE

About

Smart Water Advice – launched in 2016 – is a subscription resource developed to help water utilities, businesses and councils provide professional water efficiency information to their customers.

The materials making up this resource improve water literacy, increase peoples perceived value of water, help influence water behaviour and reduce water waste. These tools include collateral, website content, social media assets, video and TVC content as well as interactive tools like plant finders and calculators.

This program eliminates the need for each organisation to spend time and money developing water efficiency resources independently. In fact, the collaborative nature of the program means that resources can be produced at low cost to each subscriber enabling smaller councils to provide professional water efficiency resources to their communities.

Highlights

Smart Water Advice remains a unique program helping almost every water service provider across Australia and New Zealand.

Cost effective development of innovative and interactive tools like the Plant Finder (2016), Blue House (2018), customisable water calculators (2020) and complete social media campaigns (2021) keep the program fresh and relevant.

A partnership with the Department of Primary Industries and Environment (DPIE) actively provides funding incentive for NSW councils to subscribe to the program (2021/22).



“One of my favourite tools from Smart Water Advice is the online water calculator. This takes customers through every aspect of their home so they can see where and how much water they are using.”

**Kirralee Donovan, Water Sustainability Officer,
Rous County Council**



“Smart Water Advice has really helped us improve our water efficiency within council, within the business community and to households right across the Tamworth region. Being a part of Smart Water Advice means that organisations across the country are on the same page when it comes to water messaging and I think that is a really great thing.”

Louise Cadell, Water Sustainability Officer, Tamworth Regional Council

SMART WATER SOLUTIONS

About

Smart Water Solutions – launched in 2019 – provides water efficiency management and measurement services for the non-residential sector in partnership with REIDenvironmental and BMT (both SAWM approved licensed service providers). Together we provide non-residential water audits and water efficiency training (online and in-person) – both services were developed on the principles of end use analysis. Our services help businesses, local government and water utilities to become water efficient and to reduce water waste across their operations.

Highlights

We have undertaken audits on behalf of Tamworth Regional Council, Bathurst Regional Council, Mid Coast Council and Dubbo Regional Council resulting in opportunities for businesses to save up to 30% on their water use through the adoption of simple water efficient technologies, fixing leaks and monitoring water use.

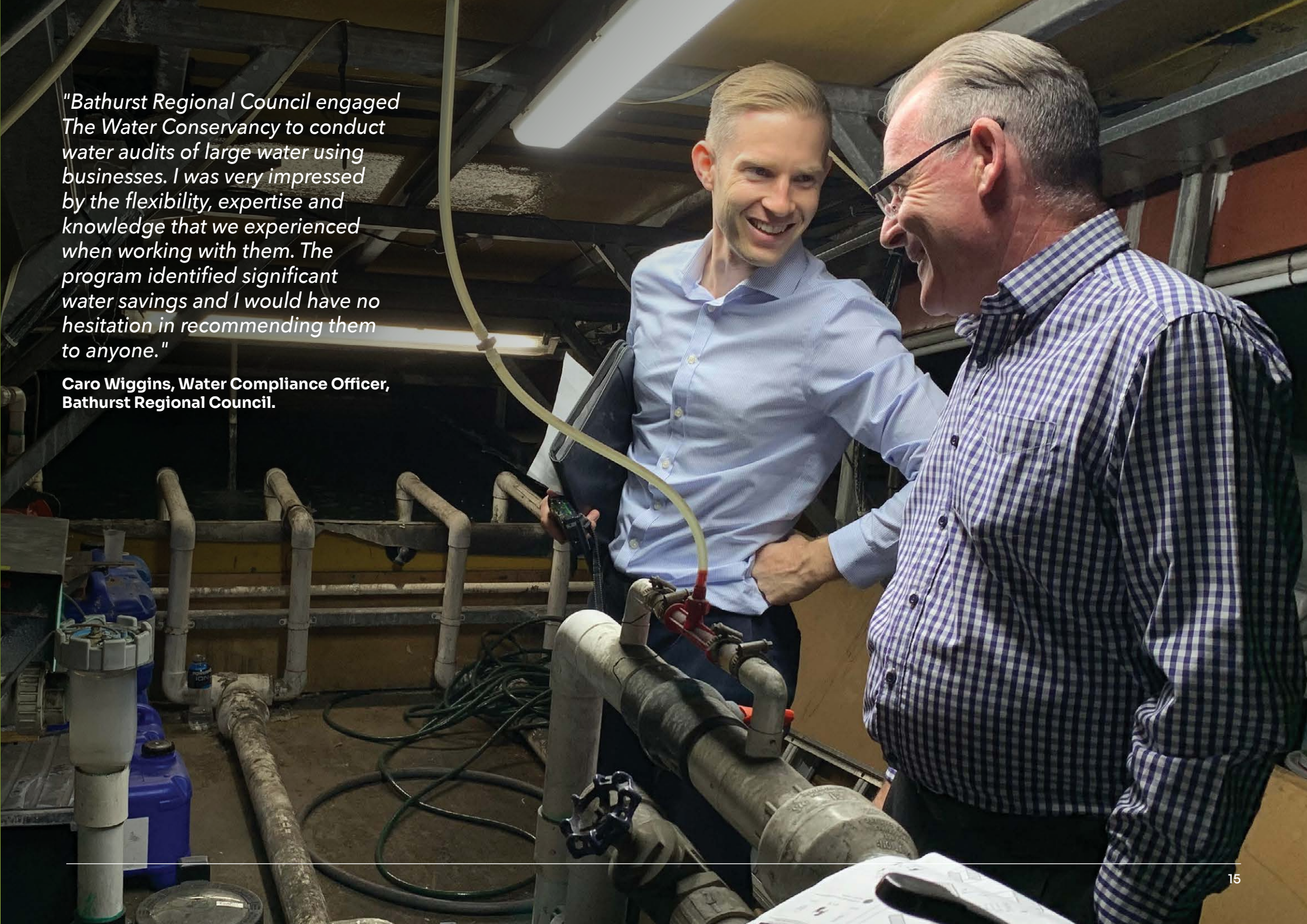
We delivered water efficiency training sessions to upskill water utility and council staff and build capacity in house, including for Watercare in Auckland and Water Corporation in Perth.

We conducted detailed fieldwork on behalf of NSW Department of Planning Industry and Environment (DPIE), in order to identify potential water efficiency opportunities in 12 water supply systems across 6 Local Water Utilities (LWUs) in the Murray Darling Basin. The research uncovered potential savings of 22% with a payback of just over 3 years.



"Watercare has been impressed by the level of knowledge and expertise demonstrated in the water efficiency training provided by The Water Conservancy. The training content was interesting and thorough providing an opportunity to up-skill my non-residential team in just a few days. I'd make no hesitation in recommending them."

Jane Eggleton, Head of Commercial Customer, Watercare NZ.



"Bathurst Regional Council engaged The Water Conservancy to conduct water audits of large water using businesses. I was very impressed by the flexibility, expertise and knowledge that we experienced when working with them. The program identified significant water savings and I would have no hesitation in recommending them to anyone."

Caro Wiggins, Water Compliance Officer, Bathurst Regional Council.

WATER NIGHT

About

Our research - 'Australia's Relationship with Water' highlighted that most Australians are on autopilot when it comes to household water use. Furthermore it concluded that Australia's relationship with water - tap water in particular - would only improve with water education and personal experience. Consequently, we launched Water Night, during National Water Week 2020.

Water Night is a unique national, now annual, water awareness initiative that exists to enable Australians to see how often they reach for their taps and how sub-consciously they do it. The initiative leverages this experience and provides entry level water facts and behavioural advice

to increase water literacy. Ultimately, it increases the value people have for their tap water making them want to use it wisely - wasting less water longer-term.

Water Night is relevant to everyone however our social communications strategy focuses on Gen Z (14-22yrs) because as our research shows they remain the least water mindful but the most open to improving.

Water Night is primarily funded by water sector sponsorship and is promoted by in-kind supporters including educators, associations, not for profits and corporates.

Highlights

The inaugural Water Night was a great success with as much as a 10% increase in water literacy and at least a 23% improvement in knowledge regarding the quantity of water used for simple water using behaviours.

3,417 households registered to participate year - thats 1 - 6.3K adults and 2.1k children who pledged not to use their taps on Water Night.

The results to the survey one week after Water Night reported a 10% reduction in daily tap touches, proving the hypothesis that Water Night would highlight participants' use of their taps so that they would become more mindful and reduce their use.

In year 2, registrations increased in every state bar WA and SA and water literacy increased by 14% (24%).

Our staff alone work year round to elicit promotional supporters, sponsors and funding. All of which significantly increased in year 2.



"It was an amazing experience, but it's honestly very difficult, not to turn on the tap. As a precaution as a household of 2, we definitely put aside too many amounts of water (4 basins) -1 bucket would have been quite enough. On 2 occasions we thoughtlessly, and due to habit, flushed our toilets twice. The exercise certainly heightened our awareness to use less water, or at least think twice before turning on the tap! Cheers"

Water Night participant

"It has been really great to support Water Night for the past two years. We are always looking for innovative ways to talk about water with our community"

Louise Cadell, Water Sustainability Officer, Tamworth Regional Council



WALTER SMART & FRIENDS

About

Walter Smart and Friends is a live theatre water education program, delivered in partnership with Gibber Educational. It is designed to excite and educate primary school students about the urban water cycle and the benefits of water efficiency. It compliments a number of national curriculum areas, most specifically the F-6 Australian Curriculum for Science and HASS, linking perfectly with the emphasis on sustainability as a priority for study across all learning areas and subjects.

Walter Smart and Friends comprises an innovative, fun, educational pantomime style performance and an interactive follow-on workshop. It includes original music and songs, comedy,

and multimedia to captivate primary students and reinforce key water efficiency messages.

Walter Smart and Friends informs primary school students about how we use water, how water can be wasted and how we can easily improve our water using behaviour.

With an increased knowledge and raised awareness of all the easy ways they can use water wisely, the program leaves primary students with a positive can-do attitude, motivated to make changes to how they use water themselves. As well as being inspired to tell their family and friends all the simple ways they too can use water smartly.

Highlights

We successfully launched during the COVID-19 pandemic with 20 schools in South East Queensland – sponsored by Unity Water.

During April and May 2021, approximately 4,507 students from Moreton Bay, Sunshine Coast and Noosa participated. Students and teachers rated the experience highly and considered it better than other water incursions they had experienced.

In December 2021 we delivered 11 performances to primary schools in Dubbo – sponsored by Dubbo Regional Council.

"I found the whole presentation highly educational and entertaining. The right amount of information provided and then reinforced with character portrayals. Loved it! Please email for a return show in 2022."

Mary-Jane Chant YR 4 Teacher
Currimundi State School, QLD

"Very good, educational & entertaining for the kids. It all had an impact, particularly the comedy! The children loved being a part of the water saving line, it helped them understand how they could save water. It really raised our awareness of how much water we actually waste when we aren't waterwise."

Teacher Orana Heights
Public School, Dubbo NSW





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