

# Lessons from Australia

*Breaking the Apathy Cycle on Water Awareness and Action*

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energy saving trust®

# .....a Caveat

The following content is NOT attempting to say what we  
Should or Need to do here.

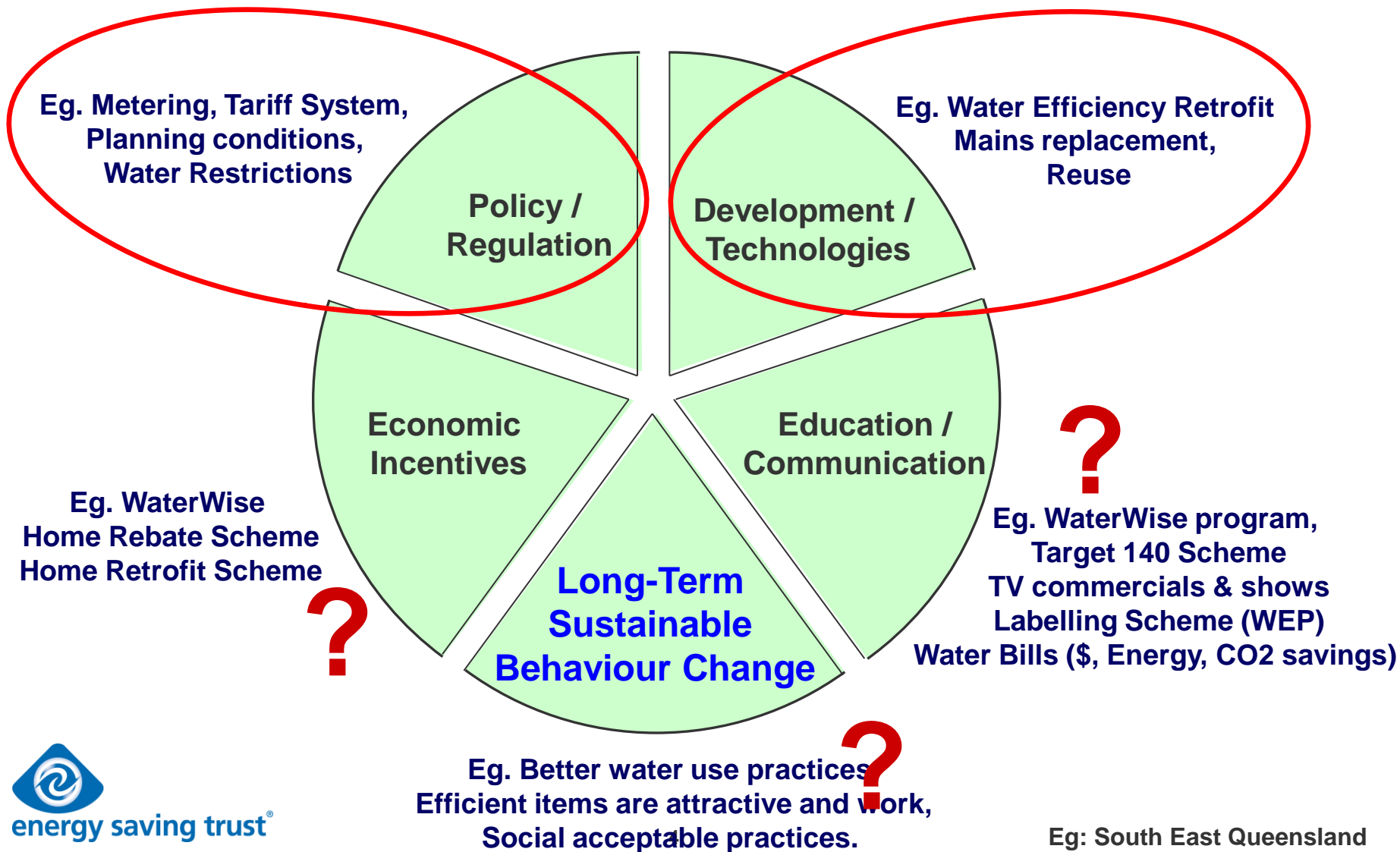
It simply highlights some successful programmes and outcomes  
on water efficiency.

# Water Efficiency Action

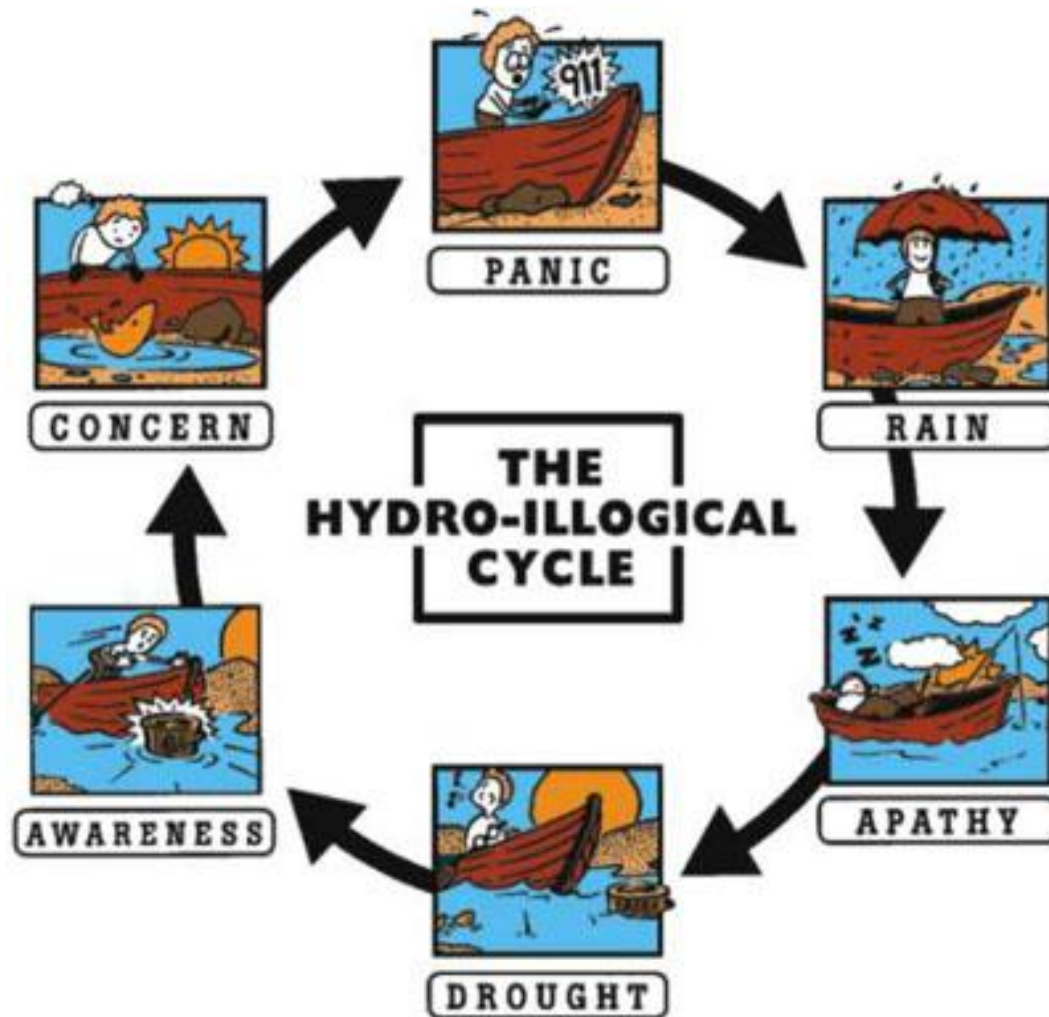
- **Australia implemented huge water efficiency efforts, in response to drought. = reactive measures in response to a crisis.**
- Saving water becomes more important than ever before. Rely on rainfall. It's been a 5-7 year drought. Had to stretch any available resources. Demand Management became a massive priority.
- All these water efficiency interventions used were **reactive**. All are completely applicable here with us using a **proactive** approach. Kit & Behaviour  
*UK has water and energy efficiency drivers.*
- **Big focus and objective was on Sustainable Behaviour Change**

# Water Efficiency: the Actions taken

To properly address 'Real' sustainability = Action on all pieces of pie!!



# The hydro illogical cycle



“We welcome the first clear day after a rainy spell. Rainless days continue for a time and we are pleased to have a long spell of such fine weather. It keeps on and we are a little worried.

A few days more and we are really in trouble. The first rainless day in a spell of fine weather contributes as much to the drought as the last, but no one knows how serious it will be until the last dry day is gone and the rains have come again.”

(from I.R. Tannehill, *Drought: Its Causes and Effects*, Princeton University Press, Princeton, New Jersey, 1947)



# Water Advice

Helping Brisbane residents save water



Dedicated to a better Brisbane

**ADVICE ONLY**  
**NO PAYMENT REQUIRED**

**PROPERTY LOCATION: 49/157 DALMENY ST**

## YOUR WATER CONSUMPTION

Current Meter Reading	1608
Previous Meter Reading	1577
Water Consumption (kilolitres)	31
Days Charged	91

## COMPARISON WITH LAST YEAR

### Average daily water consumption (litres)

Current period	344
Same period last year	311

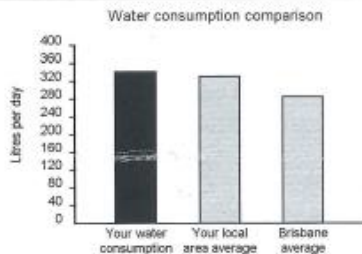
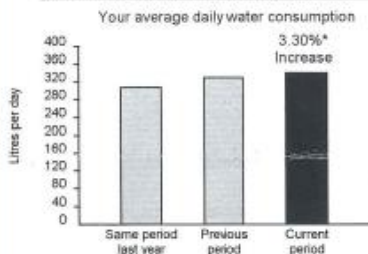
(1 kilolitre = 1,000 litres)

## CURRENT WATER CHARGES

PRODUCT/SERVICE	PERIOD	TOTAL
Water Access Charge	01 Oct 2009 to 31 Dec 2009	\$38.81
Water Consumption Charges	05 Jun 2009 to 04 Sep 2009	\$54.16
		<b>\$92.97</b>

(Included in your current rate account)

## CONSUMPTION COMPARISON



### Is a leaking tap costing you money?

Leaving a tap, shower or toilet leaking will waste water and cost you more. To avoid this check your water appliances regularly to make sure they are not leaking.

### Use your water meter to test for leaks

Is a leaking tap, shower or toilet wasting water and costing you more? A simple water meter test can save you wasting thousands of litres of water and needless cost. See the reverse of this page to learn the simple steps to test for a water leak.



# Water Advice

## Hints and Tips

## Testing for water leaks

As a property owner, you are responsible for leaks occurring on the property side of your water meter. Checking your water meter regularly can help detect leaks early and save you money. A major leak could result in a significant water bill.

Follow these simple steps to test for a water leak:

1. Turn off all your taps and take a reading from your meter.
2. Do not use any water for at least an hour. This includes not flushing the toilet.
3. Take another reading from your water meter. A significant change in the reading is a good indication that there is a leak.
4. If you think there is a leak then contact a licensed plumber to investigate further.

For more information on how to read your water meter visit: [www.brisbane.qld.gov.au/water](http://www.brisbane.qld.gov.au/water) or contact (07) 3403 0400.

## Delivering an efficient water supply network

Council's Pressure Reduction and Leakage Management Program has continued to save water across Brisbane and reduced bursts in some areas by up to 90%.

The program, combined with our inspection of more than 4500 km of water main pipes for leaks, has saved 24 million litres of water - or around 24 litres per resident per day. Brisbane's water infrastructure now has one of the lowest leakage rates in the country.



Pressure reduction valve pit with flow meter

To find out more about the Pressure Reduction and Leakage Management Program visit [www.brisbane.qld.gov.au/water](http://www.brisbane.qld.gov.au/water) and visit the water management section.

## New water account in 2010

Water Reform negotiations between South East Queensland Councils and the Queensland Government has resulted in three new integrated water businesses being established and owned by the following councils respectively:

1. Brisbane City Council, Ipswich City Council, Lockyer Valley Regional Council, Scenic Rim Regional Council, and Somerset Regional Council.
2. Gold Coast City Council, Logan City Council and Redland City Council.
3. Sunshine Coast Regional Council and Moreton Bay Regional Council.

Each new water business will be responsible for the ongoing delivery of water and wastewater services to residents and commercial water customers in their regions.

The new business servicing Brisbane residents will issue a water and wastewater account separate from Council's rates notice in 2010. It will also have a new name, phone number and website.

**No other Council services will be affected** and you will still receive the same quality water and service you've come to expect from Council.

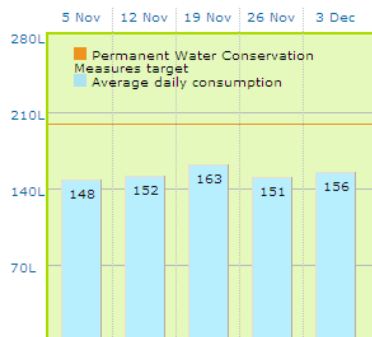
Please note that these latest changes relate to the distribution and retail components of water supply in South East Queensland. The Queensland Government has assumed responsibility for bulk water, i.e. dams, bulk distribution and water treatment plants including chlorination and fluoridisation.



# South East Queensland Water Strategy

Read more.

## Residential consumption\* (Measured over 5 weeks)



\*Average daily personal consumption across SEQ councils subject to

\*Average daily personal consumption across SEQ councils subject to restrictions.

Usage on 5 Nov: 148L/person  
 Usage on 12 Nov: 152L/person  
 Usage on 19 Nov: 163L/person  
 Usage on 26 Nov: 151L/person  
 Usage on 3 Dec: 156L/person

Consumption now refers to entire SEQ region (including Sunshine Coast, Scenic Rim, Gold Coast and Redlands) [More info...](#)

## Securing our water, together

The Queensland Water Commission is responsible for achieving safe, secure and sustainable water supplies in South East Queensland. [Read more...](#)

## Bulk water price path review

The Queensland Government has brought forward the review of the bulk water price path. [Read more...](#)

## Latest news

- DEC 03 2010 [SEQ water usage increases slightly](#)
- NOV 26 2010 [SEQ water usage falls](#)
- NOV 20 2010 [Daily SEQ water use up but continues below Target 200](#)
- NOV 19 2010 [Daily SEQ water use up but continues below Target 200](#)
- NOV 12 2010 [Daily SEQ water use rises slightly](#)
- NOV 05 2010 [Daily SEQ water use drops below 150L](#)

[RSS RSS feed \(About RSS feeds\).](#)

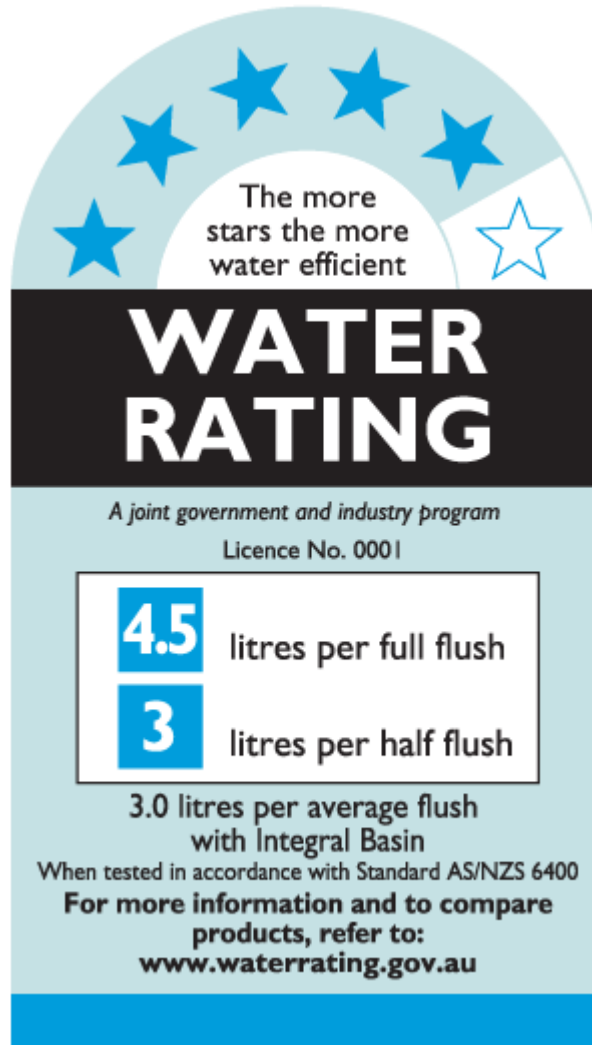
[More media releases.](#)

## Quick links

- [Draft Customer Water and Wastewater Code](#)
- [2009-10 Annual Report](#)
- [South East Queensland Water Strategy](#)
- [Water restrictions](#)
- [Permanent water conservation measures](#)
- [Efficient irrigation](#)
- [Water Efficiency Management Plans](#)
- [Water Efficiency Management Plans](#)
- [Water report](#)
- [Water supply projects - monthly reports](#)
- [Our sites](#)
- [Water at work](#)

100 %

Combined dam water levels for SE QLD for 3 December. [More information.](#)



The more stars the more water efficient

# WATER RATING

A joint government and industry program  
Licence No. 0001

<b>4.5</b>	litres per full flush
<b>3</b>	litres per half flush

3.0 litres per average flush  
with Integral Basin

When tested in accordance with Standard AS/NZS 6400

**For more information and to compare products, refer to:**  
**[www.waterrating.gov.au](http://www.waterrating.gov.au)**

# Queensland: Climate Smart Programme

Get ClimateSmart  
133 600

Forgot Your Password? Remember Me

Customer login

GO

Home

The ClimateSmart Home Service

FAQ

Contact Us

My ClimateSmart Home

Refer a Friend

Book now

“I’m saving around  
**\$300-\$400** a  
year. My electricity  
bill used to be sky  
high”

Grace, Cairns

**FREE** for Brisbane  
City Council residents  
with the council’s \$50  
voucher

[Read full details, terms & conditions](#)

## Save up to \$325 on your power bills every year.

Find out how much power you’re wasting at home with the \$50 ClimateSmart Home Service and start saving.

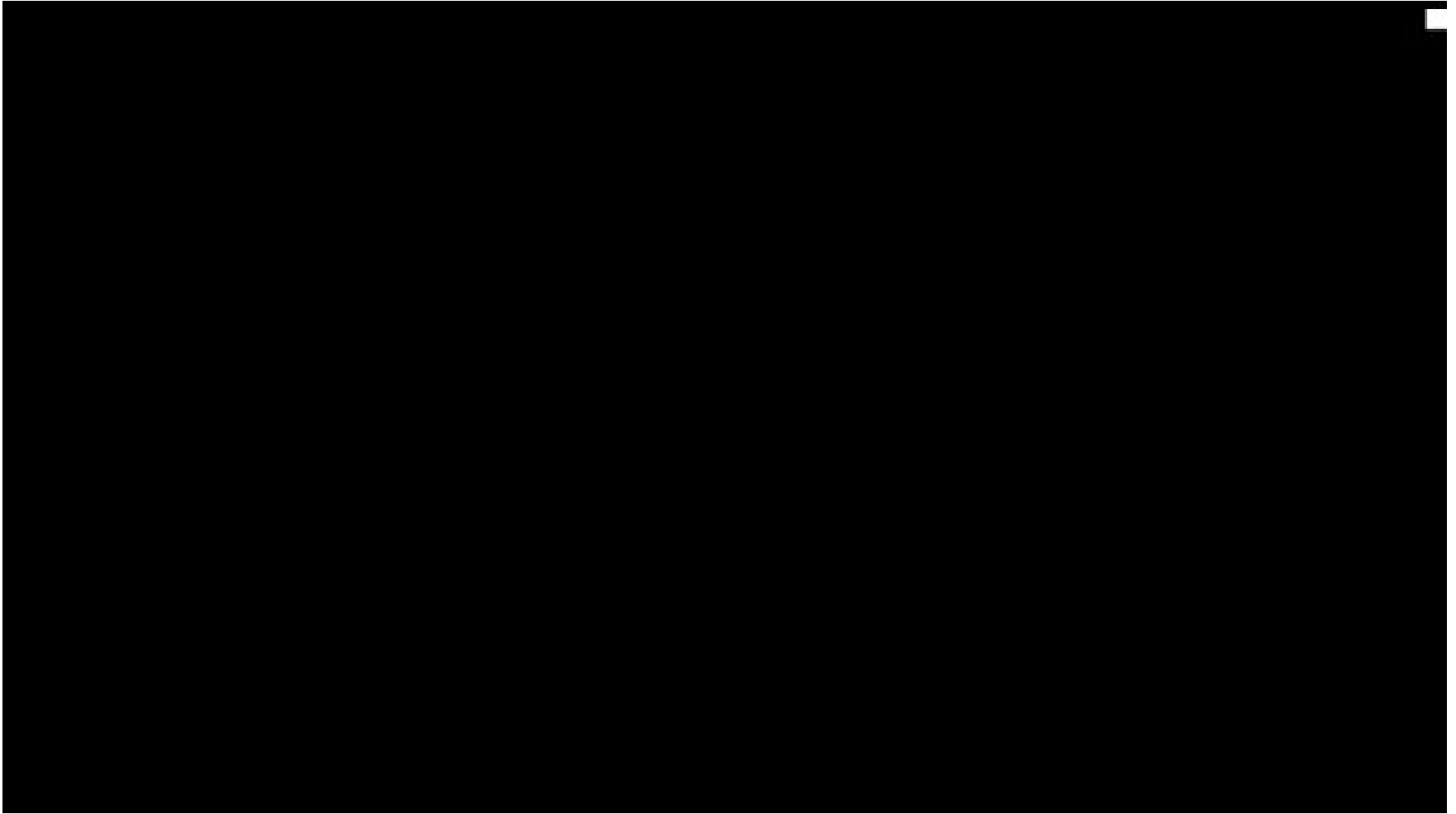
We’ll supply and install this little device, called a wireless power monitor, plus up to 15 power saving light globes and, where suitable, a water and energy efficient showerhead.

The service takes less than an hour and you can book an appointment at a time that suits you: Monday - Saturday, 7am - 7pm.

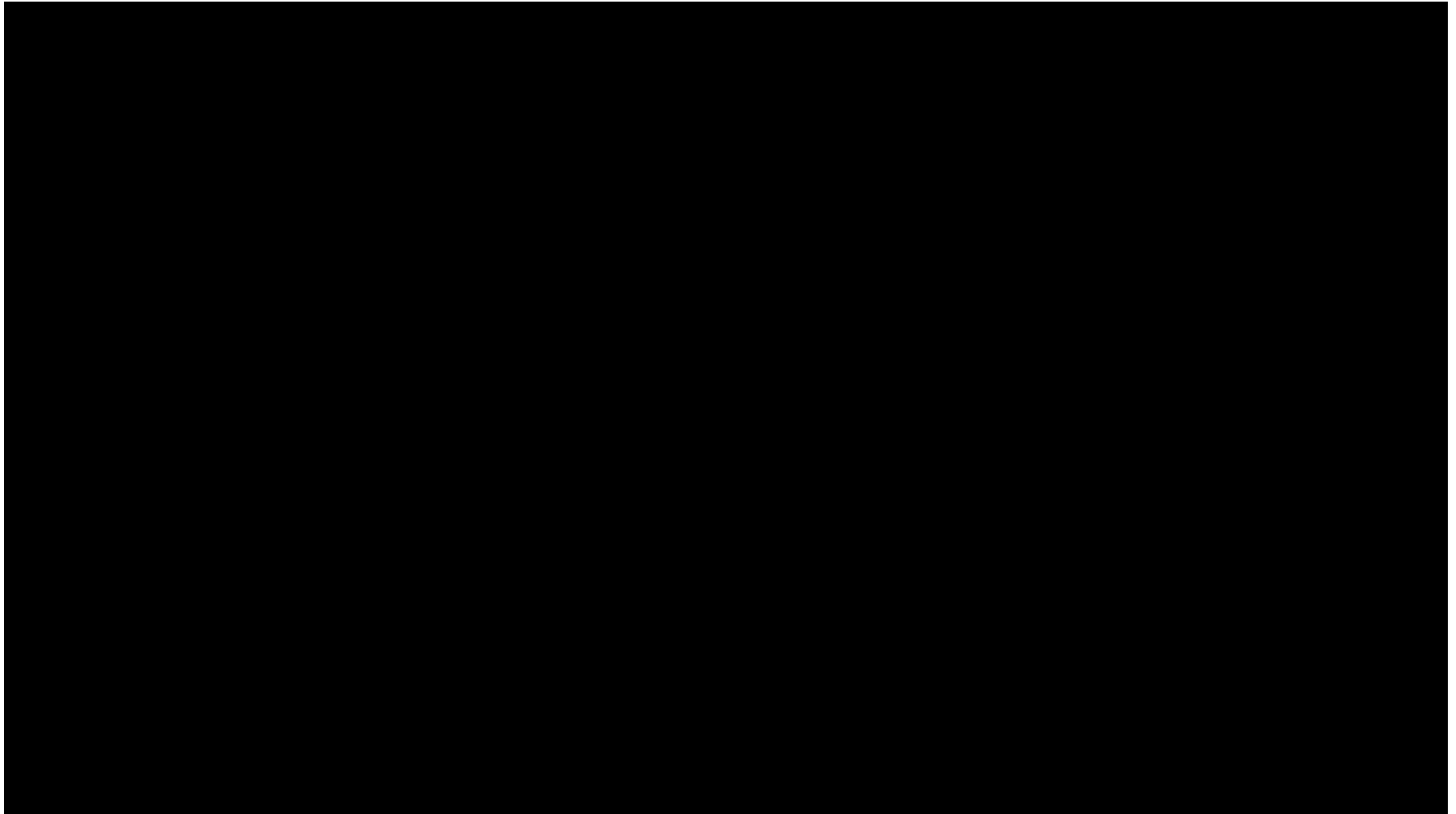


**Book Now**

# Queensland: Climate Smart Programme



# Queensland: Climate Smart Programme





# Key lessons learnt

- **Education and Communication is absolutely vital !!** People don't change if they don't know about it..
- **Single branded programme.** Lead by Govt, branded to support all stakeholders
- Retrofit programme - supported by **Communication and Education** package, **Economic Incentives**, and **Policy Support**.
- **Getting professional staff inside the house.** Must provide **on-the-spot assessment and education package**.
- Although branded a retrofitting scheme, key aim is a '**Behavioural Change**' programme..
- Programme must **build inertia, trust and break the apathy** *Make it fun.*

## Will our future Policy and Regulation allow, promote, require and incentivise all pieces of the pie??

- Defra White Paper
- Walker Review Consultation
- Ofwat Sustainable Water Consultation
- Smart Energy Metering rollout ?
- Green Deal ?

*.....and who actually leads this change?*