



Stormwater Committee Education and Training Subgroup

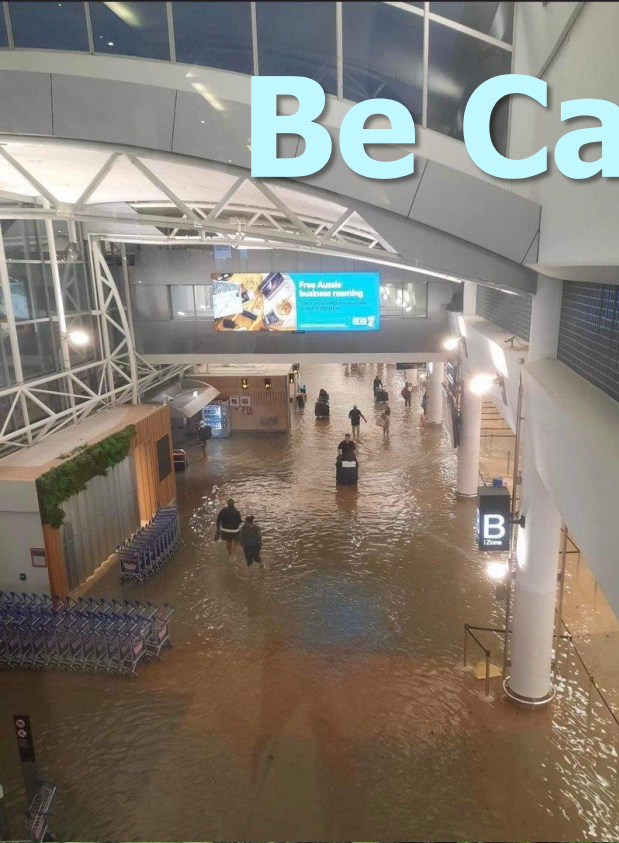
RAISING STORMWATER'S PROFILE: OUTCOMES OF THE 2022 WORKSHOP

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Training Subgroup



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Te Roopu Wai Āwhātanga
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Be Careful what you wish for...

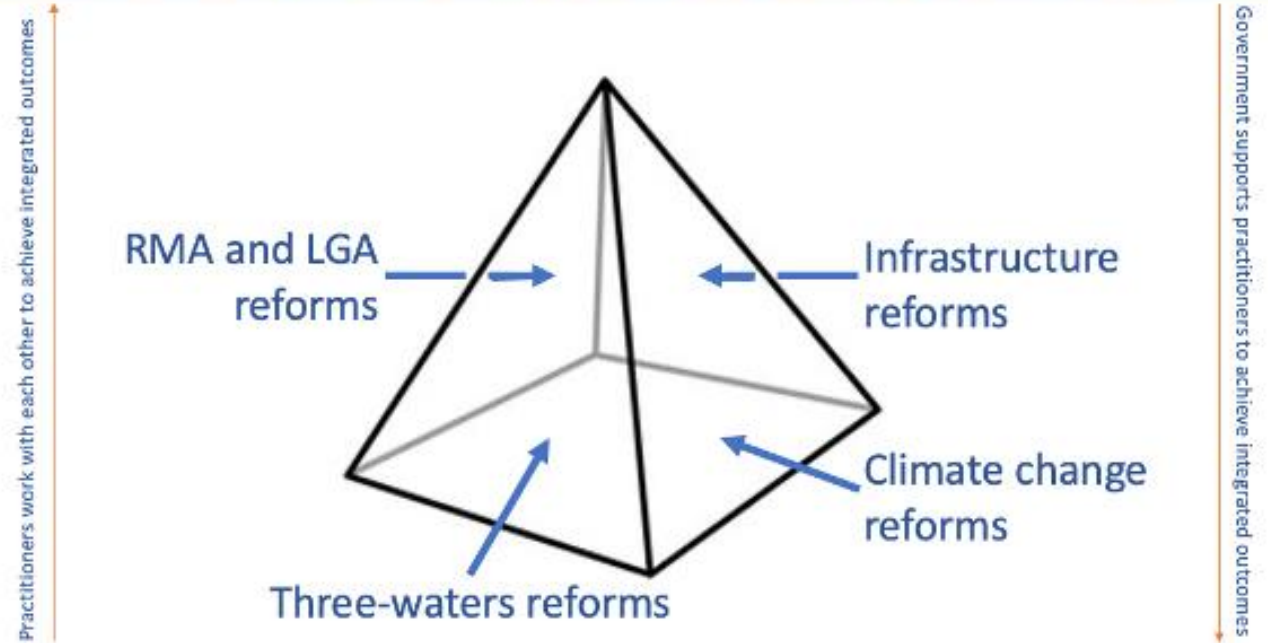


This years weather has put flooding is on everyone' minds'.
Land use decisions have an impact on not just flooding but
water quality & drinking water

2022 –In the anticipation of water, infrastructure, and resource management reforms. The Stormwater Education and Training subgroup ran a workshop on how stormwater professionals might raise the profile of Stormwater so that its importance did not get lost in the three waters reform.

Integrating more than water

Holistic, integrated, outcome-focused, streamlined, cost-effective management of whenua and wai and services: te oranga o te taiao and te mana o te wai





We got together, debated discussed eventually generating strong positive messaging around stormwater as a taonga.

The messaging supports the development of locally-specific communications and resources form the basis of a nationally consistent approach.

Simple and effective visuals are also a key element of this communication.

WHAKATAUKI

Ka ora te wai, Ka ora te whenua, ka ora ngā tāngata
If the water is healthy, the land is healthy, and the people are healthy

PURPOSE: to raise the profile of stormwater in water, infrastructure, resource management reforms



VISION: te mana o te wai + te oranga o te taiao + he tangata = regeneration and sustainability

WHAT OUTCOMES COULD THESE MESSAGES DELIVER? (SPIRITUAL)

- Understanding:
 - Water has mauri: it's alive; it has different states; it's beautiful & sacred everywhere
 - Wai is wai – it's all connected, all one water, water is life
 - The value of water as a taonga to all people; ecological, cultural, social, economic
 - Good stormwater management supports our clean green healthy lifestyle
- Rediscover our relationship and reconnect with stormwater:
- Understanding of the water cycle
- Embracing stewardship of water

WHAT OUTCOMES COULD THESE MESSAGES DELIVER? (POLICY)

- Politicians and stormwater-related professionals gain similar understandings
- Policy-makers, politicians and practitioners align to better national bottom lines
- Improved water-related equity between wealthy and poorer neighborhoods
- Policy makers better understand the vital role of stormwater and are able to support greater national consistency in how we manage land use and stormwater and minimise pipes, stopbanks, coastal defenses and more
- A global understanding that what we do on our land matters
- Rebrand our industry's terminology: "rainwater"; "rainfall events", risk framed better than return periods and AEP

WHAT OUTCOMES COULD THESE MESSAGES DELIVER? (IN PRACTICE)

- All planning starts with water
- Stormwater management driven by ecological/biodiversity outcomes
- Focus on receiving environments and their health: it's about mauri/ecology: more than just planning for/reacting to extreme events: living waters: clean, healthy streams, groundwater, lakes, wetlands, bathing beaches
- Prepare for the inevitable impact of climate change on wai
- Appreciate how stormwater infrastructure (green & grey) protects all above ground assets.

AUDIENCES



PRACTITIONERS:

Architects, planners, compliance officers & enforcement staff, who regularly interface with stormwater professionals could, with a shared view of stormwater's importance in the water cycle, create more sustainable development.

AUDIENCES

POLICY-MAKERS:
regulators, commissions and their advisors (e.g. resource management lawyers, ecologists) at national, regional and local level will benefit from a deeper understanding of how stormwater interrelates with every aspect of peoples' lives and the economy.



AUDIENCES



POLITICIANS

Elected representatives of central regional & local government will serve their constituents better with a deeper understanding of the role of water in the land use and other decisions that they make, including the political capital of good water management.

AUDIENCES

POLLUTERS:

Identify resources and compliance programmes for industries with high sector-specific stormwater compliance needs. Direct industry to those resources.



AUDIENCES



THE PUBLIC

Provide easy to understand resources for students of all ages, local communities, the business community, groups focused on healthy water outcomes & the wider public.

ACTIONS - FIND PARTNERS

"TO RAISE THE PROFILE OF STORMWATER IN WATER, INFRASTRUCTURE, RESOURCE MANAGEMENT REFORMS."

- Internal partners: The Stormwater New Zealand Membership, other Special Interest Groups (SIGs) & in Water New Zealand's staff and Board.
- Groups Water New Zealand is already working closely with including Taumata Arowai
- Government and sector bodies.
- The EnviroSchools programme
- Stormwater 360's litter programme
- CCNZ's EPIC initiative
- Tertiary Education Commission's "Inspiring the Future Aotearoa" programme

ACTIONS - FIND FUNDING

WATER NEW ZEALAND AND ITS SIGS ACHIEVE A GREAT DEAL FROM THEIR VOLUNTARY WORK.

PROVIDING PRESS RELEASES TO POTENTIAL PARTNERS, INCLUDING COUNCILS AND THE MEDIA, WILL ALLOW THOSE PARTIES TO SPREAD MESSAGES AS PART OF THEIR OWN WORK.

HOLD CENTRAL GOVERNMENT ACCOUNTABLE TO PROVIDED WATER-RELATED PUBLIC INFORMATION

TRACK OUR PROGRESS AND DEMONSTRATE THE RESULTS OF OUR WORK, SHOWING HOW MUCH MORE COULD BE DONE WITH MORE SUPPORT, COMPANION PROGRAMMES

ACTIONS - IDENTIFY CHANNELS & COLLATERAL INFORMATION FOR KEY AUDIENCES

- Schools at all levels,
- Community newspapers
- Environmental interest groups
- Social media
- Events such as "STORMWATER WEEK"
- Targeted engagement campaigns e.G. "Adopt-A-Drain"
- Media campaigns built on the success of initiatives such as tidy kiwi
- Gamification of key concepts, minecraft, city skyline
- A green tick programme
- Data, case study and information sharing platforms.

ACTIONS - CENTRALISED MEDIA CAMPAIGN

- Media releases by Water New Zealand
- Sustained social media posts on a planned series of topics plus responses to timely events
- In-depth media interviews with stormwater experts
- Opinion pieces in leading newspapers
- A series of videos.

WHAT NEXT?

You are part of the message....

- What do you think of this summary of Actions?
- What key messages do you most like, want to change or want to add?
- What key audiences do you think are most important, or want to add?
- What other actions can we take or encourage others to take?
- What else do you want to tell us?
- What else do you want to do?