

Themes in key words - add post it notes below!

Winning Strategies

E.G. Find a champion in the leadership team

Engaged Comms teams

Segment your target audience

Universal metering

Drought management and emergency scenario planning

ensure elected members are on board

Dry garden competition (Central Otago DC)

Turning detractors into friends

'leak of the week' - social media

Employ a Water Conservation Education Officer

<https://www.taunanga.govt.nz/council/water/how-to-save-water/water-watchers>

Comparing you to your neighbour in your volumetric water charges

Metering timed with GFC in TCC was very successful!

Paying less

SDC Water universal metering - customer water usage awareness & helps identify leaks

Lead the narrative

Walk the talk

Spend to save

Pitfalls / No no's

don't mix politics with water meters

Don't ask community to save water but not have a water-saving strategy for your own organisation (undermines the message)

don't assume local media will get the message right. Make sure you spoon feed them

Don't mix potable water strategies with irrigation water supply

Engineering / upgrades are the only solutions

Change?

don't restrict education to gardens and car washing - talk about indoor use & leaks too - also commercial & industrial

Bulk Metering

Deferring spend leads to higher costs for future generations

Producing a water balance with high confidence to enable the right boxes to be squeezed

Motivations and Motives

Non-residential water efficiency benchmarking - comparisons with others

Compliance requirements

Australia's water night

Conservation

Cost saving

Understanding what water we use and what we use it for

Non-residential sector water literacy is important as well

Understanding that we can't always have low rates *and* good services at the same time

Exploring benefits of smart metering

Doing the right thing, env reasons, reducing climate footprint

Literacy can go backwards so comms/engagement campaigns need to have a long view.

Regulation to target the right investment

Demonstrate to our rural neighbours that cities are playing their part in responsible water management

Opening and transparent on your water challenges

Understanding the barriers, and breaking them down/finding solutions

Paying for what you use

Outage and headroom assessments

Values/ideologies/mind sets

Research showing young generations have poor levels of water literacy in Australia (dropped out of the curriculum)

Industry and utility wastes water, why should I

Not losing quality while increasing quantity

Young people are engaged with climate - this could be a link to climate change

out of sight, not out of mind

Resilience to all the "what ifs"

Rivers and aquifers are not an unlimited source

Community responsibility re water availability and need v want plus value of investing in maintenance/upgrades

Water is cheap - not worth saving

Emphasize suppliers responsibilities for their consumers

Best value for customers, current and future (sustainability of supply and investment)

Valuable career path :)