COUNCIL / UTILITY

Extent of metering/usage charging

Monetised Water

Customers are metered but comms/engagement has been limited to water pricing, restrictions and/or minor behaviour change.

Metered and Engaged

Customers have an understanding that water resources are finite and water servicing costs money. Metering has been or is being rolled out. Water conservation/efficiency is on the communications and engagement agenda outside of water restrictions

Australia

4

Focus on Demand Management

Victoria

3

Rural NZ

Wellington

2

Julian

Out of sight, out of mind

Water literacy is low and limited attempts have been made to promote it. Communications related to water conservation have been limited to water restrictions, if any. No metering.

Water on the Mind

Customers are not yet metered but an active water education programme is (or has been) in place. The case for water efficiency /conservation beyond water restrictions is actively being made.