

THE NATIONAL

WaterSmart

Oz Communities

initiative

*...Accelerating a WaterSmart cultural/
change in our cities and beyond*



**A concept proposal for consideration within the
Australian Government Water Fund,
Raising National Water Standards Program**

Proposed by:
The FutureWater Group.

April 2006



FutureWater Group – in Brief

Initiated and led by FutureWater Pty Ltd, the FutureWater Group (FWG) brings together leading managers, practitioners and researchers in community engagement, behavioural change, capacity building and cultural development in the contexts of integrated catchment management and sustainable water management. Members of the FWG have the passion, commitment and capability to develop and manage these key aspects of the WSOC Initiative, enabling ongoing success. Current members include:

- FutureWater Pty Ltd
- Total Catchment Management Services Pty Ltd;
- Centre for Cultural Research (UWS);
- Choosing Life;
- Cultural ConneXions;
- Institute of Environmental Studies(UNSW);
- Micromex Research Pty Ltd; and
- Wild Red Frog Design

Further details on the FWG are provided at Attachment 1 and on the CD at the back of this proposal

Trademarks

Applications for trademarks have been made for the following terms used in this proposal:

WaterSmart Decade™

Water is worth it™

Waterhole Expo™

WaterSmart Oz Communities™

and

WaterSmart™

To complement the thrusts of the National Water Initiative and better achieve its goals, we need to be a nation of WaterSmart communities within a decade.

The WaterSmart Oz Communities Initiative will raise national standards in water management and use by accelerating a WaterSmart cultural change in our capital cities and beyond.

In so doing, it will pivotally support the National Water Initiative and its three programs, providing the 'missing link' and filling crucial 'people' gaps in national, state, regional and local plans and strategies.

The national WaterSmart Oz Communities Initiative is a new and different community behavioural change and capacity building approach that integrates practical experience and leading edge research within a cycle of continuous improvement.

It will reach out to successfully engage more of our people than ever before and will be a key contributing factor in building stronger community understanding, commitment and action to better secure more sustainable water futures.





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Executive Overview

The WaterSmart Oz Communities Initiative



Water is everyone's business

Australian cities face unprecedented challenges to secure more sustainable water futures. Most Australians who live in our cities are dealing with the daily reality of these challenges.

In seeking to find ways forward, governments, water supply authorities and the broader water industry are grappling with profoundly complex issues. These include source alternatives, supply and treatment system investment, institutional and regulatory reform, water economics, demand management and environmental protection.

In all of Australia's cities, particularly our capital cities, water is big business. The big business decisions being made by governments and the water industry will impact our economy, our prosperity and quality of life, and particularly our natural environment.

As a staple of life, water is also small business – the business of the 12.7 million individual residents who live in our cities. The big business decisions of governments and the water industry are inextricably tied to the small, everyday water decisions and behaviours of each city resident and their diverse communities.

¹ Capacity building is used in this proposal to embrace education and training to bring about WaterSmart cultural change including, in particular, behavioural change.

We need to accelerate a change of culture

Every day decisions and behaviours associated with water reflect our 'water cultures'². These cultures are embedded in a wide diversity of community settings.

Securing more sustainable water futures for our cities and regional urban areas is an urgent national priority requiring accelerated change to our water cultures. To do this we need to better recognise that governments, industry and community have all collectively contributed to the development of our current water cultures and must therefore be collectively involved in changing these.

Community capacity building programs are fundamental to accelerating a **WaterSmart** cultural change. Governments and the water industry are implementing a wide range of programs. However, with the exception of the newly developed Smart Approved Water Mark (SAWM) and Water Efficiency Labelling Scheme (WELS) projects, all other programs are localised, largely disparate and potentially duplicatory.

The magnitude of change needed to achieve more sustainable water futures and the urgency of the challenge, now requires a new capacity building approach which is more creatively engaging, inclusive, highly visible and more capable of value-adding to current programs. A smarter national approach could deliver improved cost effectiveness while still recognising inherent differences between capital cities.

The WSOC Initiative – delivering like no other program

The WSOC Initiative is proposed as a national commitment to spearhead a decade of accelerated **WaterSmart** cultural change across Australia's capital cities and beyond. It will deliver on this commitment through seven key imperatives:

1. Developing and rolling-out unparalleled community engagement expositions in each of Australia's capital cities over the next 10 years;
2. Enhancing coordination and promotion of government and water industry capacity building initiatives;
3. Creatively integrating well planned Action Research;
4. Maintaining momentum and providing on-going, grassroots, community support;

² Water Cultures is used in this proposal to embrace the values, ideas and attitudes we hold around water and the customs and behaviours we display in our use of water.

Water is Australia's most precious resource and our largest conservation challenge. Ensuring Australia's cities maintain a sustainable supply of water is a vital concern, not simply to the residents of those cities but to all Australians.

The Hon. M. Turnbull, MP
World Water Day speech March 2006 ¹



*2. My family relies on water
and take this lifeblood for
granted. We wash, clean,
drink, cook with (it) we yearn
to live with views of it. We
save to holiday by it or in it.
We drive for hours to picnic or
sunbathe near it. We transport
ourselves upon and over it
with ease. We should be
reminded of its value.*

Sydney resident
Everyday Water Project (2)



5. Developing a platform to enable the initiative to go beyond capital cities into Australia's regional urban areas;
6. Creating a business model to optimise public benefit with commercial dividends;
7. Progressively delivering significant and strategic contributions to National Water Initiative.

The community engagement expositions (two Expos in each capital city between 2007 and 2015) will progressively build to bring together the largest gathering of city residents, government organisations and water industry sectors ever assembled across Australia. Through extensive promotion and creative educational and participative approaches, city residents and their diverse communities will be enabled and inspired to:

- celebrate water far beyond its instrumental (commodity) value by exploring the many wonders and facets of water in their lives;
- appreciate the diversity of **WaterSmart** innovations and technologies now available, particularly those they can use in their daily lives;
- become better informed about the range of **WaterSmart** capacity building programs and services now offered by government and the water industry;
- celebrate and be rewarded for their own **WaterSmart** actions, innovations and successes;
- engage with and inform government and the water industry about their views, ideas and concerns around water policy;
- develop greater confidence and preparedness to become **WaterSmart**.

To harness the interest and enthusiasm generated through each Expo and maintain momentum, the WSOC Initiative will implement creative workshops, presentations, seminars and other activities to progressively develop '**WaterSmart** networks', capable of leading grassroots change within their communities.

An innovative and well targeted action research program will also be integrated within and across the expositions. This integrated 10 year program will:

- contribute knowledge and expertise to raising national water standards;
- harness the unprecedented community engagement opportunities afforded by the Expos and associated support programs;
- improve and adapt the overall initiative as it is progressively rolled-out;
- measure and benchmark **WaterSmart** cultural change within and across communities and generations, including in particular behavioural change;

- identify on-going opportunities for government and the water industry to support community effort and remove many barriers to change.

Priority will be given to promoting the diverse range of water related capacity building programs and broader public policy development initiatives of the Australian Government, State Governments and the water industry.

Priority will also be given to the development of strategically targeted 'Do it yourself' support packages to enable component Smart Water initiatives, activities and tools to be shared and used beyond our capital cities, in Australia's regional urban areas.

Given its national scale, generational timeframe, and extensive commitment to engaging all players and stakeholders, as well as to benchmarking and researching benefits and outcomes, the WSOC Initiative will make a significant contribution to raising national water standards. It will help achieve two of the three objectives of the Raising National Water Standards (RNWS) Program and provide a rich and rigorous contribution on vital (but currently missing) 'people' components of the national baseline information currently being collected by the National Water Commission (NWC) to benchmark water resources, water use and water management.

Underpinning the WSOC Initiative is a business model based on national and state business plans. These will optimise public benefit with commercial dividends through public private partnerships at national and state levels and enable the WSOC Initiative to progressively become commercially sustainable over time.

Key features and elements 2007 – 2015

WSOC Initiative

The WSOC Initiative creatively integrates expositions, education, training, community engagement and research, all within a public-private business model, delivering significant public benefit and commercial dividends. Already 18 months in the making, a further 12 months of development and comprehensive feasibility assessment is proposed before the WSOC Initiative would be considered for national roll-out. Assessment would embrace piloting key elements of the WSOC initiative in Western Sydney including an Expo. Following successful evaluation to strengthen key concepts and elements, the initiative will continue to build over a period of 10 years to progressively deliver significant, strategic contributions to the National Water Initiative. Because of its evolving commercial sustainability, it has the potential capacity to continue doing so for many years to come.

Waterhole Expos

Engaging the largest gatherings of city and urban residents, communities, water industry professionals and government sectors ever repeatedly assembled around water, the **Waterhole Expos** will be conducted at least twice in each capital city around Australia by 2015. In so doing, they will provide an unprecedented platform to enable the creation and acceleration of **WaterSmart Oz Communities** across Australia.

Figure 1: Conceptual elements of Waterhole Expos: 2007-2015

During 2007-2010 **Waterhole Expos** will be:

- initiated by a National WSOC Executive in association with principal water industry partners within the capital city of each State and Territory;
- planned over a 12 month period and managed by 'capital city' Management Committees under the direction of the National Executive;
- developed and run over 5 days (Wed-Sun) with previous build-up activities, competitions and promotions over a six month period;
- consistent with a National WSOC Initiative Business Plan, which will include comprehensive national directions and guidelines;
- supported by range of funding sources including national and capital city sponsorships, expo income and Raising National Water Standards Program funds;
- delivered at times and locations to support and enhance NWI and other major water related initiatives and not to compete with these;
- focused on delivering key outcomes of **WaterSmart** behavioural change, capacity building and cultural development within each capital city context;
- seeking to engage people and their diverse communities in many different ways;
- free to enter by members of the public.

At each **Waterhole Expo** participants will:

- see demonstrations and fascinating displays of **WaterSmart** ideas, technologies and practices;
- hear people from diverse communities talk about what they are doing to become **WaterSmart**, and what can and must be done for people, communities and cities to become **WaterSmart**;
- have fun by watching and taking part in entertaining **WaterSmart** activities;
- learn about all available information, incentives, opportunities and programs which will help them and their communities to become more **WaterSmart**;
- contribute to local and national understanding of our progress in becoming **WaterSmart**;
- be acknowledged and rewarded for their and their communities' efforts to become **WaterSmart**;
- have rewarding opportunities to contribute to local and national understanding of key **WaterSmart** issues and needs.

During 2011-2015 'return' **Waterhole Expos** will be:

- undertaken in each capital city based on the lessons learned during 2007 and 2010;
- initiated and run on a profit basis by a Public-Private Sector Partnership established at the conclusion of the first roll-out of **Waterhole Expos** in 2010, with 20% of net profits going to public benefit initiatives, continuing research and evaluation;
- supported by 50% of the net profit arising from the initial Expos held during 2007-2010. This will take the form of a Research, Development and Underwriting fund to be used in further achieving National Water Initiative goals and objectives. (The remaining 50% of net profits will be shared in accordance with contractual arrangements between the principals of the WSOC Initiative, including FutureWater Pty Ltd).

City residents use water 200 to 450 litres per person per day. Around 56% is consumed indoors and 44% outdoors. Our city water utilities recycle between 2.8% and 20.7% of total wastewater collected.

Australian Water Association (2006) [3]

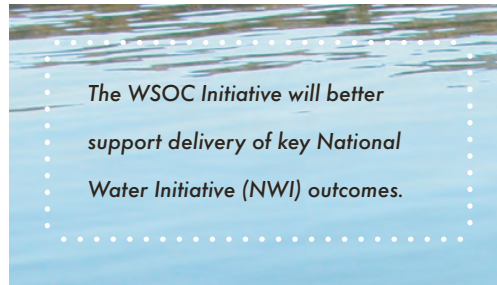
ABS 2004 [4]

Water Services Association of Australia [5]

If someone could set it up for me, I'd do it [recycle washing machine water to garden] all the time. I'm a little disillusioned about the whole water situation, and I don't feel that the community have been included in the planning, and I don't believe that they're aware of what's going on. Instead of trying to frighten people all the time by having cars driving round seeing if you're using water, if they just bite the bullet and say, 'Well, this is the programme'. There hasn't been the emphasis on it [marketing new saving and recycling devices], there hasn't been the education the presentation and the proper marketing.

Sydney residents
Everyday Water Project (2).

Supporting the key NWI outcomes



It will do this because it is:

Big in its scope:

- bringing together all parties (governments, the water industry, communities and individuals) as equals in creating and contributing to new **WaterSmart** ways to live, work and play;
- spearheading a decade of community-based **WaterSmart** cultural change across Australia's capital cities and beyond.

Inclusive in its approach:

- cost effectively value-adding to other capacity building programs;
- recognising and harnessing the power of many diverse communities within our cities;
- developing partnerships for change across governments, industries, businesses and communities;
- acknowledging and rewarding large and small successes, actions and innovations.

Innovative in its delivery:

- celebrating water beyond its instrumental value by enabling people to experience the different wonders and facets of water in their own, as well as other's worlds;

- creatively integrating Expos, education, research with on-going community engagement, capacity building and support;
- using participation, celebration and reward as powerful triggers for behavioural and cultural change;
- delivering commercial and public benefit through a business partnership model.

Grounded in its commitment:

- developing skilled communities, capable of leading wider grassroots change;
- connecting water users with the large and small water innovations and technologies that they can use in their daily lives;
- bringing about practical, sustained, on-ground changes to water use, management and conservation.

Focused in its support for the national vision:

- maintaining consistency with the Inter Government Agreement on the NWI;
- better enabling the Australian Government (NWI) 2015 expectations to be met;
- delivering on key outcomes within the NWI's key investment area of Water Planning and Management in respect to Urban Water Reform; Knowledge and Capacity Building; and Community Partnerships and Adjustment;
- helping achieve two key objectives of the RNWS Program – improving the knowledge, information and skills needed to better manage our water resources and enhancing innovation for urban water use efficiency.

Commendation to the Australian Government

The AWA and FWG commend the conduct of a comprehensive Feasibility Study of the national **WaterSmart Oz Communities** Initiative to the Australian Government for commissioning and funding under the RNWS Program.

A three stage development and approval process is proposed and is further outlined in this document. Stage 1 funding will enable the Feasibility Study to be undertaken. It will identify how the initiative might best proceed to the benefit of key national players including, in particular, the NWC, AWA and WSAA and their current and planned initiatives. It would also most importantly pilot implementation of the WSOC Initiative at a local level, including the conduct of a pilot Expo in Western Sydney. The initiative would also be more widely evaluated by the study with a view to informing and strengthening the concept, prior to its consideration for national roll-out. It is proposed that the study and evaluation be undertaken over the next twelve months and be totally funded by the RNWS Program.

The heads of consideration of the Feasibility Study could include:

- The role and positioning of the concept as a supportive platform for enhancing delivery of key NWI outcomes
- The suitability of the concept as a principal tool in accelerating a WaterSmart cultural change throughout Australia's capital cities and beyond
- The potential of the concept to help overcome current duplication and disparity in water education and conservation activities
- Evaluation of the key strategy of community engagement as a fundamental element in delivering WaterSmart cultural change

Should the Feasibility Study demonstrate the national potential of the WSOC Initiative, a comprehensive National WSOC Initiative Business Plan would be developed as Stage 2. This plan will provide the basis for detailed consideration by the Federal Government of investing RNWS Program funds to support the national roll-out of the WSOC Initiative. The National Business Plan would also incorporate directions and guidelines for planning and conducting all elements, of the Initiative including capital city Expos.

Following approval of the National Business Plan, RNWS funding would enable Stage 3 to take place. This would involve planning and conducting eight Expos and supportive WSOC Initiative elements between 2007-2010 in two capital cities each year. During this period continuing funding support from the Federal Government would be contingent upon satisfactory detailed annual review including financial performance.

Between 2011 and 2015, the concept proposes a return series of Expos to each Capital City, fully supported by WSOC Initiatives, but at no cost to Federal Government.





The WaterSmart Oz Communities Initiative

Changing our water cultures – there has never been a better time

In recent national and state level surveys well over 50% of all respondents rated water as the most important environmental issue and more than 90% reported taking some water conservation action.

Environment Protection Authority, NSW (6)
ABS 2004 (7).

We need to find new transformative ways of bringing about on-ground changes to our water cultures.

Coulson, D (2006) (12)

The complexity and magnitude of the water challenges facing our cities have no parallels in our recent history.

In the past 20 years total annual water use in Australia has increased by over 60%.

In the same period drinking and industrial water use increased by over 50%. In the next 20 years, unless major changes are made, many Australian cities will face a shortfall between the amount of water used and the amount provided from their catchments.

In common with much of Australia, most cities have recently experienced the worst drought since the 1930's. Water restrictions may soon be a permanent feature of life for most city residents as dam levels continue to fall and/or remain chronically low. Also many rivers and catchments within and around our cities are under stress.

In the driest inhabited continent on earth:

- city residents are amongst the highest water users in the world;
- most domestic potable water supplied to our cities is used only once.

Given projected population growth, changing demographics and the emerging realities of climate change, this use and misuse of water cannot continue. Our situation is simply not sustainable.

However, all is not gloom and doom. Much has been done and significant efforts continue to try and meet the water challenges confronting our cities

- demand management programs have achieved a progressive reduction in water conservation (in Sydney a 10% reduction has been achieved over the last 10 years);
- there is an unprecedented array of water conservation technologies, and capacity building programs and services available;
- there is a stronger commitment from governments and their instrumentalities to tackle the water challenges facing our cities through more comprehensive and integrated policy and planning, economic reform and infrastructure investment.

Equally importantly there are clear indications that there is emerging change within Australia's cities at the individual resident, household and community levels

- social and market research indicates that many city residents have awareness of the water challenges;
- people are keen to do what they can, but are seeking practical advice and simple solutions;
- water misuse by residents is now more widely regarded as socially unacceptable and irresponsible;
- more city residents are involved in community action to improve their local catchments.

Moreover, there is at least anecdotal evidence to suggest that:

- governments and water authorities are underestimating the extent and nature of changes and the cultural shift that is occurring;
- city residents are becoming resentful of governments 'dumbing down' the debate about their water futures;
- there is a real and growing 'disconnect' between some state and local governments and their constituents with regard to water management and use.

Being smarter with people and water

Governments and the water industry realise the critical importance of community capacity building in bringing about **WaterSmart** cultural change including in particular behavioural change. There is a wide diversity of programs being implemented across Australia and collectively these are making an important contribution to achieving more sustainable water futures.

These programs vary widely in their focus and coverage and include:

- city scale demand management programs;
- catchment scale programs in integrated management and protection;
- community level programs in water monitoring, environmental restoration and water conservation;
- school education at primary and secondary levels;
- tertiary level technical training;
- broader public participation programs to inform policy development.

The AWA established the Water Education Network (WEN) in late 2004 to enhance the capabilities of professionals and practitioners and the development and delivery of water related capacity building programs. WEN has grown to be more than 1200 members.

At the strategy and policy level, governments are now more seriously recognising the real need to engage city and urban residents in more informed debate about public policy alternatives and priorities in respect to their collective water futures.

However, given the magnitude of change that is now so urgently required to accelerate achievement of more sustainable water futures, it is important to reflect on how community capacity building and cultural change could make a more significant contribution.

The WSOC Initiative seeks to significantly enhance community **WaterSmart** capacities in three ways. Firstly, by extending our thinking beyond traditional technology transfer and population management approaches, particularly in respect to demand management programs. Secondly, by providing a highly visible, nationally recognised community engagement and cultural change platform. Thirdly, by enabling more cost effective communication, co-operation and co-ordination between all organisations which seek to achieve active community engagement, build capacity and bring about behavioural change.

Current approaches to demand management have traditionally relied on technology transfer and population management approaches which tend to commodify water, promote expert driven solutions to non-expert “billable consumers” and characterise citizens within varying generalised demographic categories and with varying generalised clusters of attitudes and behaviours.

While these approaches have achieved some success in reducing water demand they are predominantly ‘top down’ and give little acknowledgement to the reality that government, the water industry and community have collectively contributed to our current unsustainable water cultures. They provide little positive feedback or support to those residents, households and communities who want to take local action to become smarter water users and consumers. Significantly, they also limit creative thinking about what might be possible if water was not seen as a commodity but a staple of life bound up in a far wider variety of community and cultural settings than are presently understood or appreciated.

Current capacity building programs are delivered by many providers across a wide range of institutional and jurisdictional sectors. Unfortunately there is no nationally recognised platform to effectively harness these programs, enhance their visibility and increase their cost effectiveness.

There is a growing body of research and hard learnt industry and government experience which indicates that our continuing reliance on current approaches to community capacity building will simply not deliver the type and degree of change required.

The WSOC Initiative is specifically developed and structured to overcome these and other limitations of current approaches.

It is a broader, more inclusive and more integrated national initiative which is grounded in leading edge research and extensive practical experience. It will:

- considerably enhance the visibility and collective effectiveness of current and new programs and will act to reduce duplication;
- facilitate well considered and evaluated change to traditional approaches where required;
- emphasise the need for government, industry and community to become partners for change;
- integrate participation, celebration and reward as powerful triggers for change;
- recognise that the majority of city and urban residents in Australia live, work and play within a multiplicity of ‘communities’.

*Householders are getting
(contradictory) messages
about water use and saving.
They are blamed for falling
victim to the illusion of
endless supply provided by
the household tap and for
holding better environmental
values than they can sustain
in practice – authorities give
scant rewards (to householders)
for their (water) savings
and continue to pursue big
infrastructure projects to
reassure householders of a
continuing endless supply.*

Sofoulis, Z. (9)



Successful communities for the next century and beyond will recognise that stability and sustainability occur only when the vast majority of citizens have a stake in and contribute to the community.

Morse, S.W. (14)

Technology transfer approaches have their roots in reductionism – reducing complexity to singular problems; behaviourism – seeing people as passive responders; diffusion of innovations – transferring expert solutions to non-export consumers; electronic communication – equating human communication to the way computers talk to each other.

Ison, R.L. and Russell, D.B. (10)
Wilson, K.K. (11)

These communities can be envisaged as:

- families;
- streets;
- neighbourhoods;
- schools;
- community service organisations;
- indigenous groups;
- religious, spiritual and cultural groups;
- sporting groups;
- special place communities etc;
- businesses;
- associations;
- industries.

Each of these communities can be powerful epicentres for **WaterSmart** cultural change. Importantly they can also be simultaneously seen as both 'clients' and 'partners':

- clients who have differing connections with water which need to be better understood, appreciated and valued;

- partners who can be engaged in more creative initiatives to bring about **WaterSmart** cultural change.

Given practical effect, the broader, more inclusive approaches underpinning the WSOC Initiative open up far wider opportunities to build more sustainable water futures.

Water is everyone's business. It makes good business sense for governments at all levels and the water industry to embrace the WSOC Initiative in partnership with our diverse communities to:

- build greater confidence and understanding;
- accelerate technology adoption;
- enhance innovation;
- contain potentially massive investment in source development;
- better enable development of **WaterSmart Oz Communities**.

The WSOC Initiative is intended to spearhead a decade of accelerated WaterSmart community cultural change by raising National Water Standards. This will be achieved through the integrated delivery of the following seven key imperatives.

The seven key imperatives of the WSOO Initiative

1. Developing and rolling-out unparalleled community engagement expositions in each of Australia's capital cities over the next 10 years
2. Enhancing coordinated delivery and promotion of government and water industry capacity building initiatives;
3. Creatively integrating well planned action research;
4. Maintaining momentum and providing on-going, grassroots, community support;
5. Developing a platform to enable the initiative to go beyond capital cities into Australia's regional urban areas;
6. Creating a business model to optimise public benefit with commercial dividends;
7. Progressive delivery of significant and strategic contributions to National Water Initiative

The time has come to ensure that all Australians have an opportunity to contribute to the water debate. To do this we must all obtain a deeper and more detailed understanding of the water situation in all of our major cities.

The Hon. M. Turnbull, MP Speech to the Australian Water Association Symposium on Recycling March 2006 (8)





The seven key WSOC Initiative imperatives

The Waterhole Expo... It's all about water!

Why Waterhole Expos

The waterhole is a powerful icon in our Australian culture. Waterholes have sustained people in this dry continent for thousands of years. Given expression in our 'unofficial' national anthem, they are gathering places where water is a central focus and a place of beauty, conversation and transformation. (The word 'hole' is a play on the word 'whole' which reflects the need for a whole new approach, to a whole of community/industry/ government challenge, to better manage the whole of the water cycle).

Waterholes are familiar to rural Australian's as places where the birds and animals gather at dawn and before dusk to water. They are also the sources of water that dry up during droughts. Just as Waterholes are places where birds and animals gather to survive the dry times, so the **Waterhole Expos** will be places where people flock to find out what they can do to better manage and use Australia's most valuable natural resource within our cities.

The use of term Waterhole will be largely unfamiliar to many city and urban communities, yet it affords an opportunity to bring to the cities a distillation of the attuned **WaterSmart** knowledge and cultures of the Australian bush. This knowledge and culture reflects a connection with the true nature of our 'land of 'droughts and flooding rains'. The transition to a **WaterSmart** culture must embrace and acknowledge this and many other links people have with water other than through the 'twist of a tap'. The term Waterhole does this simply without the need to preach 'sustainability' and 'natural resource management' terms that are complex and distant from the daily lives of city and urban residents.

It's all about water

The slogan '**It's all about water**' simply and succinctly positions the **Waterhole Expos** within a broad 'conversational' theme, while telling exactly what the Expos are all about. The words deliberately seek to maximise openness and allow access by all water related interests. Over the years, the Expos will progressively build an unprecedented 'enabling platform' to develop **WaterSmart Oz Communities** within our cities and beyond.

The WSOC Initiative will develop and progressively roll-out two Expos in each of Australia's capital cities over the next 10 years. It will creatively utilise this iconic image as a central focus to engage and secure ongoing involvement of city and urban residents, their

diverse communities of interest, the water industry and all levels of government. In doing so, all those involved will help co-develop new understandings about water and create a wider and greater impetus for **WaterSmart** cultural change.

Engagement and active participation are the keys

Each **Waterhole Expo** will centre on participation. Participation of the most varied range of city residents and their diverse communities within each of Australia's capital cities, not just as visitors but as **active participants** and **exhibitors**. Pre and post Expo activities, will enhance those at the Expos themselves where fun, learning, acknowledgement and reward will prevail. This combined strategy will enable the largest and most diverse gatherings of residents ever assembled around the issue of water use and management.

Reflecting a strong commitment to developing 'partnerships for change', and recognising the national imperative to enhance the adoption of **WaterSmart** technologies, priority will also be given to attracting and supporting the largest participation of exhibitors from all sectors of the water industry and from all levels of government.

Through extensive promotion and creative educational approaches, city residents and their diverse communities will be enabled and inspired to:

- celebrate water far beyond its instrumental (commodity) value by exploring the many wonders and facets of water in their lives;
- appreciate the diversity of **WaterSmart** innovations and technologies now available, particularly those they can use in their daily lives;
- become better informed about the range of **WaterSmart** support services now offered by government and the water industry;
- celebrate and be rewarded for their own **WaterSmart** actions, innovations, successes and plans;
- engage with and inform government and the water industry about their views, ideas and concerns around water policy;
- develop greater confidence and preparedness to become **WaterSmart**.

Community cultural development (aims) at strengthening the capacities of communities. (It is) a collective process, often involving a wide range of art forms from performance to visual arts, from film and video to writing, oral history and story telling. Its creative outcomes maybe everything from public art to festivals, theatre and dance performances, exhibitions, publications and seminars. All of these activities can change people's lives and achieve long term development benefits for a community.

Yin-lo, C. 2004 (17)

Major themes

Given the size and scope of each **Waterhole Expo**, it will be important to ensure they are both thematic in their structure and entertaining in their approach. A combination of nationally consistent themes, messages and activities with city specific ones will ensure cost effective and appropriate delivery of capacity building and cultural change elements.

To assist focus and facilitate organisation and ease of participation, activities and exhibitors will be clustered around five major themes:

- water in our homes, gardens and workplaces;
- water in our communities;
- water in our rivers and catchments;
- water in our world;
- water and climate change.

Within each theme, it is envisaged there will be a creative mixture of both static and interactive exhibitions/presentations, interspersed with targeted and informative activities including presentations, short seminars and community workshops. Whatever mix is utilised, it is essential that there is an overriding focus on engagement and 'informative entertainment'. That means activities should be:

- highly visual;
- hands-on and interactive to the maximum extent possible;
- strongly orientated to what people and their communities can do and how they can do it.

Attachment 3 provides an indicative (rather than exhaustive) outline of what could be clustered within each major theme.

Climate change and water – making the connection

The Expos provide an unprecedented opportunity to inform and engage people around the critical issue of climate change, particularly in terms of making the connection between climate change and water supply, use and management. With regard to water supply, a 10% reduction in rainfall in Sydney and Melbourne (as is now predicted) could lead to a 20-30% reduction in run-off from major water supply catchments. In Sydney, where total annual water consumption is about the same as total annual run-off in the water supply catchments, the consequences of climate induced reductions in rainfall could be profound.

The 'climate change – water connections' is therefore a vitally important driver in accelerating changes in our water cultures. In this context the Expos provide significant opportunities for highlighting the links between WaterSmart and energy-smart behaviours.

Celebration, acknowledgement and reward

The underpinning philosophy of the Expo theme '**It's all about water**' is:



Within this philosophy, the **Waterhole Expos** will seek to attract and integrate the widest range of creative opportunities for diverse communities to be involved. Community cultural development activities will strengthen the **WaterSmart** capacities of communities. This collective process will involve a wide range of art forms with creative outcomes including public art, theatre and dance performances, displays, publications and seminars.

In addition to facilitating community expression via exhibitions, a range of creative competitions will be developed both in the lead up to, and conduct of, the Expos. Sponsorship prizes will be sourced to encourage participation and reward initiatives. For example:

- prestigious **WaterSmart** Awards for 'on ground' community **WaterSmart** initiatives and innovations in **WaterSmart** education;
- significant cash prizes for winning **WaterSmart** proposals to enable communities to move their innovative ideas forward;
- a number of holidays to water related destinations for survey participants, both at each Expo and external to it.

Audio-visual resource support

In collaboration with the Centre for Cultural Research and the Documentary Department of the Australian Film, Television and Radio School (AFTRS) it is proposed to produce up to 6 short documentaries under a suggested theme of 'Oz Water Histories and Futures'. These would be screened at the Expos and be available for the WSOC website and other platforms that will enable the Initiative to go well beyond capital cities (see later section)

These short documentaries (produced by AFTRS students) would highlight different aspects of Australia's dominant water use cultures, or Aussie icons and

Applying sustainability concepts to safeguard the future requires a marriage of higher order government organisation with the everyday, understood world of local social existence. At present, few people appear able to link the two. Far too often the scientific, cultural and historic complexities of sustainability consign it to the 'too hard' basket.

Smith, G. and Scott, J.
Living Cities An Urban Myth? (2006) (18)



New ways of communicating and relating with the public are needed to avoid a decline in support for water saving campaigns based on crisis rationales and big calculations that barely touch on water's significance in everyday life, We need to harness the 'human resources' whose care, practicality, adaptability and citizenly spirit might enable still greater (water) savings.

Sofoulis, Z. (9)

each would cover historical emergent and likely future technologies and water cultures.

Documentary topics might include:

- **Pure water** – values of different water sources, with indigenous and some cross-cultural perspectives; future recycling and some current technologies.
- **Down the drain** – history of drainage, sewerage, in Australia (with some international historical context) and new on-site systems and reuse options.
- **Cleaner than clean** – laundry uses of water; history of rising cleanliness norms, challenges the pose to sustainability
- **The long, hot shower** – picks up on how often we shower, effects of sport and exercise on increasing showering; why teenagers like long showers; new shower technologies.
- **Refilling the tank** – from a rural icon to a suburban fixture; new tank technologies (bladders, walls, etc).
- **The Aussie lawn** – history of colonial and post-war garden styles; the sprinkler, new kinds of lawn and watering systems

Other activities

To further maximise the impact and benefit of each Expo, other activities within the WSOC Initiative will be developed and evaluated (and where appropriate) integrated. For example, a selected series of pre and post Expo activities are proposed to be conducted at strategic 'satellite' locations across each city. These activities would be part of a stepping-up process to the main Expo. They would integrate with and support broader promotion, publicity and public relations activities and could include displays by community groups who are entering **WaterSmart** competitions, dinners for civic leaders, public debates, tours of local **WaterSmart** initiatives, school and other community-based activities. To further enable 'celebration' in the lead-up and conduct of each Expo, other water related entertainment elements that harness the imagination of children and provide fun for families will be featured.

Sponsorship, public relations and event management

The services of competent, experienced professionals will need to be contracted in key areas including sponsorship, public relations and event management. Each of these key areas incorporates major tasks and will involve significant costs. For these key areas it is proposed that at least two nationally-based contractors be secured and reviewed following each Expo. While there will be the need to ensure that agreed contractors are available to the initiative when needed,

it is acknowledged that some services will be required for shorter periods including the lead-up and conduct of the **Waterhole Expos**.

Some provisional cost estimates of these and other services are provided in the Preliminary Budgetary Details (i) 5 day **Waterhole Expo** in Attachment 2. These have been developed, based upon costs of similar previous events. However, to contain costs and maximise participation, a range of opportunities will be pursued. For example with event management, the Expos will take full advantage of scanning card technology, the use of community volunteers (service clubs and environmental community groups etc) and the use of paid time release arrangements for locally specific planning and event management personnel (eg water industry members who take on substantial additional work as members of capital city **Waterhole Expo** sub-committees).

Also, to cost effectively support public relations efforts, FWG will undertake considerable 'out-reach' activities to existing diverse community-based and other networks in seeking their widest possible engagement across the entire WSOC Initiative. This would be undertaken as part of FWG's proposed community engagement, cultural change and capacity building responsibilities. Provisional cost estimates of these services are also provided in the Preliminary Budgetary Details (ii) Additional WSOC Initiative Activities in Attachment 2.

Other key considerations

Expo duration: Each **Waterhole Expo** is intended to be run over 5 days from Wednesday to Sunday. This timeframe enables participation by professionals and schools (principally on weekdays) as well as community groups, families and individuals (principally on the weekend).

Expo timing: In planning the roll-out of the Expos, particular care will be taken to select times for each capital city which do not compete with other major events, including other water related events. Wherever possible however, opportunities will be identified to time the conduct of each Expo to value-add to other events and vice versa.

National consistency and local diversity: To ensure cost effectiveness and at the same time, accommodate local differences, the Expos will be developed with a common platform and specific complementary components which reflect and respect both major, and sometimes subtle, differences between each capital city.

Expo Locations: Considerable thought and planning will need to be given to the location of each Expo. While the location within each capital city will need to be convenient and cost effective, wherever possible they should also enable and reflect the celebratory nature of the Expos and the exploration of water in our lives in the widest possible sense.

The inaugural WSOC Expo

It is proposed to pilot the WSOC Initiative including a Waterhole Expo in Sydney in early 2007. Subject to the results of the proposed Feasibility Study and the development and approval of the National WSOC Initiative Business Plan, funds would be made available to hold the inaugural and substantive Expo in Sydney during late 2007 or early 2008. Preliminary discussions have already been undertaken with potential key state partners and sponsors with some initial investigations having been done to identify and assess potential Expo sites.

In proposing Sydney for the inaugural expo the following has been taken into account:

- the current level of community interest and concern about the city's water futures and the on-going political debate surrounding future water options;
- the interest already shown in the initiative by key water industry organisations;
- the detailed knowledge and established networks held FWG members, particularly in respect to government, industry and community sectors;
- Sydney's proximity to Canberra;
- the large urban and peri-urban population base.

Provisional national roll-out timetable

A provisional timetable for the national roll-out of the **Waterhole Expos** is outlined below. This should be regarded as indicative as more detailed planning will need to be undertaken. Provisional planning however indicates a feasible approach would be to hold one **Waterhole Expo** each 6 months and that each Expo would have a 12-18 month planning period.

The return of the Expos to each capital city within the **WaterSmart Decade** affords communities and individuals opportunity to build further upon their interests, understandings and actions, accelerating the achievement of a **WaterSmart** cultural change across Australia.

Provisional capital city Waterhole Expo program

Year	City
2007/2008	Sydney and Canberra
2008/2009	Brisbane and Perth
2009/2010	Melbourne and Adelaide
2010/2011	Darwin and Hobart
2011/2012	Sydney and Canberra
2012/2013	Brisbane and Perth
2013/2014	Melbourne and Adelaide
2014/2015	Darwin and Hobart

Enhancing delivery of current and planned programs

As previously highlighted the WSOC Initiative will provide a highly visible and nationally recognised platform to support and enhance:

- the diverse range of water-related community capacity building programs currently being undertaken across Australia
- the capabilities of professionals and practitioners
- the public policy review and development initiatives of State Governments and the Australian Government
- the leading edge service delivery and community-government partnership approaches of local government.

Community capacity building programs

The Expos will improve the penetration and effectiveness of current community capacity building programs. Professionals and practitioners will gain direct feedback on how these programs might be improved. This will be via the expos themselves and the integrated research which will be designed to provide direct feedback following each Expo.

Importantly, priority will be given to promoting the many facets and achievements of the NWI including the three programs (Water Smart Australia Program; Community Water Grants and the RNWS) as well as the Smart Approved Water Mark (SAWM) and the Water Efficiency Labelling Scheme (WELS). It is considered that the Expos in particular will present significant and cost effective promotion opportunities to link the SAWM and WELS to industry and communities. With respect to the Community Water Grants, partnership exhibitions/ presentations are envisaged to promote local community water conservation initiatives which have been assisted by the Australian Government.

Beyond the Expo's themselves, the other elements of the overall WSOC Initiative (including on-going community engagement and support) will provide further opportunities to promote and use current behavioural change and capacity building programs increasing their reach and cost effectiveness.

Development of professionals and practitioners

The **Waterhole Expos** will also provide nationally prominent focal points for conducting a range of forums and seminars to further enhance the skills and capabilities of professionals and practitioners. These would explore a mix of both city specific and national issues and reflect the different circumstances of each

Australian cities have become increasingly diverse and heterogeneous in the last fifty years (they have) complex social systems (and an) enormous breadth of beliefs and values. These may exist within the same subgroups in the same community.

The Warren Centre for Advanced Engineering (13)



city. Importantly, the current national conferences conducted through the AWA's Water Education Network (WEN) could be organised to coincide with the Expos, to further enhance the impact of both the conferences and the Expos.

Public policy development

At a strategic national policy level, it is noted that the Australian Government will be developing (in co-operation with states and territories) a series of issues papers on options, opportunities and impediments in respect to securing more sustainable water futures for our cities. These will be published with a view to inviting public comment, raising debate and enabling greater input to water policy development. The **Waterhole Expos** would provide an excellent platform to creatively communicate and engage the residents of each city in more meaningful dialogue on the key issues identified by this new national thrust.

However, fundamental to sustainability practice is local responsibility and the wherewithal to act.

Smith, G. and Scott, J.
Living Cities An Urban Myth? (2006) (18)

Creatively integrating well planned research

The research imperative of the WSOC Initiative will be particularly critical to achieving the expectations of the Australian Government in respect to the NWI.

An innovative and well targeted Research Program will therefore be integrated within and across the **Waterhole Expos**. The Program will:

- harness the unprecedented community engagement opportunities afforded by the expos and on-going support programs;
- continuously improve and adapt the overall initiative as it is progressively rolled-out;
- measure and benchmark **WaterSmart** cultural change within and across communities and generations including in particular, behavioural change;
- identify on-going opportunities for government and the water industry to support community effort and remove barriers to change.

It is proposed that the Centre for Cultural Research at the University of Western Sydney and Micromex Research Pty Ltd, in their capacities as members of the FWG, will collaboratively develop and conduct the research. The Centre for Cultural Research will also harness expertise and direct research input from other research organisations and private sector practitioners. The Centre and Micromex Research Pty Ltd are already undertaking leading edge research relevant to the WSOC Initiative.

In developing research components, particular care will be taken to ensure these do not 're-invent the wheel'. But rather, add value to and enhance past and current

research initiatives including relevant market and social research initiated by universities, CRC's, CSIRO, water supply authorities, government agencies, regulatory authorities and local councils.

Provisional research program

A provisional research program is outlined below. Should the federal Government support the development of the WSOC Initiative, National Business Plan, it is intended to further strengthen and refine the scope and content of this program. This will better ensure it is an important strategic element, particularly in terms of measuring and benchmarking **WaterSmart** cultural change and evaluating the overall Initiative as it is progressively rolled out.

Phase 1 (pre-expos) Preparing for change (to end 2007)

Water cultures research — conference and workshop

- National conference hosted by CCR in late 2006, to bring together established and early career researchers investigating cultural dimensions of water in diverse contexts.
- Workshop would review current research, review the overall WSOC Initiative, identify research opportunities to strengthen the Initiative, scope out key elements of the larger national benchmarking program and develop an evaluation framework.*

Educational resources research

- Conduct an inventory and evaluation of existing community educational materials available from government, industry advocacy groups and other providers, with a view to identifying successful models, gaps in materials, assumptions about users, and accessibility and distribution problems.
- Identify better ways to make such resources available and accessible.
- Develop and pilot questionnaire on information and resources needs and preferences of visitors to first Expo.

WaterSmart technologies and users forum

- Forum bringing together government, industry, advocacy and consumer groups and researchers to identify issues and obstacles facing small and medium sized businesses trying to get new water-conserving technologies out to the public, and how they might be better assisted.
- Seek participants' observations about domestic water users, recent uptake of new water technologies, problems that users report, ideas about resources and educational needs.

*Workshops to be conducted as a partnership initiative with AWA

Water and cultural diversity (seed project)

- Undertake pilot research with selected diverse language and ethnic communities to gain understandings of their cultural perspectives on water (their stories) and how they might be better assisted to become **WaterSmart**
- Integrate finding into overall WSOC Initiative and develop a platform for undertaking broader research in phase 2.

Phase 2 – Expo roll-out (2007-2015)

National indicators of changing water cultures

- One obstacle to water authorities pursuing programs for cultural change around sustainability is the difficulty in assessing their effectiveness. This national collaborative project would seek to develop cultural indicators to benchmark and progressively monitor changing values and water use patterns. It would be developed in close collaboration with the NWC to maximise its strategic contribution to NWI objectives.

Evaluate community approaches to change

- In conjunction with technical advisors, and trialled at selected sites, this project would comparatively evaluate a range of different community-based approaches to changing water cultures and technologies. Findings would inform current and future programs including those within the WSOC Initiative.

Water and cultural diversity research

- In partnership with community cultural development officers, cultural planners, arts officers, and community members, this project would build on the pilot project undertaken in phase 1. It would generate and evaluate culturally diverse education and other support material to progressively inform the WSOC Initiative and the broader audience of water related educators, including those within the AWA Water Education Network.

Maintaining momentum and providing on-going, grassroots, community support

The WSOC Initiative recognises that sustaining awareness, interest and behavioural change will require much more than the proposed 16 **Waterhole Expos** over the next 10 years. The momentum generated through the Expos needs to be built on through a variety of creative, ongoing support activities and programs.

On-going promotion and awareness campaigns

An ongoing media promotion and awareness campaign will be developed to help keep key messages on the public radar. The campaign will strike a chord with city residents and their communities in much the same way as other successful campaigns have done, for example, 'Do the right thing'; 'Keep Australia Beautiful'; and 'Life be in it'.

Under the proposed national banner of '**Water is worth it**', it is planned to celebrate and reinforce individual, business, community and government efforts in taking action to conserve our most valuable natural resource. The linking 'water' and 'worth' simply and succinctly conveys the need for change and that some (very worthwhile) effort is required. '**Water is worth it**' provides the positive focus and lays the ongoing foundation for a decade of **WaterSmart Oz Communities** Initiatives and activities. A decade in which all efforts towards sustaining our water supplies can come together and be acknowledged under the '**Water is worth it**' promotional umbrella.

In developing the campaign, priority will be given to achieving cost-effectiveness by ensuring '**Water is worth it**' is given special focus in the lead up to, during and immediately beyond each Expo. Aside from its inclusion in all appropriate WSOC Initiative activities, including the **Waterhole Expos**, the cost of any additional development and role out of a wider national 'Water is worth it' program has not been included in the Preliminary Budgetary Details outlined in Attachment 2.

Western communities will only engage and respond to urgent sustainability problems when their members – the public – are made aware of the types and scale of risks to their own and their children's lifestyles.

Smith, G. and Scott, J.
Living Cities An Urban Myth? (2006) (18)



The active participation and ownership of households and consumers in the decision-making process is essential.

Australian Academy of Technological Sciences and Engineering (15)

Building networks for change

The Expos are designed to bring people together to share information, ideas, solutions, technology, equipment and resources and to celebrate successes in the smart use of water. In recognising the power of bringing people together in this way, priority will be given to ensure that the good will and enthusiasm generated through the Expos are channelled into everyday actions that result in more sustainable water behaviours.

This is where communities become the key. This proposal has previously identified research findings that indicate many Australians are already informed and willing participants in **WaterSmart** behaviours and that they are seeking new ways to make a difference. The willingness to take action demonstrated by individual members of communities can be harnessed and built on through relationships with community groups. Grassroots action is a major component of successful social change. The impact of transforming individuals, who take **WaterSmart** actions into empowered active communities, will be considerable.

In order to enhance current initiatives and build a ground swell of grassroots action, the WSOC Initiative will provide workshops at each Expo that are designed to empower and equip community groups to become success stories and champions of **WaterSmart** behaviour in their spheres of influence. The workshops will provide:

- the skills to facilitate involvement and **WaterSmart** action in their communities;
- guidance on developing realistic plans of action;
- resources that support their plans such as:
 - presentation materials,
 - information,
 - tips,
 - examples of readily accessible technology and equipment,
 - guidelines on applying for relevant grants,
 - contacts and networks.
- introductions to industry representatives and potential sponsors.

Beyond the Expo workshops, opportunities will be created to link government and water industry sponsor organisations with these **WaterSmart** champions to further develop and strengthen **WaterSmart** partnerships and networks at grassroots community level.

Developing a platform to go well beyond capital cities

WSOC 'Do it yourself' and website initiatives

Strategic priority will be given to expanding the WSOC Initiative's sphere of influence well beyond state capital cities to embrace urban communities throughout regional Australia.

The platform of the capital city **Waterhole Expos** will be fully capitalised on as will feedback from research and the experience gained in successfully engaging residents and implementing the on-going community support programs. Specifically targeted 'do-it-yourself' support packages will be developed to encourage and assist regional urban communities to develop and implement their own local WSOC initiatives. These could range from simple and successful activities taken directly from the Expo's, through to more comprehensive programs and initiatives that actively attract and engage large numbers of city and urban residents.

The WSOC website which will be linked to government and industry sites is proposed as a major means of extending the platform both within and well beyond capital cities. As an identified priority to be further developed within the proposed National Business Plan, the WSOC website is intended to be funded as an optional component of industry and business Expo Packages and also via direct sponsorships.

The WSOC website will focus on linking residents to **WaterSmart** technologies within their cities, states and territories. While no formal product endorsements would be made, products and technologies which receive judges and peoples awards in wide ranging categories would be highlighted and search-enabled. The website would also feature all WSOC Expo community awards, activities and programs, providing ideas and many new pathways for people to become **WaterSmart**. Linkages would be established to existing and proposed industry and government websites, enabling easier access to all relevant information and assisting evolving **WaterSmart** culture. Other website activities such as online community forums, would also be explored.

The promotion and use of the WSOC Website at each Expo, along with its key industry and government website linkages, would enable many more people to take advantage of **WaterSmart** products and technologies and the success stories of residents and communities through promotion of existing programs including the NWI Community Water Grants Program.

Ambassador

The profile and momentum of the WSOC Initiative will undoubtedly benefit from the support of a high profile and respected ambassador.

Political support

Equally importantly, there will also be need to secure significant bi-partisan political support from all three levels of government. With water reform, one of the most important national policy challenges, this patronage should not be difficult to secure.

The Expo should attract:

- the new Secretary to the Prime Minister on Water Reform (the Hon. Malcolm Turnbull MP);
- State Premiers;
- State Government Ministers with water related responsibilities;
- a wide cross section of federal and state MP's;
- many Mayors and local councillors.

Given their potential significance, the **Waterhole Expos** could provide opportunities for major announcements related to water reform. Through their membership of the proposed WSOC Initiative Executive, the National Water Commission, could identify and capitalise on these opportunities as each Expo is rolled out.

Sponsor and partner recognition

Recognition and acknowledgement of national and capital city sponsors and other core partners will be consistently and comprehensively integrated into the roll-out of the WSOC Initiative including:

- during the lead up promotions and conduct of each Expo;
- in all other media material.

Sponsorship income estimates have been based on developing a graded recognition approach to reflect different levels of national sponsorship support, eg platinum, gold and silver, supported by complementary capital city based sponsorship partnership opportunities.

Importantly, priority will also be given to enlisting the co-operation of all sponsors to promote the WSOC Initiative and their support for it through their own publicity and promotional avenues.

Creating a business model to optimise public benefit with commercial dividends

The **WSOC Initiative** is intended as a public-private partnership delivering optimal public benefit while sustaining reasonable commercial returns for effort. Consistent with the concept outlined in this document, the initiative will bring together peak organisations from government (the Federal Government through the RNWS Program) and the water industry (AWA) with the private sector and Universities (FWG). These partners will provide a combination of investment, in-kind and fee for service support to the initiative and play a strategic, operational oversight and evaluation role in the initiatives progressive development and roll-out.

It is therefore proposed that the development and roll-out of **WSOC Initiative**, be underpinned by a National **WSOC Initiative Business Plan**. This comprehensive platform will address all key financial, organisational, planning, operational and evaluation issues through a comprehensive strategic planning, implementation and review framework which will include nationally consistent directions and guidelines

Key financial considerations

Funding investment from the Australian Government

Major underpinning investment support from the Australian Government Water Fund (through the RNWS Program) is sought to enable further development, piloting and feasibility assessment of the **WSOC Initiative**, and the development of a National Business Plan. Subject to approval of the National Business Plan, RNWS Program funds would then be used to roll-out of the first national series of **Waterhole Expos** and all associated wider activities within the **WSOC Initiative**. **This support is critical. Without Australian Government financial support, it is most probable that the WSOC Initiative will not proceed.**

However, subject to further detailed business planning and final successful presentation to the Federal Government, the WSOC Initiative is planned to progressively become fully commercially sustainable. This will be achieved through the use of the National Business Plan which would be underpinned by supportive and comprehensive capital city business plans as each **Waterhole Expo** and associated **WSOC Initiative** activities are planned and unfolded.

The public investment return to the Australian Government will be in the form of a self supporting and on-going national initiative of community engagement and the provision of a platform to bring about

Transformative practices that enable people to connect with the totality of water in their lives would provide pathways to developing ecological consciousness and social action particularly when reinforced with on-going and active community support.

Coulson D. (2004) (16)



substantial contributions to a **WaterSmart** cultural change over the next 10 years.

While the **WSOC Initiative** currently envisages that Australian Government funding support may not be required beyond the first four years, the on-going involvement of its key agencies (including the NWC) is considered critical. This recognises the scope and national scale of the initiative and the significant national data sets on water use and management which will be generated through research.

Preliminary budgetary estimates

Subject to detailed development of the National Business Plan, the Preliminary Budgetary Details (i) 5 Day **Waterhole Expo** shown in Attachment 2 indicate a model where the major elements of expenditure and income of the **Waterhole Expos** hold potential to break even initially, and as cost efficiencies in planning and operation come into effect, subsequent expos are planned to be run at a profit. The initial estimates of expenditures and income for early Expos centre around \$1.5M per Expo.

It is acknowledged that these estimates are indeed very preliminary, and that the development of the detailed National Business Plan is necessary to adequately assess the viability of the WSOC Initiative.

It is therefore proposed that the Federal Government, through the RNWS Program, fund the development of the National Business Plan. It is recommended that this take place following the Feasibility Study and piloting of the WSOC Initiative in Western Sydney. The cost of developing the National Business Plan will be identified once detailed activities within the Feasibility Study are confirmed.

Following the approval of the National Business Plan, it is proposed that costs during the first four years associated with the overall management and direction of the WSOC Initiative (by AWA and the FutureWater Group); and the community engagement, capacity building and cultural change activities (to be undertaken by the FutureWater Group) be met by the RNWS Program. The preliminary cost estimates and timeframes for these activities indicate that the RNWS Program investment would be in the order of \$1M per capital city. With 2 capital cities being covered each year, the total cost of this support is \$8M over the four year period.

There are a range of direct benefits from this investment. These include the development and anchoring of a **WaterSmart** cultural change across Australian capital cities and elsewhere. There are also considerable savings that will arise from the opportunities for the Federal Government to capitalise on the **Waterhole Expos** and associated WSOC Initiatives (including research and benchmarking products and outcomes). In addition, there is of course the immediate value

adding of at least \$12M, stemming from the direct costs associated with the 8 **Waterhole Expos** (2007-2015).

Sponsorship

As a public-private partnership venture, the WSOC Initiative is clearly intended to attract additional and significant investment support from both the public and private sectors including in particular, commercial businesses within and beyond those directly associated with the water industry. Sponsorship support (both financial and in-kind) will be sourced at national, state, regional and local levels. A comprehensive strategy will be developed to identify and progressively secure sponsorships and ensure that appropriate profiling and exposure is delivered. This strategy will be developed and implemented with key ongoing input from highly experienced and successful sponsorship sourcing professionals.

Income generation

The WSOC Initiative is also clearly intended to progressively generate income for the benefit of core partners (at national and state level), the water industry and broader community. Utilising the income to enhance the overall public benefit of the initiative both during and after the first series of Expos will be given particular priority.

With regard to income streams for the initiative itself, it is considered that principle income will be derived from the sale of exhibition packages. These will be sold to all commercial service providers and exhibitors seeking promotion and sale of their products and services. Service providers will include for example, catering and pay as you enter entertainment facilities.

Exhibition packages for commercial exhibitors who are not sponsors will be sold at various levels to include:

- access to designated booths;
- access to the WSOC web-site;
- promotion and publicity leading up to and during each Expo (optional extra).

Exhibition packages at various levels will be provided to core partners and sponsor organisations as a benefit for their sponsorship.

Given the strong public interest and benefit intent of the WSOC Initiative it is considered that **public entry to Waterhole Expos should be free of charge.**

Also community groups and other voluntary public interest organisation should be given free access to exhibition space.

Net income distribution

Priority will be given to ensuring that clear, transparent and consistent agreement on the distribution of net income; in particular:

- the relative distribution of payments and any commercial dividends to the proponents (AWA and the FutureWater Group) recognising different levels of input, risk and the provision of fair and reasonable commercial returns where applicable;
- the commitment of net income to enable on-going research, education and capacity building initiatives.

In respect to this latter commitment, it is proposed that as the WSOC Initiative progresses (including to a more commercially viable operation) a maximum of 20% of the net profit arising from each Expo and its associated WSOC Initiative activities, will be allocated to achieve on-going research, education and capacity building public benefit. This is above and beyond the more immediate public benefit achieved during the lead up to and conduct of each Expo.

With respect to commercial dividends, it is proposed that the balance of net profits (after taking into account the above ongoing 20% investment) will be set aside and invested. During the first round of Expos these funds will provide additional contingency funds to be used in the case of any overall individual Expo losses. At the conclusion of the first round of Expos these funds would split equally. Half of the funds would be used to continue to underwrite the second series of Expos and the other half would be divided between the principals involved the WSOC Initiative in accordance with negotiated and agreed contractual arrangements. As currently proposed within this concept, this would potentially include the AWA, WSAA and FutureWater Pty Ltd.

Business plans

The WSOC Initiative will be directed by comprehensive strategies and business plans at both national and state levels. Their precise form and content will be subject to detailed planning as previously outlined.

The business plans will provide comprehensive business and operational platforms to give effect to public-private partnership underpinning the initiative and direct the progressive rollout of the initiative over each four year period.

The National WSOC Initiative Business Plan will provide the template for the national roll-out of the WSOC Initiative, including the delivery of the seven key imperatives. Accordingly it will detail:

- the mission and key objectives of the WSOC Initiative
- the key strategic deliverables
- the key public and commercial benefit outcomes
- the key performance measures
- the key requirements for reporting those measures
- the strategic interests and responsibilities of partners
- investment contributions from partners
- detailed annual and forward budget estimates
- an appropriate chart of accounts
- clear operational accountability rules for financial management include receipt and disbursement of funds
- clear rules for securing sponsorships and in-kind support from the water industry and other appropriate sectors
- clear rules for disbursement of fees and other income and contributions to any agreed on-going public benefit initiatives.

It may be appropriate to develop the National Business Plan at two levels:

- a strategic business overview document outlining the outcomes, priorities and deliverables
- an operational plan specifically detailing the roll-out of the Initiative and all the associated financial and operational elements.

State level business plans will be progressively developed to direct the roll-out of the WSOC Initiative to each capital city. While these will utilise the template provided by the National Business Plan, more detail will be incorporated on the specifics of the roll-out in each city, including in particular, the conduct of the **Waterhole Expos**.

Business organisation and management

Figure 2 shows the proposed management structure for the WSOC Initiative. It is proposed that a small National Executive be formed to direct and evaluate the national roll-out of the initiative and that this be supported by a WSOC Implementation and Evaluation Group.

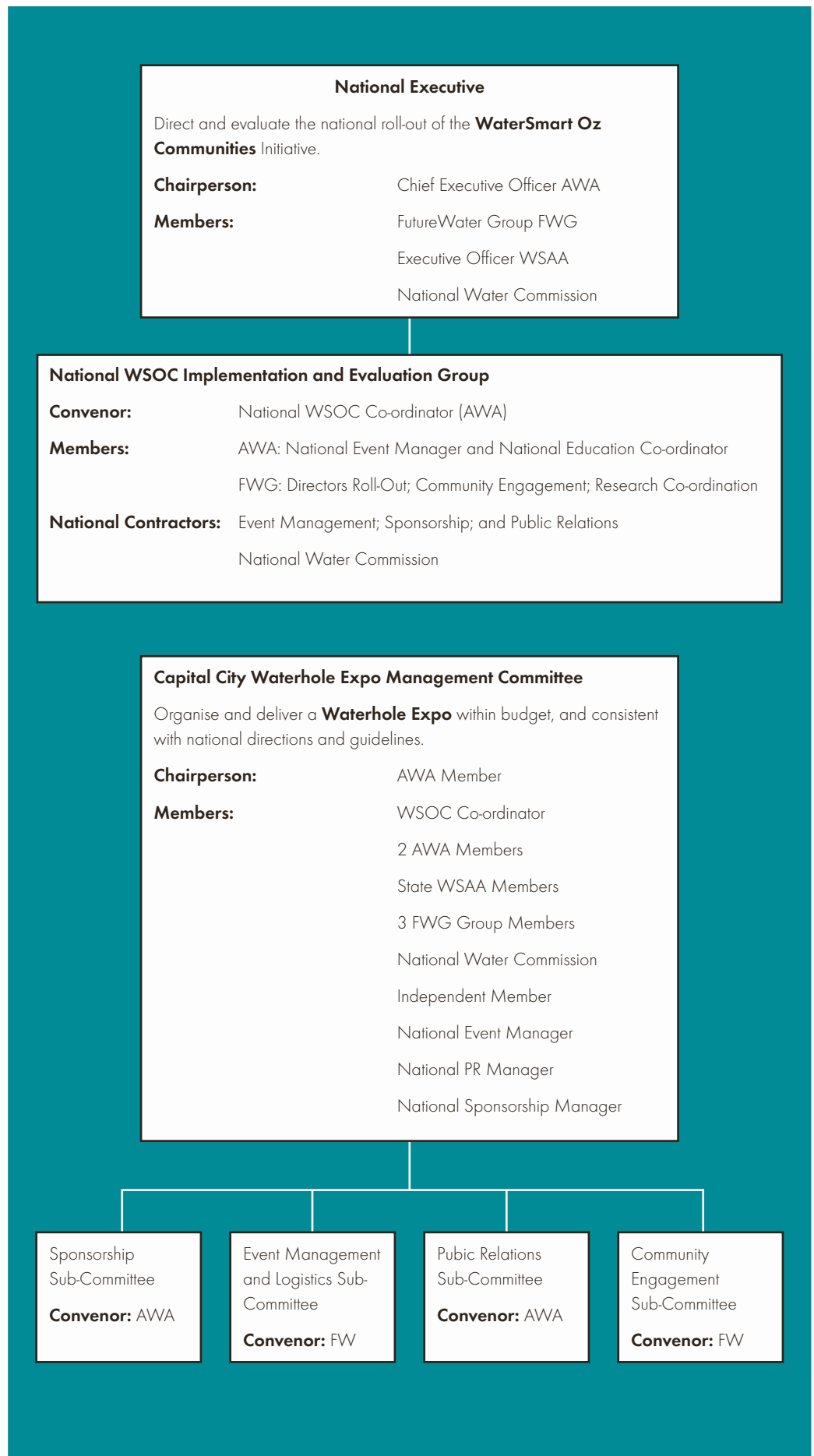
A Capital City **Waterhole Expo** Management Committee would organise and deliver each **Waterhole Expo** within budget and consistent with national strategies, directions and guidelines.

The proposed role and responsibilities of each the National Executive members is as follows:

Federal Government:

- for the first 5-6 years of the initiative, provide strategic direction and support (through the NWC) consistent with the objectives and outcomes of the NWI and funding via a commissioned project through the RNWS Program;
- in the remaining years, participate in the continuing **WSOC Initiative** by exhibiting major achievements of NWI at **Waterhole Expos** and receiving updates on national and capital city based data regarding **WaterSmart** cultural change.





AWA:

- lead the WSOC initiative as Chair of the National Executive Committee
- take principal responsibility for financial accountability and contract management (eg national contractors in event management, sponsorships and public relations)
- maintain industry and business liaison.

The proposed commissioning of AWA through the RNWS Program to undertake the above roles recognise the strength and uniqueness of their national water organisation and network, their considerable logistical, technical and promotional management experience, and their role assisting the development of the WSOC Initiative.

FWG:

- lead and direct the development and delivery of all community engagement, capacity building and cultural change component activities within the WSOC Initiative, including pre, post and Expo activities such as co-ordinating awards, displays;
- co-ordinate and undertake significant components of all research, making results suitably available and facilitating public dissemination through reports to the NWC, peer reviewed publications and other means.

FWG has the capabilities to effectively undertake these important roles as is demonstrated in the FWG Profile at Attachment 1. Moreover, the commissioning of members of the FWG by AWA, in its role as financial and contract manager of the WSOC Initiative, recognises that FWG independently conceived and developed the WSOC Initiative and as a consequence holds the intellectual property rights pertaining to much of this initiative.

Other business considerations

Harnessing experience from other related initiatives

In further developing the WSOC Initiative, including its underpinning business platform, priority will be given to drawing on and evaluating other major events at the national and international level; for example, the Commonwealth Games, the Caravan and Camping Show, the Brisbane River Festival and the Stockholm International World Water Week.

Business development lead time

The WSOC Initiative is clearly intended as the largest and most comprehensive **WaterSmart** community capacity building venture ever undertaken across Australia. Its intended scope and content have few if any parallels. Accordingly, considerable lead time will be required to plan both its further development and

engage widespread public and private sector partners and ensure its effective roll-out.

Given that sustainable water futures for our cities are high on the public and political agenda, it would be tempting to roll-out this initiative as soon as possible. However, water is a generational issue in terms of the challenges we face and the comprehensiveness of the responses that we must develop to become more sustainable with its use and management. This is why the WSOC Initiative has an initial 10 year time frame, with a potential to continue to deliver public benefit well beyond this. As outlined previously, for the initiative to achieve its full potential a minimum lead time of 18-24 months will be needed before the first **Waterhole Expo** and associated activities will be held.

Progressively delivering significant, strategic contributions to National Water Initiative**Raising National Water Standards**

Given its national scope, the WSOC Initiative can make a particularly significant contribution to the NWI by:

- recognising and acting upon the Australian Government's national imperatives
- maintaining consistency with the Inter Government Agreement on the NWI
- directly and indirectly better enabling the Australian Government (NWI) 2015 expectations to be better met
- delivering on key outcomes within the NWI's key investment area of Water Planning and Management particularly in respect to:
 - urban water reform
 - knowledge and capacity building
 - community partnerships and adjustment.
- fundamentally supporting each of the three Australian Government Water Fund Programs
 - Water Smart Australia Program
 - Community Water Grants Program
 - RNWS

The WSOC Initiative offers particularly significant strategic potential to help achieve two of the three objectives of the RNWS Program:

- improving the knowledge, information and skills needed to better manage our water resources; and
- enhancing innovation for urban water use efficiency.

As outlined earlier, the pivotal research components which will be integrated within the WSOC Initiative will give particular priority to tracking the on-going awareness, educational and capacity building

Consumer confidence

and trust is built up over

time and reinforced when

trusted institutions and

authorities give their collective

endorsement, investment

in confidence building is

....far cheaper than source

development.

Australian Academy of Technological
Sciences and Engineering (15)

effectiveness of the **Waterhole Expos** and benchmarking and progressively reporting on the Smart Water cultural changes as they evolve over the next 10 years (across Australia and across all sectors involved in the change process – community/industry/government).

The results of this research will not only provide a rich picture of the contribution of the WSOC Initiative to knowledge, information and skills development, they will also provide broader-based data as a nationally significant resource to:

- enhance the baseline information currently being collected by the National Water Commission (NWC) to benchmark water resources, water use and water management;
- further inform Australia's journey in developing **WaterSmart Oz Communities** beyond the life of the WSOC Initiative.

In addition to the strategic contributions to RNWS objectives, there are several other considerations which point to the RNWS being the best way forward:

- firstly, the WSOC Initiative is multi-jurisdictional;
- secondly, it will require leadership from the Australian Government to maximise its national potential;
- thirdly, the RNWS does allow for strategic, national initiatives to be commissioned from suitably qualified providers and organisations.

This latter consideration is particularly relevant to the WSOC Initiative given:

- the status and capabilities of the organisations involved on the national level core partnership;
- the multi-level benefits (national, state, territory, regional) that will arise from the initiative;
- the timeframe envisaged for the initial roll-out of the initiative (late 2007).



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Attachment 1: The FutureWater Group profile

The FutureWater Group is lead by Future Water Pty Ltd who developed the initial concepts surrounding the WaterSmart Oz Communities Initiative. Other members within the Group include:

- FutureWater Pty Ltd
- Total Catchment Management Services Pty Ltd;
- Centre for Cultural Research;
- Choosing Life;
- Cultural ConneXions;
- Institute of Environmental Studies;
- Micromex; and
- Wild Red Frog Design

Following initial scoping and shaping of the WSOC Initiative by FutureWater Pty Ltd, each of the members of the Group have contributed to enhancing the initiative to the stage where it now stands as a potentially potent platform and vehicle to deliver accelerated WaterSmart cultural change across Australia over the next decade.

Below are brief details on the Group members and the principals who have and will continue to be primarily involved with the WSOC Initiative.

FutureWater Pty Ltd

FutureWater Pty Ltd was specifically established to advocate, lead and assist significant progress in Australia's vital quest for sustainable use and management of our water resources. FutureWater aims to make a real difference in the way people, communities, cities, businesses and governments think about, use and re-use water. This aspiring vision is firmly grounded in the company mission which is to:

"Make a measurable contribution to sustainable water use and management within five years with direct and significant benefit to Australian people and ecosystems".

FutureWater's principle areas of activity are in community awareness, participation and development, change for sustainability, action research and product development and support.

To achieve its vision and mission, FutureWater has, and will continue to develop and deliver highly creative, integrated approaches and solutions. Based on significant investment in research and development, the company has already distilled and is actively pursuing a number of leading edge initiatives. The WaterSmart Oz Communities Initiative is the first to be rolled-out with the grounded support of the company's other partners through the FutureWater Group.

Total Catchment Management Services Pty Ltd

Total Catchment Management Services Pty Ltd is a consulting and research company that specialises in sustainable natural resource management. Established in 1991, the company has successfully completed many briefs specialising in leading edge initiatives particularly around water. Dozens of community engagement and capacity building projects and programs involving extensive marketing and promotion have been undertaken at local, regional, national and international levels. Projects and programs have successfully engaged individuals, communities, organisations, businesses and governments. In many instances this has resulted in the collaborative development of on-going alliances and partnerships for change towards sustainability.

In pursuing its mission to facilitate sustainability and triple-bottom-line outcomes, TCM Services identifies and develops innovative proposals to improve natural resource management policy and practice. In doing so the company commonly enhances the capacity and influence of organisations, improving abilities to achieve identified sustainability goals and outcomes.

The company has been extensively involved in sustainable water use and management since its inception. Among the 160 briefs successfully completed by the company are projects which have required: long term leadership and commitment (the \$3M Richmond Water Re-Use Project over a 10 year period); detailed understanding of the workings of government and its agencies (NSW White Paper on Stormwater Management); background and knowledge of key issues (Catchment management strategies to address Sydney's Water Quality Crisis); an ability to lead and deliver on time and within budget, high profile projects (Water Quality Management Strategy for the International Regatta Centre for Sydney Olympics); extensive background and detailed understanding of community engagement (Community participation guidelines for National Water Quality Strategy); and establishment and maintenance of strategic alliances and partnerships (Centre for ICM and subsequent entities via partnership arrangements with the University of Western Sydney during 1997-2005).

Centre for Cultural Research (CCR), University of Western Sydney

Research at the CCR addresses the cultural challenges and contradictions of an increasingly globalised, heterogenous and technologically mediated world. The CCR is one of the most dynamic research centres in its field, and is at the forefront of producing knowledge

that engages with real world contexts, guided by a holistic approach to 'culture' as a formative and inextricably linked dimension of all aspects of social, political and economic life.

The CCR has pioneered research partnerships with many different government and community organisations in many fields, including research on domestic water cultures. One hallmark of cultural research is its way of managing complexity – not reducing or denying it but seeking to understand it in its own terms, to find creative, inclusive solutions.

The CCR would lead the cultural research component of the WSOC initiative, drawing on its established expertise and contacts, and forging new connections with other organisations, in order to develop partnerships (some with other sources of funding) that forwarded the goals of WSOC Initiative and the broader NWI.

Choosing Life

Choosing Life are social ecologists and conservation biologists with expertise in building systems and facilitating processes that lead to improved environmental, social and economic outcomes. The team brings expertise in leading and facilitating capability development, transformative learning and structural and behavioural change processes that are informed by strategic and operational management experience in human services and natural resource management industries, including the water industry. The team's holistic, integrated approach to reform and change has been developed through working with all tiers of government and in the private and not for profit sectors in Australia, Oceania, North America, Europe, Asia and the Middle East. The team is passionate about engaging people in the wonders of nature and enrolling them in grassroots actions that make a difference. Choosing Life has been in operation for 7 years.

Cultural ConneXions

Cultural ConneXions is a company specialising in community cultural development and arts project management, exhibition development and curatorial work, research in cultural diversity and the arts, cultural planning, community consultations with diverse communities and cross cultural training and resources. The company has experience with community development projects in Australia and overseas in developing countries such as Bangladesh. The company has practitioners with visual arts, performance and creative writing skills and has worked with communities, artists and educational institutions.

Extensive specialisation has been achieved through community cultural development projects using artistic and creative expression and working with artists,

scientists, agricultural farmers and communities. An interdisciplinary and cross cultural approach has been fundamental to the high level of success obtained in helping communities address environmental issues.

Institute of Environmental Studies, University of NSW

The Institute of Environmental Studies (IES) was established in mid-1992 to support and help coordinate environmental activities at the University of New South Wales (UNSW).

IES provides multi-disciplinary teaching in sustainability and builds networks for consulting and research work in projects requiring technical and social or policy expertise. Areas of current activity for IES include State of the Environment reporting, the principles of Ecologically Sustainable Development, Risk and decision making and governance issues such as climate change policy.

IES is the home of the Environmental Network (EN) which facilitates discussion on environment and sustainability matters. It is dynamic and brings together environmental practitioners from universities, government, business and community groups to enhance cross-disciplinary cooperation in environmental research, education, policy development and community activities.

A key component of the EN is an internet portal (www.en.unsw.edu.au) which provides members with an avenue to search out contacts and to collaborate through discussion forums, share and evaluate materials, conduct web surveys and even develop formal peer review mechanisms. The EN is a user-driven network, so the direction of discussion depends very much on the ideas, interests and passions of its members.

Micromex

Micromex Research was established in Sydney in 1986 and has since devoted its efforts to offering a marketing and consultancy service, specifically in the area of community research and consultation. Micromex has specialised in the 'Water' Industry with extensive consultation being conducted on behalf of Local Government Organisations throughout Australia. In particular, Micromex has maintained an ongoing partnership with the Gosford-Wyong Councils' Water Authority assisting in the development of their community education program, through the strategic use of community engagement and consultation.

Micromex also has over a decade of experience providing dedicated research programs to the exhibitions and events industry. In this time Micromex has assisted organisers, exhibitors and service providers, large and small, with over 200 events

throughout Australasia. Through this extensive experience considerable industry knowledge has been gained enabling significant added benefits to be delivered to our clients.

Research programs conducted include new show feasibility studies; venue research; visitor and exhibitor research; non-attendee and potential visitor research; potential exhibitor research; marketing and communication audits on current and future shows; potential and future prospects on current shows and brand awareness and corporate research.

Wild Red Frog Design

Wild Red Frog Design has extensive design and publishing experience with specialist skills, understanding in the field of natural resource management. The majority of work undertaken by over the past 19 years has related to water, catchments, the environment and conservation. A considerable component of this work has also been focused on

agency and community activities, education initiatives and tools, technical publications and public relations materials.

Wild Red Frog Design's experience is diverse and stems from wide ranging briefs for many clients. Principally among clients with a natural resource focus have been the Department of Natural Resources, Soil Conservation Service, many Catchment Management bodies including the Hawkesbury Nepean Catchment Management Trust and the Upper Parramatta River Catchment Trust and the ICEM Group. Many community orientated booklets have been produced for local councils focusing on ways in which people may care for the local heritage and environment.

The standard of products produced for international and local publishers is of the highest quality. A current client is NZ Tourism for which Wild Red Frog Design produces advertorials in national newspapers throughout Australia.

Attachment 2: Indicative Budgets

(i) Indicative Budget - 5 Day Waterhole Expo

Surplus/deficit

\$36,530

All prices are net of GST - GST is not included

		Original Budget		
Code		Price	Qty	Total
Income				
4-6140	National Sponsorship (8 Waterhole Expos)			
	Platinum	\$400,000	1	\$400,000
	Gold	\$200,000	2	\$400,000
	Silver	\$100,000	1	\$100,000
	Bronze	\$50,000	2	\$100,000
	Total		6	\$1,000,000
	Average National Sponsorship			\$125,000
4-6140	Capital City Sponsorship and Support (each Expo)			
	Principal Sponsor/Sponsors	\$100,000	1	\$100,000
	Supporters	\$20,000	2	\$40,000
	Total		3	\$140,000
	Total Average Sponsorship			\$265,000
4-6140	Waterhole Expo Website (Annual Income)			
	Principal Products and Services	\$1,000	70	\$70,000
	Subsequent Products and Services	\$250	210	\$52,500
	Total		3	\$122,500
	Average Website Income per Expo			\$61,250
4-6140	Community Awards (In-kind)			
	Major awards	\$5,000	5	\$25,000
	Medium awards	\$1,000	10	\$10,000
	Minor Awards	\$100	50	\$5,000
	Total			\$40,000
4-6160	Exhibition Income			
	Booth	\$7,000	140	\$980,000
	Minor Stands	\$500	40	\$20,000
	Commercial Service Providers (average)	\$5,000	20	\$100,000
	Fee for Entry Activities (Ave \$5/person)	\$5	10,000	\$50,000
	Total			\$1,150,000
	TOTAL INCOME FROM ALL SOURCES			\$1,516,250
Expenditure				
Fixed				
	Venue and Exhibition			
	Room hire			\$70,000
	Power			\$2,500
	Cleaning			\$10,000
	Staffing			\$0
	Security			\$20,000
	Signage			\$10,000
	AV			\$0
	Exhibition stands	\$400	140	\$56,000
	Furniture			\$3,000
	Exhibition labour and delivery			\$0
	Entry feature			\$2,000
	Other			\$0
	Total Venue and Exhibition			\$173,500

Artwork				
Logo				\$400
Advertisements				\$1,000
Exhibition prospectus				\$1,000
Flyers				\$1,500
Show Guide				\$1,000
Signage				\$1,000
Total Artwork				\$5,900
6-5000 Printing				
Exhibition prospectus				\$3,000
Exhibitor manual	\$20	140		\$2,800
Flyers				\$7,000
Expo Guide	\$10	50000		\$500,000
Other				\$5,000
Total Printing				\$517,800
6-5700 Marketing/ Promotion				
Advertising				\$50,000
PR Company				\$20,000
Other				\$20,000
Ambassador				\$30,000
Total Marketing				\$120,000
Organisational Costs				
Postage				\$5,000
Couriers				\$10,000
Stationery				\$5,000
Telephone / Teleconferences				\$5,000
Insurance				\$10,000
Bank Fees				\$2,000
Auditor				\$3,000
Total Organisational Costs				\$40,000
Expo Organiser Costs				
Event Management- Fixed Fee				\$100,000
Seminar Management - Fixed Fee				\$100,000
Sponsorship Management Fixed Fee				\$100,000
Per Booth Fee (10%)				\$115,000
Travel/ Accommodation				\$3,000
Sponsorship Company (20%)				\$26,500
Total Expo Organiser Costs				\$418,000
Variable				
6-4700 Catering for exhibitors (2 per stand)				
Day 1	\$50	280		\$14,000
Day 2	\$50	280		\$14,000
Day 3	\$50	280		\$14,000
Day 4	\$50	280		\$14,000
Day 5	\$50	280		\$14,000
Total Catering				\$70,000
Misc - Other Costs / Contingency				\$134,520
TOTAL COMMERCIAL EXPENDITURE				\$1,479,720
Surplus / (Deficit)				\$36,530

(ii) Indicative Budget - Additional WSOC Initiatives**Expenditure per Expo (ie 6 monthly during the period 2007-2010)****Fixed**

WSOC National Initiative	
AWA	
WSOC National Executive	
Direction - Fixed Fee - CEO	\$30,000
Administrative Support	\$10,000
Meeting Support	\$10,000
Member Support (travel)	\$10,000
WSOC Co-ordinator	\$40,000
Admin. Assistance	\$20,000
Travel	\$10,000
Telephone	\$5,000
Postage	\$3,000
Total AWA	\$128,000

FutureWater Group

Direction - Fixed Fee - 2 P/T Directors	\$40,000
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Community Engagement

Expo Activities	\$80,000
Expo Build Up Activities	\$80,000
Service Provider- FW Group- Fixed Fee	\$100,000
Total Community Engagement	\$260,000

6-5000 Capacity Building

Expo Activities	\$30,000
Expo Build Up Activities	\$30,000
Service Provider-FW Group-Fixed Fee	\$100,000

6-5700 Total Capacity Building	\$160,000
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Research, Evaluation and Benchmarking

Service Provider-FW Group-Fixed Fee	\$150,000
Total Research, Eval. & Benchmarking	\$150,000

Marketing/ Promotion

Advertising	\$10,000
Networking-Fixed Fee-(FW Group)	\$50,000
Do it yourself activities	\$50,000
Other	\$10,000
Total Marketing	\$120,000

Artwork

Promotion/Activity Materials (FW Group)	\$3,000
Signage (FW Group)	\$1,000
Other (FW Group)	\$1,000
Total Artwork	\$5,000
Misc - Other Costs / Contingency	\$86,300

Total 6 Monthly Costs (ie per Expo)	\$949,300
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Attachment 3: Possible Waterhole Expo Themes

The following is an indicative (rather than exhaustive) outline of what exhibitors could be clustered within each theme:

Water in our homes, gardens and workplaces

- manufacturers and distributors of water efficient 'in-house' appliances;
 - manufacturers of tanks, water storage gutters diverters;
 - manufacturers of on-site grey water re-use systems;
 - manufacturers of on-site grey/black water treatment systems;
 - domestic irrigation equipment suppliers and designers;
 - landscape product manufacturers and suppliers (including water saving products and soil ameliorants);
 - water-smart landscape designers and practitioners;
 - services, information and incentives available to assist residents and communities to become water smart in their homes, gardens and workplaces;
 - WaterSmart toys and entertainment businesses
 - plumbers and drainers;
 - public health requirements for re-use;
 - WaterSmart products and ideas for pools, spas etc;
 - educational presentations on domestic water consumption patterns and water saving targets;
 - educational presentation on Smart Water building standards (eg BASIX);
 - relevant research being undertaken by universities, CSIRO, CRC's etc
- community based water re-use schemes (eg Rouse Hill);
 - community action to improve local creeks and related environments;
 - presentations by diverse community groups celebrating water and creative innovations to conserve and re-use water in their homes and neighbourhoods;
 - water monitoring by government and the community;
 - tertiary education and career opportunities in water and water related industries and endeavours
 - water related educational programs being undertaken at schools and to support community action
 - relevant research by universities, CSIRO, CRC's etc

Water in our rivers and catchments

- Sydney's water supply system, how it works, what's planned for the future;
- major initiatives to improve/safeguard the water supply catchments;
- major initiatives to improve the health of Sydney's major river systems;
- presentations on the role and investment priorities of CMA's;
- relevant research by universities, CSIRO, CRC's etc.

Water in our world

- WaterSmart developments and innovations in other countries (at city, community and household level);
- differing cultural perspectives on water.

Water and climate change

- climate change predictions and likely consequences, particularly in terms of changed rainfall patterns and water use, management and supply including run-off in city water catchments;
- making the links between WaterSmart and energy-smart behaviours.

Water in our communities

- innovation and investment in STP's;
- innovative investment in community-scale decentralised wastewater treatment systems;
- innovative investment in stormwater management;