

WaterSmart Behavioural Change Program

Questions and Answers

I've received a letter/phone call/visit to my home about the WaterSmart program can you explain it to me?

WaterSmart is a new program, delivered by the Government, to help Victorians find ways to make water saving at home easy.

The program is voluntary for households invited to participate. Over a 12-month period households that choose to join the program are provided with one-on-one support to identify any challenges or hurdles that make saving water difficult. They are provided with the information, tools and advice to make practical and sustainable changes in the way water is used without comprising their lifestyles

How many households are participating?

Up to 36,000 in South East Water's service area.

How are households selected?

South East Water has selected random suburbs and households within its service area. They include:

Aspendale	Cranbourne
Edithvale	Endeavour Hills
Moorabbin	Mornington
Narre Warren	Narre Warren South
Noble Park	Officer
Pakenham	Rowville
Springvale	Toorak

Why these areas?

These suburbs were chosen to provide a good cross section of water conservation behaviour patterns in South East Water's service area. Although these suburbs have been targeted, interested customers can get involved by registering on 9508 6099.

What does the program entail?

This program involves direct customer contact over a 12 month period providing customers with water conservation advice and tools to educate customers on how to save water.

Each customer will be contacted by mail to introduce the program. This will be followed up by a phone call to get customers to participate in the program. The initial phone call will also engage the customer in a 15 minute survey, covering the demographics of the household, current water use and identifying barriers to changing how a household uses water.

Based on the information provided in the initial survey, customers will be provided with targeted advice and education information in the format of brochures to aid their water conservation efforts. This information will be distributed to the customer via mail.

Each customer will be followed up twice during the 12 month program before answering a final survey to assess how the customer is progressing and to offer additional advice or information.

During the course of the program, customers will be encouraged to voluntarily take meter reads, to gauge their water saving progress and will also be encouraged to participate in community activities in their suburb.

How much does it cost to join?

There is no cost associated with joining the program. Some of the actions suggested to you may involve a cost, however these actions are only voluntary and are provided to assist you in managing your water consumption should you want to pursue them.

What's in it for me?

Your household will receive detailed and targeted information on different water saving solutions, which may lead to water and financial savings.

How can a customer participate?

A customer can register to participate in the program by simply phoning 9508 6099.

What are the terms and conditions of joining the WaterSmart program?

WaterSmart is a voluntary program. We ask that you commit to the program for a 12 month period as we know water use changes depending on the seasons so we want the chance to talk to you about your water use across all the seasons.

You will be asked to complete an initial survey to help identify your individual needs. The answers will help inform the conversations we have with you over the 12 months. You will also be asked to complete a final survey.

You have the choice to take what you want from the program, the more you involve yourself, the more beneficial it will be for you.

When will the program commence?

The program is scheduled to commence in June 2008 with approximately 36,000 households contacted in South East Water's service area.

How long will program run?

The program is scheduled to be completed in November 2009.

What else is the Government doing to save water?

Victoria's Water Plan is all about saving, creating and sharing our most precious resource in the face of drought and climate change.

An investment of around \$4.9 billion is being invested in major infrastructure projects that involve:

- Modernising our leaky, old irrigation system will save billions of litres of water every year, with over 80% going to farmers and rivers.
- Creating water through desalination and recycling which will benefit millions of Victorians and ensure that we have water for the future.
- Expanding our system of pipelines and natural waterways to improve how we share water with drought-affected towns, irrigators, rivers and wetlands, and households.

WaterSmart is an important part of the Plan which helps individual households make simple and sustainable changes in the way they use water.

For further information please visit www.ourwater.vic.gov.au

How much water can I save by joining the program?

There is no set amount of water that you can save through WaterSmart. Individual households will be encouraged to set their own goals as to how much water they believe they can save by following some simple steps. You will be encouraged to think about the way you use water and think about the ways in which you can use it more efficiently.

How much water is the WaterSmart program going to save?

The total amount of water saved through the program will be a function of individual household targets and therefore it is not possible to tell exactly how much may be saved. WaterSmart projects that were piloted in Perth and Melbourne demonstrated that a 10 per cent reduction in household water consumption is achievable.

Will there be another WaterSmart program?

This is the first time this has been done at a large scale. Learning's will be important from this program and should the current round of WaterSmart prove successful, there may be another program in the future.

I don't want to continue with the program. Do I have to give water devices etc back?

No, if you have already received water saving devices or tools you will not be required to return these should you not complete the program.

Will I get a free water audit of my house if I join the WaterSmart program?

You will be helped to think about how you use water and therefore encouraged to audit your own water use. This aim is to provide you with the tools to enable you to self-audit your own water use.

I rent, can I still join?

Yes, you may still be eligible to join the program. The program is about water use habits and behaviours, which everyone has the ability to change.

However, you may need to gain your landlord's permission if you are going to do any work/retrofits of household fittings or appliances.

I pay for my water bill, but we have a shared meter so the bill is split between the townhouses/apartments on our block? Can we still join WaterSmart?

At this stage the program is not focused on people in your position. This may be examined at some stage in the future.

I'm moving house; can I still be part of the WaterSmart program at my new house?

Unfortunately, not at this stage as we would like people to make a 12 month commitment from their current premises. It is complex to track individual movements between different properties. If you do happen to move, we hope you will take the learning from the program with you.