

AUSTRALIAN[®] WATER

ASSOCIATION

19 October 2015 National Water Week: El Niño means water innovation is more important than ever

Have you ever wanted to invent something? Why not a water saving machine or a new way to recycle our water?

Water scarcity continues to be a sobering topic, with water shortages a top concern for Australians in both rural and urban areas.

Over the past decade, the Australian water sector has had to constantly innovate and adapt to shifting conditions, and as National Water Week kicks off for another year, the results from an Australia-wide survey have highlighted that the topic of water innovation is more pertinent than ever.

“Water innovation in Australia is important because we have a growing population and a climate that is always changing. You will often hear on the news about floods and droughts happening in Australia at the same time,” Australian Water Association Chief Executive, Jonathan McKeown, said.

“Australia has experienced its third driest September on record, and the intense El Niño weather pattern bringing low rainfall and increased temperatures means the danger of slipping into drought in many parts of the country is real.

“We need to make sure we are able to manage water supply when we do have wet times so when it’s dry, like now, we have plenty of water. We also need to be educated and make sustainable decisions about how we use water.”

This month, the Australian Water Association released the results of the *2015 Australian Consumer Outlook*, a national survey aimed at understanding consumers’ views about water in Australia.

The report, released in partnership with Arup, revealed that Australians supported alternative water sources, recycled water being the standout, with 69% saying it can be treated and managed for drinking, while 90% agreeing it can be treated and managed for non-drinking.

“It is clear that Australians support the use of recycled water, and innovation in the sector is going to play a major role in how we manage, provide and regulate recycled water,” Mr McKeown continued.

National Water Week provides an opportunity to remind ourselves and teach others that water must be used wisely if there is to be enough to meet the needs of our future generations.

Each year, National Water Week makes a splash across Australia inspiring individuals, communities and organisations to work together to build community awareness and understanding around water issues and opportunities for growth and innovation.

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