

MEDIA RELEASE

EMBARGOED UNTIL WEDNESDAY 7 OCTOBER 2016

Canberrans confident about water security

7 October 2015: Authorities and other agencies increasingly understand that to best manage our water resources and deliver improved customer experience they need to hear what customers know, don't know and what their concerns are.

To support that, the Australian Water Association and Arup today released the 2015 Water Consumer Outlook, the results of a nation-wide survey to understand consumers' views about water in Australia.

The Chief Executive of the Australian Water Association, Jonathan McKeown, said the report was based on a survey of consumers, both urban and rural, and shows there is always more the water industry can do to hear from and engage with consumers.

"Consumers right across Australia are concerned about water shortages, but concern was lower in the ACT than in the other jurisdictions (77% v 72% concerned or very concerned).

"Interestingly, the majority of those in the ACT were more supportive of the work of authorities, with far more believing they are taking firm action to make sure we have enough water in the future. This belief in the authorities may be the reason that a higher majority of Canberrans are confident there will be enough water in the future, although this is still only 39%.

"Canberrans are also playing their part in conserving water, with three quarters willing to spend money to make their homes more water efficient, and 70% wanting to monitor water consumption in real time.

"At today's National Water Policy Summit we are discussing opportunities for the industry and consumers to come together to campaign for water, as a key national asset and major economic driver, to be managed sustainably

"The Survey gave us the opportunity to hear what Australians understand about our water security and supply, so as an industry we can better engage with consumers so that their priorities and views are heard," Mr McKeown said.

Daniel Lambert, Arup's Australasia Water and Urban Renewal Leader said that results also showed there was less desire from those in the ACT for more dams in Australia.

"A greater proportion of ACT residents were unsure about the scope for more dams in northern Australia than other respondents. And on balance, fewer respondents thought there was scope for more dams in the south of Australia, Murray-Darling Basin, with 37% disagreeing there was scope.

"In order to have a customer focus, it is critical for the water industry to understand their customers.

The 2015 Water Consumer Outlook provides the results of a nation-wide survey. This report provides a valuable insight into customer's views on important issues facing the water sector." Mr Lambert said.

-END-

Media enquiries:

Amanda White
P: 0403884485 E: awhite@awa.asn.au

About the Australian Water Association

The Australian Water Association is Australia's leading membership association for water professionals and organisations. The Association is independent and not for profit. It plays an essential role in supporting the Australian water sector in the delivery of effective and sustainable water management practices. Our mission is to foster knowledge, understanding and advancement in sustainable water management – its science, practice and policy – through advocacy, collaboration and professional development.

We operate across all Australian States and Territories through an active branch network as well as maintaining extensive international links, including with the International Water Association. The Australian Water Association provides a comprehensive program of conferences, workshops, publications, industry programs, training courses, networking and B2B opportunities. The Australian Water Association's Annual Conference and Exhibition, Ozwater, is Australia's largest water industry event.

About Arup

Arup is the creative force at the heart of many of the world's most prominent projects in the built environment and across industry. From 90 offices in 38 countries our 11,000 planners, designers, engineers and consultants deliver innovative projects across the world with creativity and passion.

www.arup.com