

AUSTRALIAN WATER

ASSOCIATION

Australians urged to uncover their hidden water use and take action for a resilient future

National Water Week calls on Australians to rethink their relationship with water and uncover the hidden role it plays in everything we do.

FOR IMMEDIATE RELEASE

Australia, 20 October 2025: Australians are unknowingly consuming thousands of litres of drinking water every day – not just through their taps, but through the products they buy, the food they eat and using AI on their phones.

This National Water Week (21–27 October 2025), the Australian Water Association is calling on individuals, schools, and businesses to recognise the unseen water embedded in every aspect of daily life and take steps to reduce their collective water footprint.

When accounting for the full production process, a steak can require up to 4,000 litres of water, while a single cup of coffee can cost around 140 litres. ChatGPT is estimated to use the equivalent of a 500ml water bottle for between five and 20 questions asked, depending on the complexity of the question.

While [a survey conducted](#) by the Australian Water Association (AWA) shows that 84 per cent of Australians actively think about their water consumption every day, most remain unaware of the ‘invisible’ water used to grow, manufacture, use and transport the products we rely on.

Australian Water Association CEO Corinne Cheeseman said Australia was hitting a critical decade for protecting water for future generations.

“Climate extremes are intensifying, our population is growing, and much of our water infrastructure is ageing,” Ms Cheeseman said.

“Understanding our invisible water use is the first step toward valuing and protecting this critical resource. If we act now by improving our water knowledge, changing behaviours, and investing in sustainable solutions, we can secure a resilient water future.”

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The survey showed many Australians implement water-saving measures in their daily lives, including minimising household use (76 per cent), using efficient fittings and appliances (69 per cent) and monitoring their shower time (62 per cent).

However, these changes don't account for the vast quantities of water used throughout agriculture, industry, IT and supply chains, masking a growing threat to the nation's long-term water security.

"Water is underpins everything we do, even when we can't see it. From the food we eat and the clothes we wear to the homes we live in and the energy we use, everything we do has a water footprint," said Ms Cheeseman.

"The impacts are not only environmental but also economic. Because every part of life is touched by water, water scarcity will inevitably affect productivity, food prices, and infrastructure resilience if we don't start making sustainable changes now."

Through National Water Week, AWA aims to shift national awareness to recognise the essential role that water plays in our lives and to take action – at home, at school, and in business – to sustain our shared water future.

More information on National Water Week is available at nationalwaterweek.org

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**For more information, high resolution images or to arrange an interview,
please contact Pure Public Relations.**

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Editors notes:

About the Australian Water Association:

The Australian Water Association (AWA) exists to inspire and drive a sustainable water future. As a membership association representing Australia's water community, AWA connects more than 5,000 members, from water utilities and governments to researchers and industries such as mining, construction, and agriculture. Each year, AWA delivers major initiatives such as National Water Week – Australia's leading water literacy campaign – and Ozwater, the premier water event in Australia.

AWA fosters international knowledge exchange through delegations and partnerships and is committed to working meaningfully with Aboriginal and Torres Strait Islander people, embedding Traditional knowledge and leadership across its operations. Through events, advocacy and collaboration, the association brings together the water community to share knowledge, influence decision-making, and build capability across every state and territory.

About Corinne Cheeseman, CEO of the Australian Water Association:

Corinne Cheeseman is Chief Executive Officer of the Australian Water Association (AWA) and has more than 25 years' experience across the water sector and consulting. A scientist by background and a Graduate of the Australian Institute of Company Directors, she has held senior leadership roles at Sydney Water, PwC, and AWA, where she has championed innovation and collaboration across the industry.

Corinne is passionate about strengthening water knowledge and engaging communities to value and protect our most precious resource. Through her leadership, she advocates for education, awareness, and partnerships that inspire individuals and organisations to play an active role in creating a sustainable water future.