



2004/05 Annual Report

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The Year in Review

The savewater!® Alliance was constituted as a not for profit association on 9 June 2004. The first meeting was held on 30 July 2004 at the offices of Blake Dawson Waldron, 101 Collins Street, Melbourne.

The initial Alliance members were:

- Yarra Valley Water
- South East Water
- City West Water
- Barwon Water
- Westernport Water
- Glenelg Water
- South Gippsland Water

New members to join during the year were:

- North East Water
- East Gippsland Water
- Western Water
- Lower Murray Water

Alliance members supply water to about 80% of Victoria's households and businesses.

With the primary objective to accelerate water conservation take up in line with government and member requirements, a number of strategy development workshops and consultation meetings with members were undertaken during the year. From these a number of strategies were developed. While some of these are still in the planning stages, the Alliance undertook a number of successful community educational and communication initiatives, as highlighted below.

Major Exhibitions Program

savewater!® co-ordinated displays for major exhibitions held across Melbourne.

Major displays, featuring 30 organisations and showcasing over 100 water saving and innovative devices, many in operation, were exhibited at the RACV Home and Garden Expo (August), the Royal Melbourne Show (September) and the HIA Home Ideas Show (April). A mini-display was also exhibited at the Sustainable Living Festival in February.

The major displays were sponsored by the Victorian Government through the Our Water Our Future program and received awards for presentation, interest/innovation and staff friendliness.

savewater!® also assisted Our Water Our Future in preparing products for their Sustainable Living Festival exhibit.



Testing showers at the HIA Home Ideas Show, April 2005

Council Forums

The first of four forums for councils on open space irrigation management was completed in February at Federation Square. Over half Melbourne councils attended to hear a number of industry experts discuss new techniques for managing unnecessary water usage.

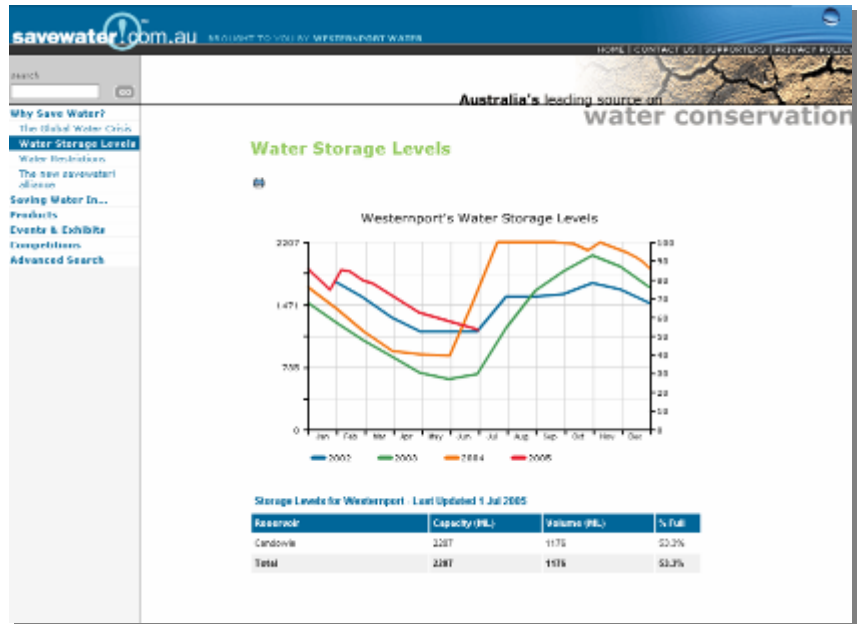
savewater.com.au

The savewater!® website saw several developments including a postcode driven **co-branding** format which clearly identified members with their customers. This also permitted tracking of which members were attracting traffic to the site.

Visitors to the website continued to increase throughout the year with an average in excess of 10,000 unique visitors now accessing the site per month.

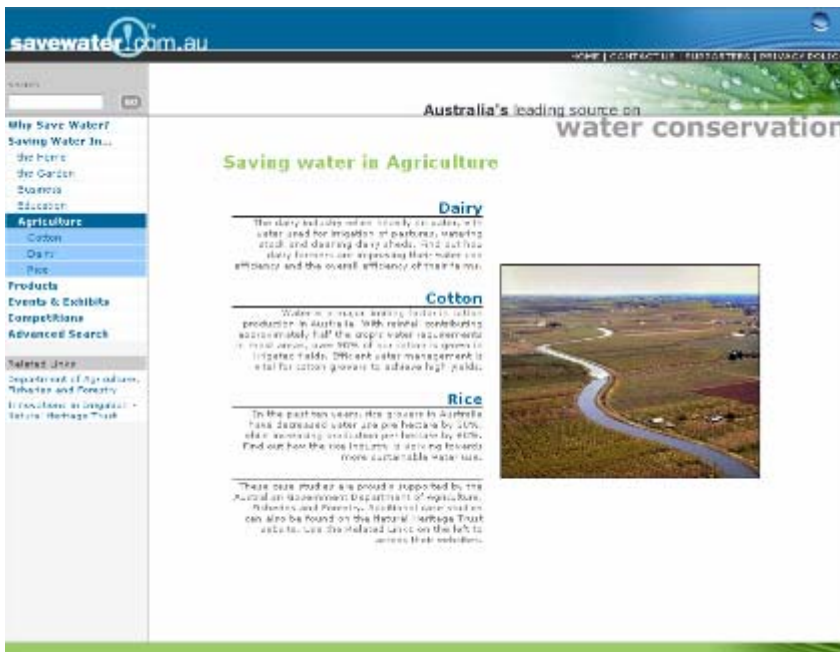
Interestingly up to 30% of visitors come from NSW, with 45-50% from Victoria. Nielsen Net Ratings (formerly Red Sheriff) was employed in September to improve the detail and accuracy of tracking.

A new **water storage reporting** system was built with assistance from the Department of Sustainability and Environment. This is updated by each member as required and provides current water storage level graphs and tables for each catchment. The coverage is being expanded to all water authorities, across Victoria initially and then interstate.

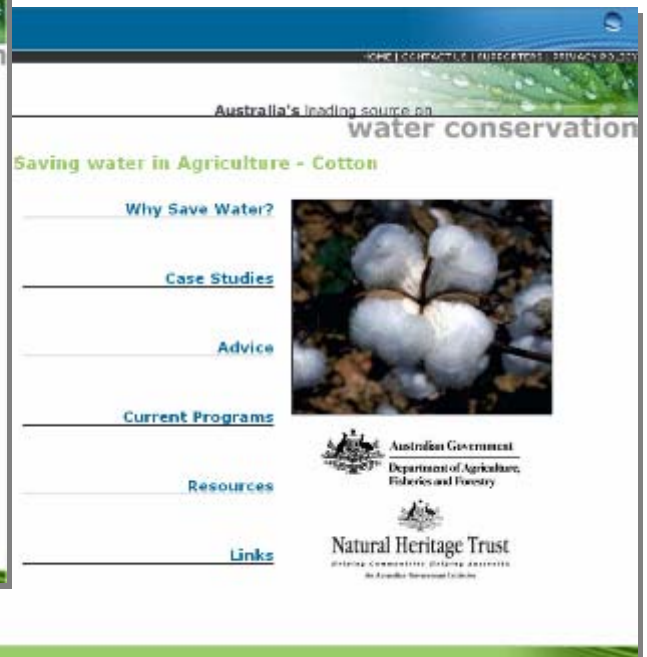


Water storage levels available via savewater.com.au

Under contracts from the Federal Government's Department of Agriculture, Fisheries and Forestry, two new sections were added. The first was the **Water Savings Project**, presenting 80 new ideas and products submitted to the client through a public submission process. The second was best practice **case studies** and advice from the dairy, rice and cotton industries.



Three new agriculture case studies

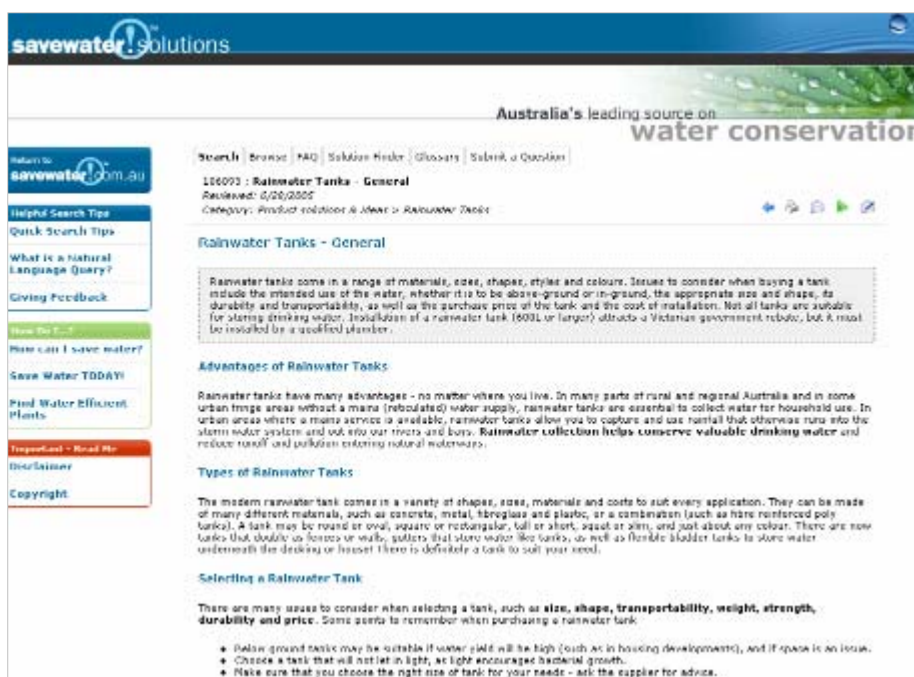


The corporate donated prize pool for **competitions** offered to consumers expanded to over \$100,000 in prizes per quarterly competitions. The original prize pool was approximately \$3,000 in 2003. The competitions now run continuously through the year and receive up to 33,000 survey entries per quarter.

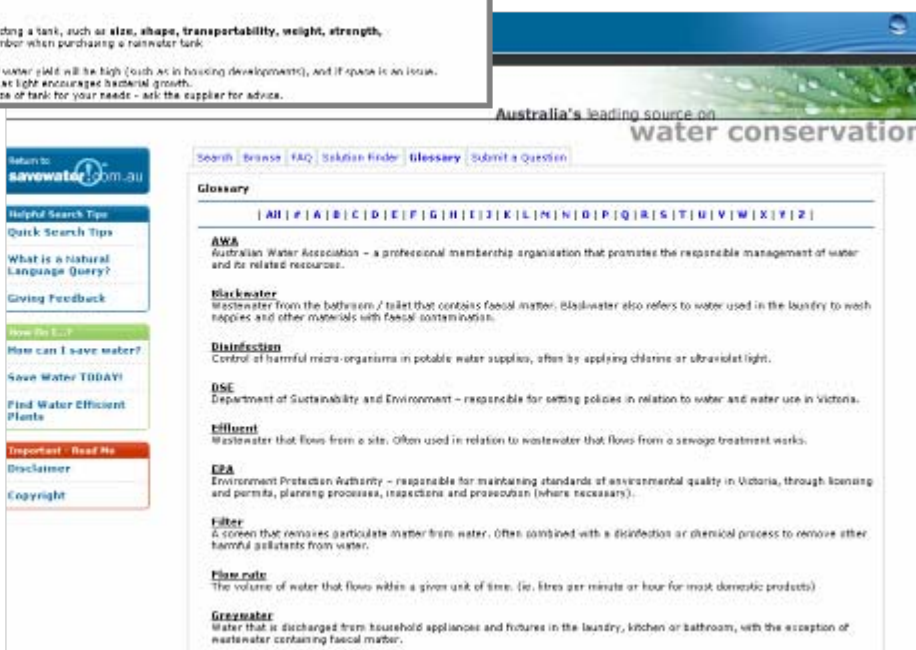
To qualify, entrants complete market research surveys which include questions from members and the private sector on behaviour change, corporate branding, product attributes, etc. The service is offered at a fraction of the cost of conventional quantitative research. Swinburne University was appointed during the year as the market research consultants.

Research into the composition of competition entrants indicated that 70% were “green”. To expand the audience profile, the prize pool was broadened to include ipods and laptop computer / internet connection packages. Additional prizes are also currently being considered.

savewater!® solutions was released to the community in October. This is the most comprehensive online self-help water conservation resource in Australia, providing in depth information on how to save water through changes in behaviour and water saving products. The intelligence allows consumers to write their question and savewater!® solutions will interpret and find the answer. Self populating lists highlight the most frequently researched information for users to reflect current trends.



Self-help information resource: savewater!® solutions



savewater! awards®

The 2005 Victorian **savewater! awards®** were launched in March 2005 and received unprecedented national TV, press and radio coverage. This is the 4th annual awards and the first that savewater!® has managed – Yarra Valley Water has managed the program in previous years.

Sponsorship of the awards has significantly increased in 2005 with sponsors being:

- Government Partners – the Department of Sustainability and Environment and all Victorian urban water authorities
- Principal Sponsors – BlueScope Water and The Weekly Times
- Major Sponsors – Interbath Australia, Methven Tapware and Nylex Water Conservation
- Supporting Sponsors – Asko Appliances, Deloitte, New Water and Tankworld

The gala event will be held at the prestigious Regent Theatre Plaza Ballroom during National Water Week in October 2005. It is anticipated that the alignment of this feature event with National Water Week will increase the profile of both the awards and National Water Week.

savewater!™ efficiency service

The **savewater!™ efficiency service** is a water and energy auditing service offered through five Alliance members for schools and businesses in their region. A number of businesses have used this service and are experiencing significant water savings, including Monash University, La Trobe University, City of Greater Geelong, Chadstone Shopping Centre, the Melbourne Marriott Hotel and numerous others.

savewater!® brand and awareness

After 2 years of preparation, the Trademarks Office registered the savewater!® trademark in March 2005.

This provides the savewater!® Alliance with a single, memorable brand associated with water conservation activities and programs within the community.

The trademark is registered for the following goods and services:

- Water apparatus, water supply products and other water related devices and associated peripherals
- Educational material in this class including, but not limited to, books, periodicals, pamphlets, booklets, printed publications and teaching materials
- Business management and advice, including auditing and consultancy services, administration, marketing and advertising
- Building and construction services including repairs and installation services
- Distribution, supply, transport and storage of water
- Educational and training services, entertainment services, organisation and presentation of awards
- Agricultural services relating to conservation and efficient use of natural products and the provision of technical advice

A corporate DVD was produced, primarily to facilitate marketing of the Alliance assets to water authorities, with a view to seeking national membership for the Alliance. The DVD is also used to attract additional private sector partners and funding for the Alliance. Approximately 150 copies have been distributed, mainly throughout Victoria and NSW.

Be rewarded for saving
 NOMINATIONS for this year's savewater! awards are open.
 The fourth annual awards are open to anyone who has implemented water conservation projects in the past year. Two categories for business, education projects, garden and the built environment, close August 22. Details: www.savewater.com.au

Our water-savers will be rewarded
 WATER groups are calling on residents to do 10 water-savers, instead of 100, later this month.
 Entries opened on March 22 for this year's save water awards.
 Sponsored by the State Government, the awards recognise outstanding achievements in water conservation.
 The community action category, awarding groups and individuals who develop or start water-saving projects, will be the first to open.
 Groups and individuals can choose from nine award areas.
 For further information, or for an entry form, log on to website www.savewater.com.au

Water awards
 NOMINATIONS for this year's savewater! awards are open. The fourth annual awards are open to all community groups and individuals who have implemented water conservation projects in the past year. There are also categories for business, government, education projects, garden, management and the built environment. Nominations close August 22. Details: www.savewater.com.au



Registered savewater!® logo

Marketing and Communications Programs

savewater!® advertised its programs in the first edition of the national Water Friendly Garden Design magazine. This magazine, aimed at garden professionals and domestic gardeners alike, demonstrates that terms like “water efficient” and “drought-proof” are not synonymous with deprivation. A number of savewater!® product partners also took the opportunity to promote their water efficient products in the magazine.

savewater!™ making water saving easy


Drought across many areas of Australia brings water conservation to the front of mind for everyone. savewater!™ can help you save water in all aspects of your life – from your home and garden to the workplace.

The savewater!™ website at www.savewater.com.au is a one-stop-shop with:

- **Hints and tips**
To help you save water and save money
- **Competitions**
Over \$300,000 of prizes to be won each year (see advert on page 51 for details)
- **Plant selector**
Choose plants that are right for your garden and they'll do the water saving for you
- **Product library**
Showcasing water saving showerheads, whitegoods, mulching mowers, rainwater tanks, greywater systems and much more

savewater!™ keeping your garden green


Choosing the right plants for your garden will save you water. With the www.savewater.com.au Plant Selector and gardening hints you can revamp an existing garden or start from scratch. And you don't have to stick with succulents and gravel either – there's plenty of trees, shrubs and groundcovers to choose from and you can even have a lawn!



Visit www.savewater.com.au to make your garden beautiful AND water efficient.

Win over \$300,000 in prizes each year with **savewater!**™

With a new competition every 3 months it's easy to win one of thousands of water saving products on www.savewater.com.au



Just visit www.savewater.com.au, click on competitions and answer a few simple questions.

Prizes are generously donated by: Aulis, Aqualis, Blue Scope Steel, Bunnings, Darty Pumps, DeLuxe, Plumbing Warehouse, Martech, Nebulon, No-Mix, Hydrex Water Solutions, Showermax, Tankworld, Taps, Touch of Class and WWPool.

Full terms and conditions available at www.savewater.com.au

Full page advertisements for Water Friendly Garden Design.

savewater!® assisted the Victorian Government's Our Water Our Future program by organising multiple full page advertising features in the Herald Sun in December, February and April 2005 – these advertisements offered readers discounts on a range of water saving products. savewater!® also organised competition prizes for over 500 winners in Our Water Our Future's “Water Saver Heroes” campaign.

A number of small promotional items, such as bookmarks, have been prepared to promote savewater!® and its programs to the community. Information sheets were developed on three common interest areas – rainwater tanks, greywater reuse and water efficient showers – these can be co-branded and are available for print-on-demand use by all member authorities for their customers.

The metropolitan water authority members continued to promote savewater!® benefits to their customers through print advertising and quarterly water bill inserts. Regional members included double page brochure inserts with their bills on two occasions, promoting the competitions, savewater!® solutions, plant selector and the savewater! awards®.



Brought to you by 

Autumn 05 News

Barwon Water is proud to support savewater!™ – helping everyone do their bit to reduce water consumption. Read on to find out how to enter the 2005 savewater! awards®, discover great water saving products and ideas online with savewater!™ solutions, and win from over \$145,000 worth of water saving prizes.

Grant Green
Grant Green, Executive Manager Customer Service, Barwon Water

Enter the latest competition at www.savewater.com.au

Over \$100,000 in prizes to be won!

The savewater!™ competitions have helped thousands of households to reduce their water usage. Enter our latest competition online at www.savewater.com.au and you too can be a lucky winner of one of the more than 1,000 water saving prizes.

The savewater!™ online competitions are held continuously throughout the year. The next savewater!™ competition will begin on Thursday 30th June 2005, immediately following the close of the current competition. Please see www.savewater.com.au for more details.

All prizes generously donated by: Asko Appliances, Aware, BioGreen, BlueScope Water, Brewars, Burbank Plumbing, Davey Products, Defrana, Dori, Flexospray, InnoBath, Karcher, Metlund, Neispac, No Wet, Nylax, Rain Reviva, Pippie Products, Tankworld, Tlara, Touch of Class, WaterWall Solutions, Waterwise Systems, Whirlpool and Yates.

Competition Details

Starting Date: Monday 26th March 2005 at 5.00pm
Closing Date: Thursday 30th June 2005 at 5.00pm
Drawn: Friday 8th July 2005 at savewater!™, Lucknow St Mikhnam
 All winners will be emailed directly.
 Winners of prizes over \$250 will be published in the Herald Sun on Saturday 16th July 2005.
 Vic Permit No. 05/401



savewater!™ solutions

savewater!™ solutions at www.savewater.com.au is a self-help internet service featuring heaps of ideas and practical information to help you on your way to being a water saver.

With answers to hundreds of questions, information about water efficient products, labels and rebates and links to other organisations involved in water management and conservation, it's a one-stop-shop for water saving ideas.

You can search using entire questions (ie. can I re-use greywater in my garden?) or keywords (ie. grey water) and there's even a glossary to help you understand all those 'water saving' terms. So if you're wondering 'what is a soil moisture sensor?', 'how much does a rain water tank cost?', or 'who makes AAAA rated washing machines and dishwashers?', savewater!™ solutions is your answer.



Even the simplest solutions can help you become a water saver.

Have you been a water saver this year?

If you're proud of the water savings you've made this year, we want to hear about it.

With nominations for the 4th annual savewater! awards® opening on 22 March 2005, here's a great opportunity for you to celebrate your water conservation achievements and inspire others to save more water too.

The awards are presented during National Water Week in October, at a gala dinner at the Plaza Ballroom in Melbourne. Nominations close on 22 August, so there's plenty of time to make some savings and enter the awards.

With a variety of award categories and an overall Award for Excellence, there's an opportunity for everyone to enter and be rewarded for their contributions to water conservation.

Entries are judged by a panel of independent experts from across the water industry, led by Chief Judge Rob Gill.

Nomination forms, category information and entry criteria are available from www.savewater.com.au – just click on the 2005 savewater! awards® link.

The savewater! awards® are supported by:

PRINCIPAL SPONSORS – BlueScope Water, The Weekly Times
MAJOR SPONSORS – Methven Tapware, InnoBath Australia, Nylax Water Conservation
SUPPORTING SPONSORS – ASKO Appliances, Deloitte, New Water, Tankworld
GOVERNMENT PARTNERS – The Victorian Government and its water businesses: City West Water, South East Water, Yarra Valley Water, Regional Urban Water Authorities



Chief Judge and Compete, Rob Gill at the 2004 awards ceremony.



Representatives from polyethylene company, Cemas, who won the top honour at the 2004 awards.

Nominations for the 4th annual savewater! awards® are limited in the following areas:

- Primary Industries • Service Providers • Built Environment • Government • Regional and Rural Business
- Manufacturing • Garden Management • Product Innovations • Community Action • Education Programs

Water bill insert prepared for regional savewater!® Alliance member Barwon Water.

New Development Work

Analysis and preliminary planning was undertaken on a number of projects designed to accelerate behaviour change. These include the accommodation industry (hotels, caravan parks, etc.), established domestic residential markets and designer/builder training and development forums. It is expected that these projects will commence implementation in 2005/06.

Mobile Displays

Preliminary design was completed for community mobile displays predominantly for regional members. These are intended to capture the imagination of kids and adults alike through their innovation and interactivity. The primary areas will be schools, field days and community events. Coupled with the displays is a unique registration system to allow long term tracking of changes in behaviour.

Management

The contribution by staff has been highly commendable. A deep commitment by staff to ethical environmental sustainability, combined with strong skill sets in governance, marketing and communications have produced a hard working team, delivering excellent outcomes for the year. The achievement of numerous awards, coupled with a survey of members, confirm satisfaction with performance and progress on all fronts.

With the increase in activities, extra staff were employed during the year. As at 30 June 2005, six employees were employed under contract:

- Nigel Finney Chief Executive Officer
- Lynn Diak Administration Assistant and PA
- Gary Flood Marketing Manager
- Vicky Bouranis Marketing Coordinator
- Amanda Nuttall Finance and Special Projects Officer
- Merryn Coutts Communications Officer



The savewater!® team

Consultants and contractors used throughout the year included:

- GIR (government relations)
- FMG (business planning)
- Red Publicity (public relations)
- Saward Dawson (accountants)
- Kelly Services (HR services)
- Interdigital (website strategic development)
- Trilogy Creative (webmaster and graphic design)
- Corrs Chambers Westgarth (lawyers)
- Francis Abourizk Lightowlers (lawyers)
- Motion Star Pictures (corporate DVD production)

Members of the Alliance have donated considerable expertise and resources to the savewater!® management team on many occasions resulting in better than expected results and their efforts are gratefully acknowledged.

A number of procedures were developed to encompass some of the more complicated areas of activity, including Gaming Commission requirements (approved by the Commission) and prize distribution for the savewater!® competitions, book keeping, staff recruitment and rules for members.

The Board

Four board meetings were held throughout the year, at various locations to share the travel burden.

The 2004/05 savewater!® Board consisted of:

- Dennis Cavagna (Chair) Managing Director, South East Water (4*)
- Tony Kelly Managing Director, Yarra Valley Water (4)
- Mike Paine Chief Executive, Westernport Water (4)
- Steve Evans Chief Executive, South Gippsland Water (4)
- Brian O'Sullivan Manager, Corporate Communications, City West Water (4)
as a proxy for:
Anne Barker Managing Director, City West Water
- Grant Green General Manager, Customer Services, Barwon Water (2)
- Nicole Patterson Water Conservation Officer, Barwon Water (1)
as a proxy for:
Dennis Brockenshire Chief Executive, Barwon Water

* Note – numbers in parentheses indicate the number of meetings attended by each board member

Business Outlook

With the continued need for communities in all areas of Australia to change behaviour and purchasing preferences in water conservation, and the identification of marketing as a key element in facilitating this transition, savewater!® is well placed to deliver highly competitive programs to members, government, and the supply industry. In particular, the savewater!® Alliance private / public sector hybrid model uniquely captures the strengths of both groups to deliver a synergistic and highly cost effective result for all parties.

Given the success in Victoria, members, suppliers and manufacturers have been requesting that savewater!® explore sharing the benefits of the business model with water authorities in other areas of Australia. An analysis of the NSW and Qld water authority structure, with over 100 authorities in each state, indicates that the savewater!® model would deliver even better economies of scale and financial results in these areas than in Victoria.

Under a multi-regional model, a number of new marketing and communications programs will be implemented at significantly less cost than if done individually. In addition, a number of potential partners in the finance and accounting, hospitality, etc., industries would be attracted, providing further leverage for member funding, while creating innovative and sustainable programs not previously possible.

The focus for savewater!® in 2005/06 will be to:

- 1) implement a number of measurable behavioural change initiatives with multi-region application
- 2) increase the number of water authority members, while limiting fees at 2004/05 base levels
- 3) remodel and expand the website in the areas of design, consumer preferences, member profile, local content sections, market research, new program sections, plant selector and personal registration section
- 4) package up offers for private sector partners
- 5) continue to support manufacturers and suppliers of water saving products and services
- 6) successfully conduct the newly formatted savewater! awards®
- 7) continue to improve on the major exhibitions program
- 8) implement the 100,000 Rotary International residential showerhead changeover program
- 9) include sustainability, particularly energy efficiency, in program deliverables
- 10) continue to build relationships with other government and industry interest groups