

Engaging the Community in a Waterwise Perth

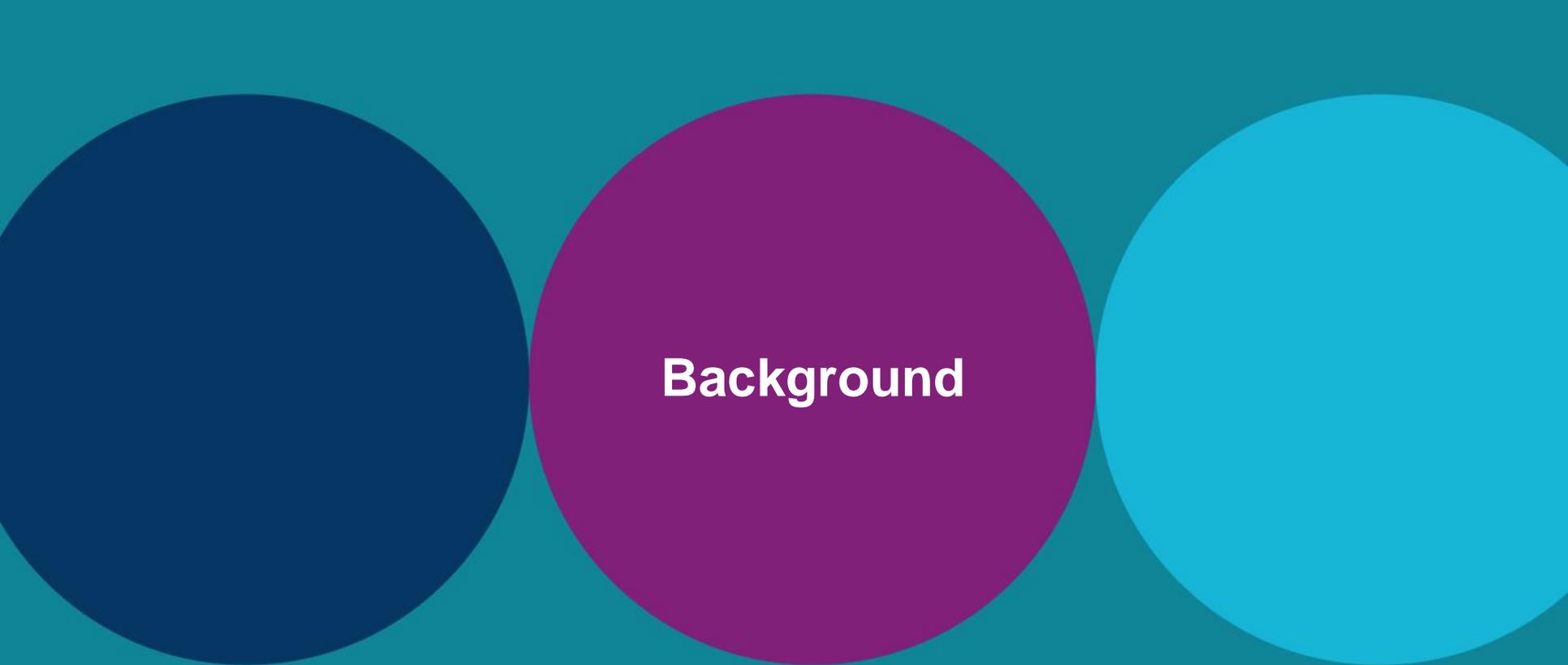
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Outline

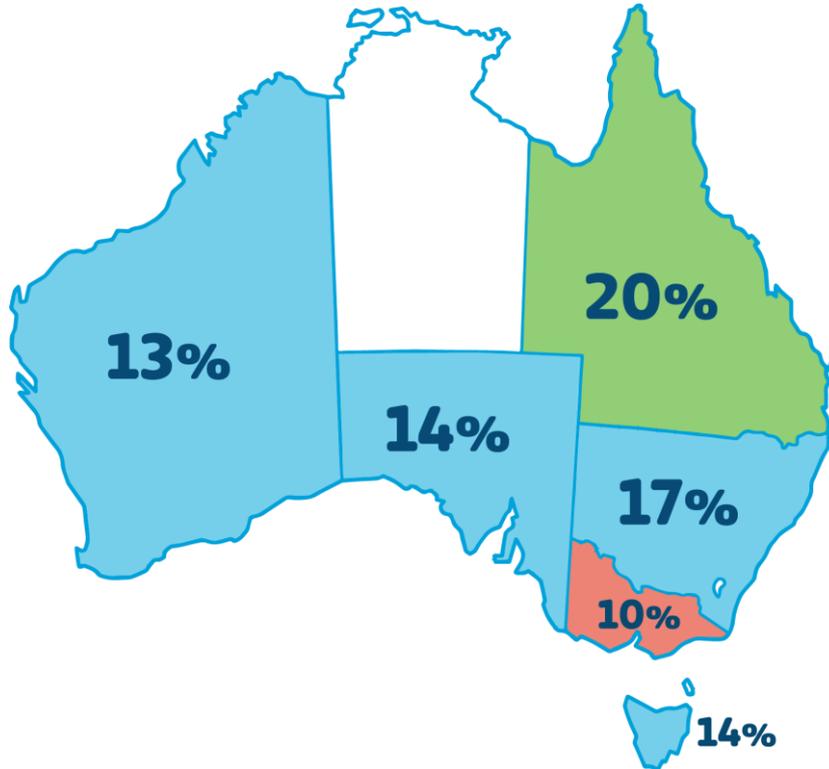


- Background
 - Water literacy in Western Australia
 - Benchmarking and visioning a water sensitive Perth
 - Why is community engagement in water important?
- Collaborative action
 - Establishing a network - Community Engagement and Communications Subcommittee
 - Research to understand community awareness and receptivity to the water sensitive cities concept
- Water Corporation's contribution
 - Actions to improve water knowledge
 - Measuring improvement in water knowledge
- Future directions



Background

Water literacy in WA



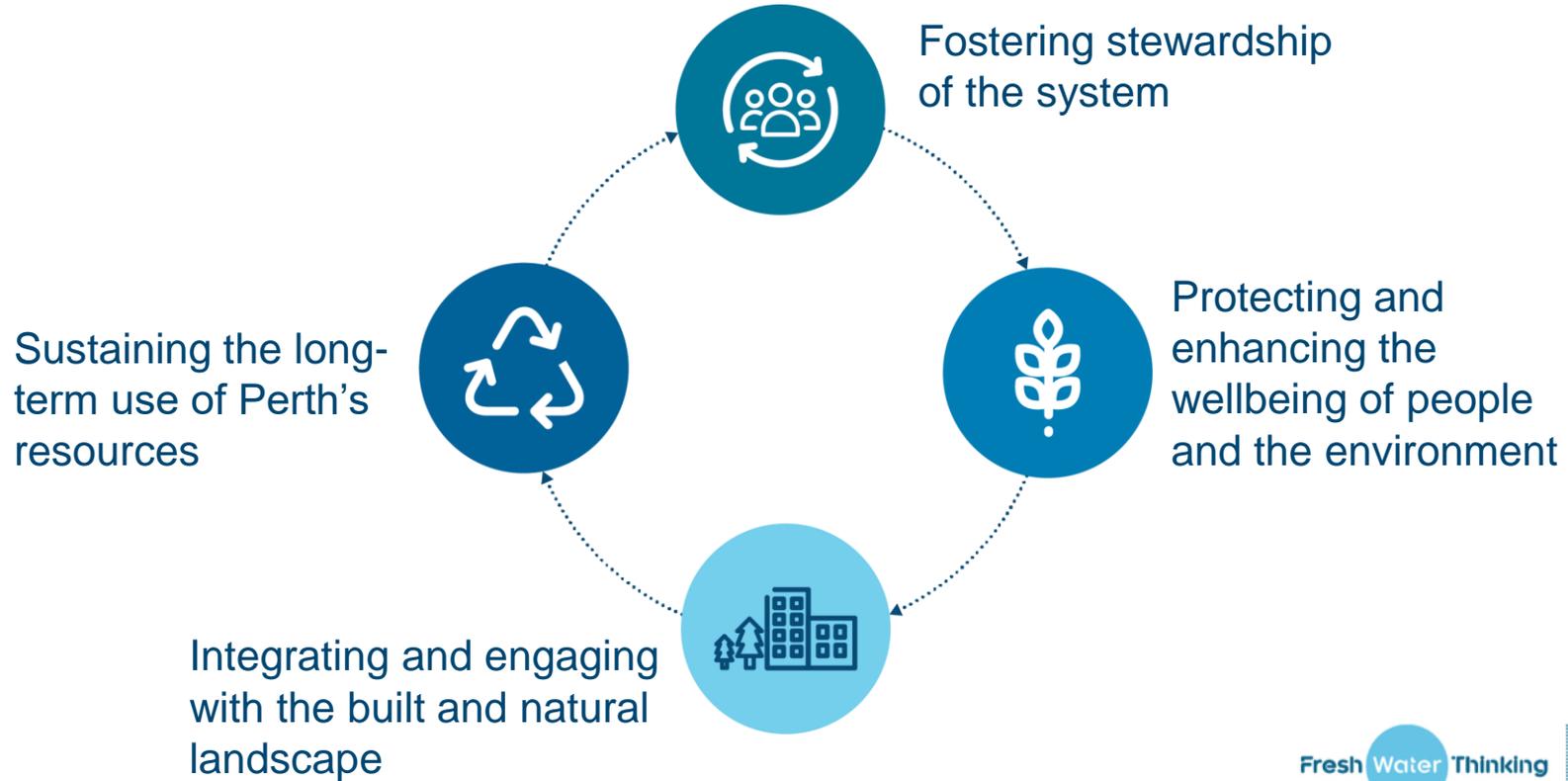
Water Sensitive Cities Index Benchmarking in Perth



Perth water sensitivity (where 5 = an ideal Water Sensitive City)



Background - Vision for Perth as a Water Sensitive City



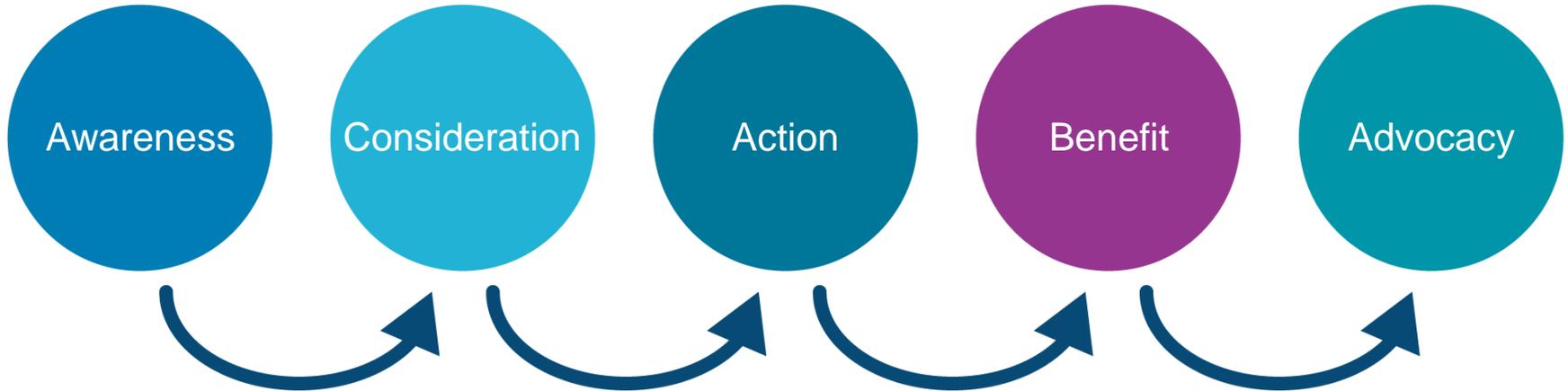
Why is Community Engagement in Water Important?



- Build citizens who are connected to water, feel responsible for their impact on water resources and take action to manage water sustainably
- Higher water literacy is correlated with greater uptake of water sensitive behaviours
- Build public support for new policies and technologies



Building advocacy





**Collaborative
action**

Establishing a Network



Department of **Biodiversity, Conservation and Attractions**



Department of **Education**



Government of **Western Australia**
Department of **Water and Environmental Regulation**



Department of **Local Government, Sport and Cultural Industries**



Government of **Western Australia**
Department of **Jobs, Tourism, Science and Innovation**



Research Approach



Stage 1: Qualitative Focus Groups

- 2 x focus groups
 - 1 x 18-45 year olds,
 - 1 x 46 year olds+
- General Public
- May 2017



Stage 2: Quantitative Online Survey

- 7 minute online survey
- Total sample n=628 (Perth metro n=428, Regional n=200)
- Representative sample
- June 2017

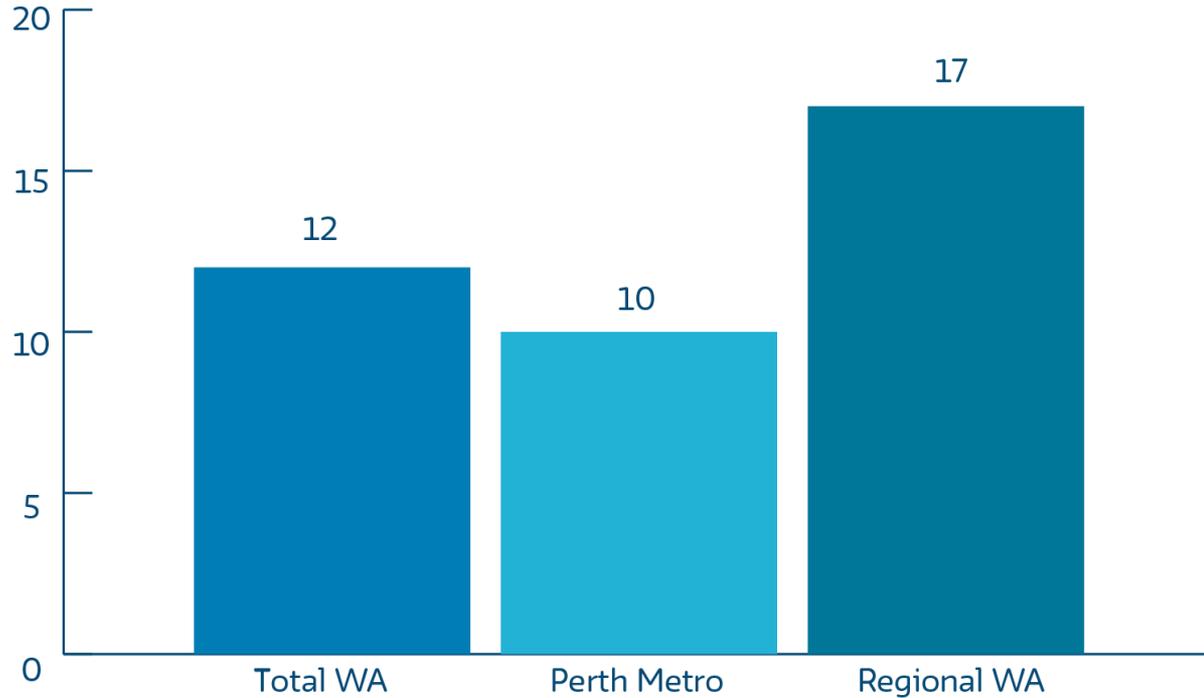
Research objectives



- Guide a messaging and communications approach that would ultimately facilitate attitude and behaviour change within the community
- Understand the community's knowledge and perceptions
- Explore the types of messages and terminology the community would associate with being part of a water sensitive community

Have you heard of the term 'Water Sensitive Communities'?

(% aware)



**Results -
Awareness of
the water
sensitive
community
concept**

Results - Current Knowledge vs. Perceived Importance



Theme	Level of knowledge	Level of importance
Water conservation in the home and garden	high	high
Health benefits of water	high	high
Value and benefits of water to the community	high	high
Reducing urban heat	low	high
Protecting the health of waterways, wetlands, estuaries and coasts	low	high
Understanding and protecting water quality	low	high
Water efficient equipment and systems	low	high
Diversity of water sources	low	low
The water cycle	low	low
Public spaces that collect, clean, and recycle water	low	low
Managing flood risk	low	low

Key Findings

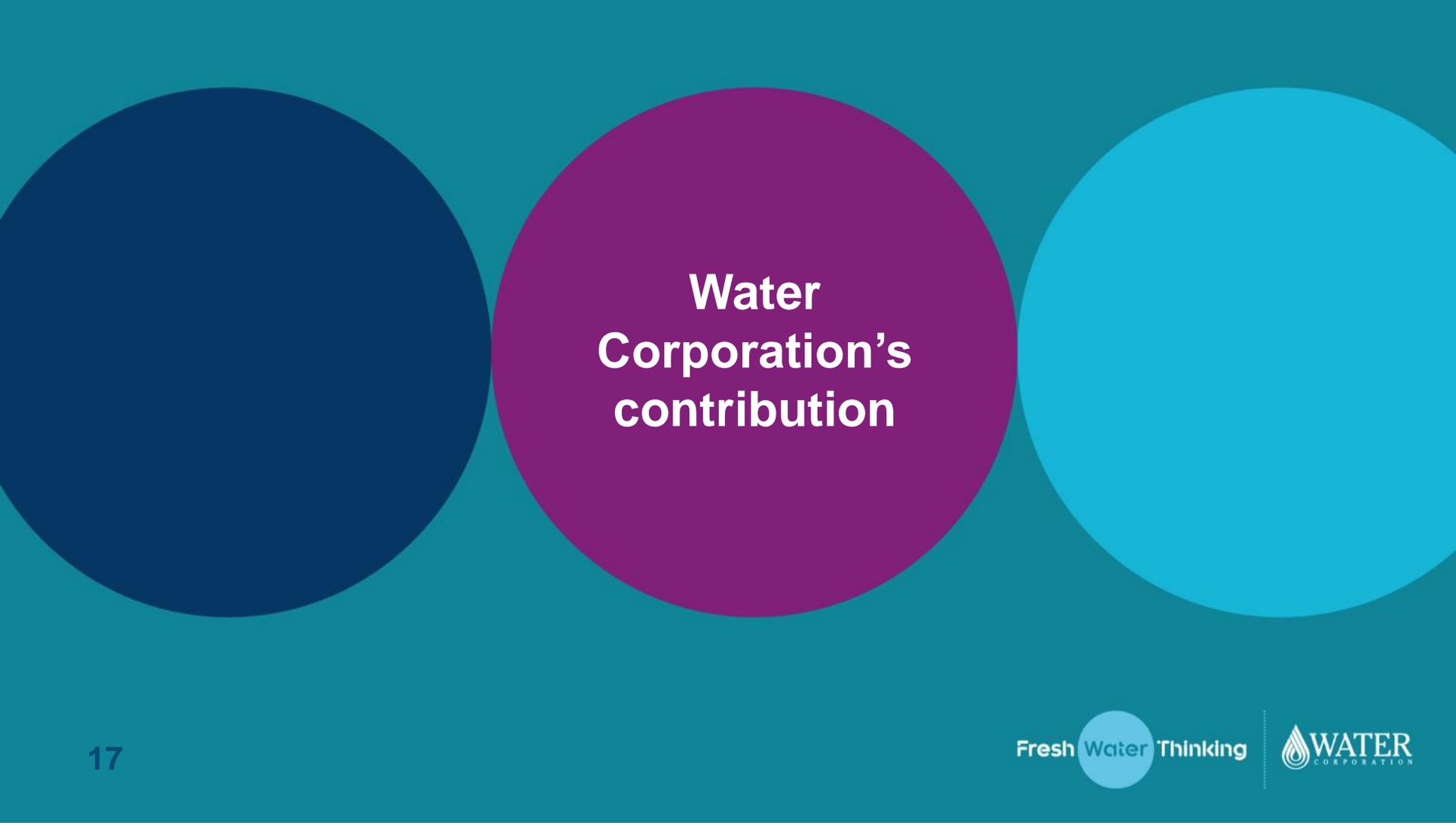


- Water sensitive cities concept is unfamiliar but appealing
- Concept is perceived outside of their personal control to influence beyond water saving practices around the home and garden
- Legislation and standards, customer benefits (e.g. rebates and incentives) and a united, community approach are all perceived to have a role to play
- Little understanding of water sources and the urban water cycle



Key Findings

- Greatest interest in water conservation and the value and benefits of water, reflecting current knowledge
- Scope to increase the community's knowledge of themes where perceived importance is high (e.g. reducing urban heat, protecting the health of waterways and wetlands)
- “Liveable” inadequately describes the concept of water sensitive cities.
- WaterSmart Communities and Waterwise Communities are the most effective terms to describe water sensitive communities.



**Water
Corporation's
contribution**



Water is critically important to the WA community

Education and communication is critical

Tell us more



The education campaign

Insight

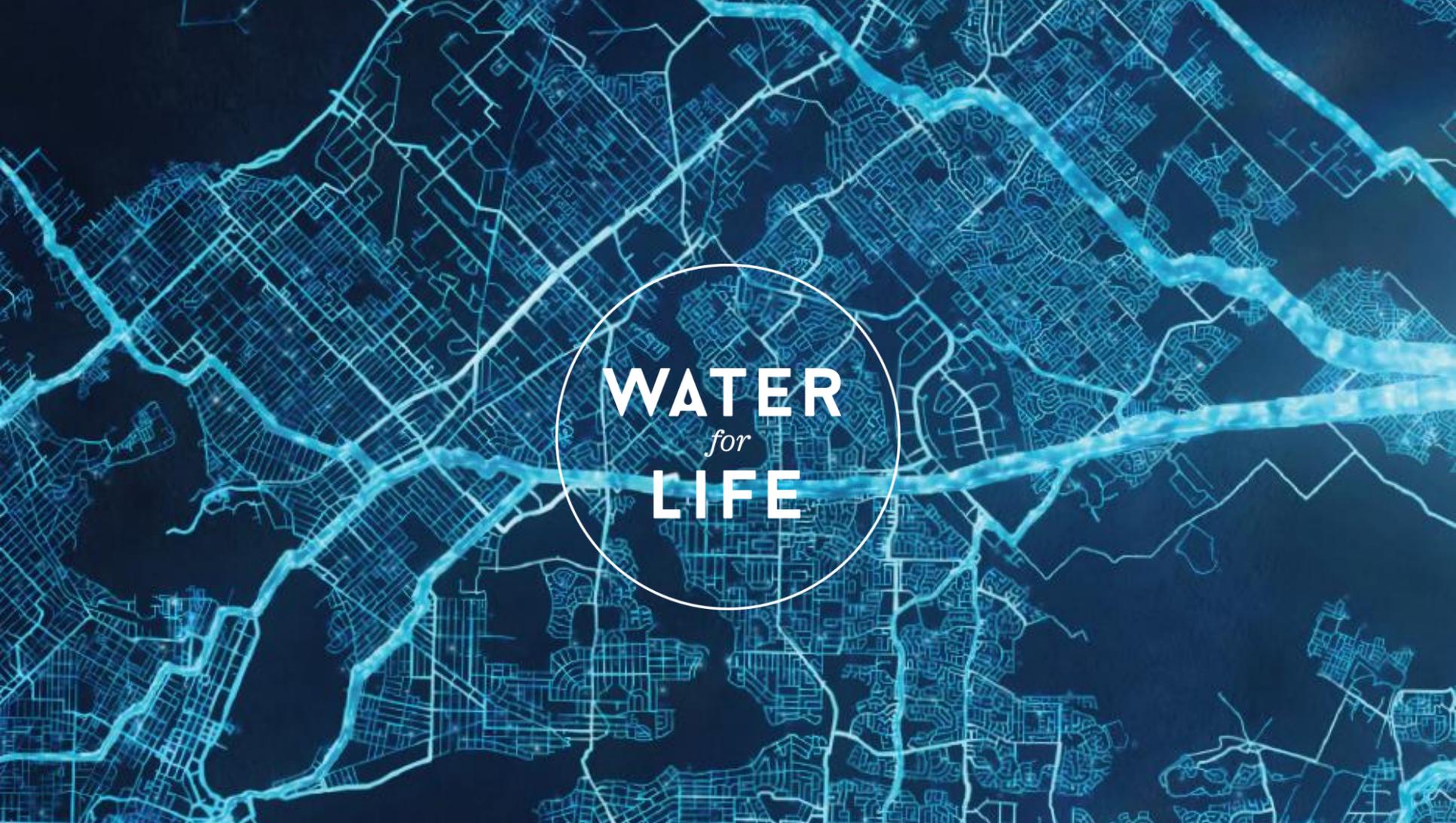
The climate is changing, so where our water comes from and how we use it needs to change too.

Idea

**We live in a world
where everything
is connected,
particularly by the
precious resource
we all take for
granted - water**

Fresh Water Thinking

 **WATER**
CORPORATION



WATER
for
LIFE



ALMOST 50% OF PERTH'S DRINKING WATER

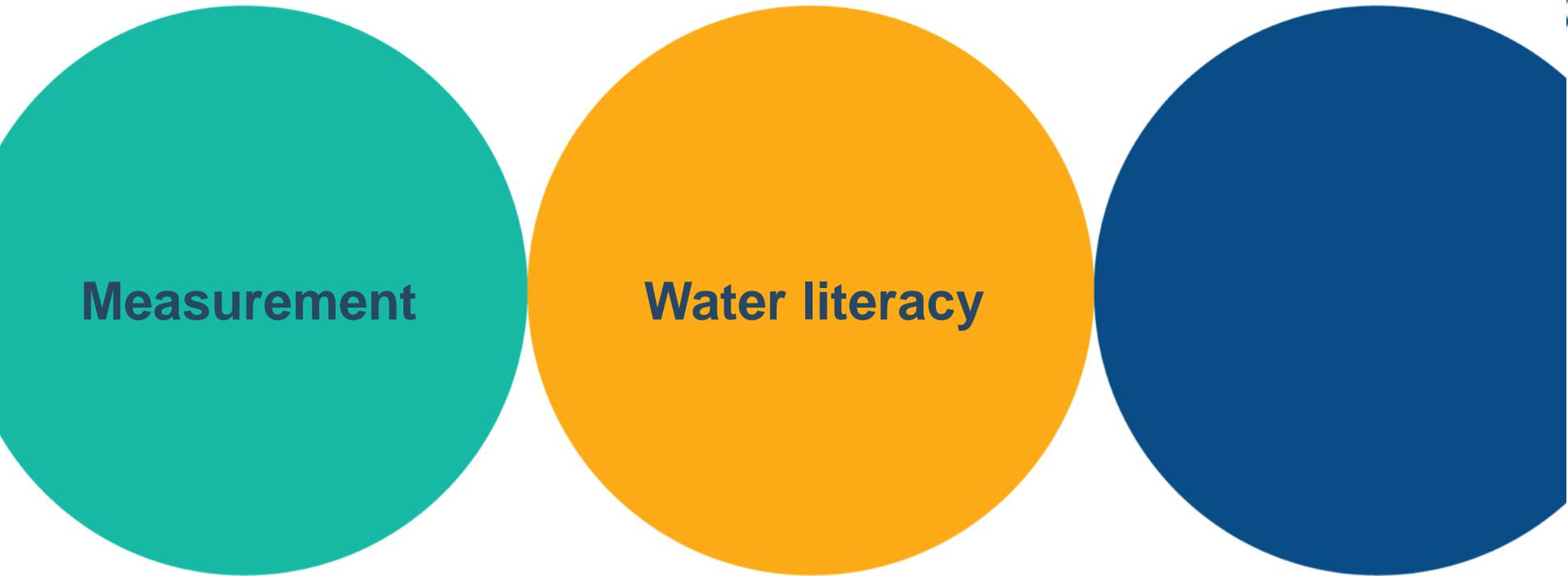
 WATER for LIFE



NOW COMES FROM THE OCEAN



WATER
for
CANNING



Measurement

Water literacy

**2.7 million
Campaign
'actions'**

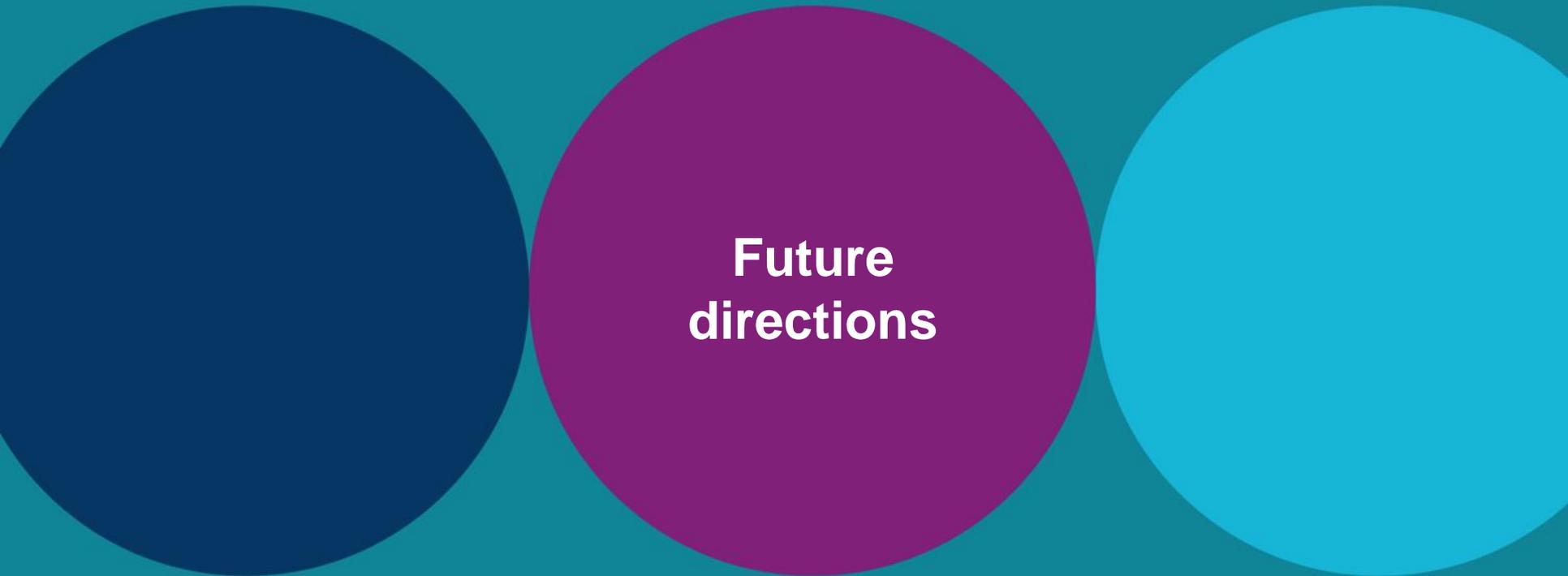
**12.2 million
Impressions**

**2.6 million
Video views**

Those who have seen our campaigns have higher levels of water literacy



• Q3. To what extent do you agree or disagree with the following? Base: Total Tracker sample (n=402).
 • Q4 / Q5. Do you think these statements are true or false? Base: Total Tracker sample (n=402).



**Future
directions**



Future directions

- Develop a program of common messaging
- Undertake social research to understand community values, benefits, and people's connection to local water assets and use this research in community engagement activities
- Evaluate and prioritise strategies to improve the Western Australian public's knowledge and engagement in water sensitive communities
- Education about the breadth of the Water Sensitive Communities concept – that it goes beyond water conservation and personal water use
- Engage Whadjuk Noongar people to collect and use Noongar water knowledge and stories in water education and planning.



Any questions?

Fresh Water Thinking

 WATER
CORPORATION