

MEDIA RELEASE**Will increased focus on household water usage change
Victorian consumer perceptions of water?**

28 July 2016: How much do you know about your water supply? The Australian Water Association and Arup have partnered for a second year to conduct the [Australian Water Survey](#) to better understand community concerns regarding water.

In the 2015 survey, Victorians were more generally more concerned about water impacts than the other States and Territories, with most concerned about the impact on water from natural disasters.

Australian Water Association CEO Jonathan McKeown said last year consumers right across Australia were concerned about water shortages and in Victoria the leading concerns were drought, climate change and population growth.

“Victorians tended to exhibit a greater proportion of ‘very concerned’ responses for water impacts. This was evident in the impacts on water from unconventional gases (42% compared to 39% nationally), climate change (44% compared to 40% nationally) and drought (44% compared to 40% nationally). However, an extremely positive finding was strong support for alternative water sources, with 90% agreeing that water recycling was a sustainable non-drinking source, 84% for urban storm water and 58% for desalinated water.

“The Victorian State Government announced earlier this year that they will be using the desalination plant completed in 2012 for the first time this summer in response to a consistent decline in water storages. A campaign to encourage households to limit their water use to 155 litres a day has also been re-activated. These Government initiatives could have interesting impacts on responses from Victoria in the 2016 Australian Water Survey.”

Key Victorian takeaways from 2015:

- 61% of respondents were concerned or very concerned about the impact on water from natural disasters (higher than national average of 54%)
- 69% were concerned or very concerned about climate change
- 49% indicated they are very active in saving water

Mr McKeown said community participation in the survey was crucial to adequately reflect community issues in the report.

The [Australian Water Survey](#) opened on 18 June 2016 and closes 12 August 2016.

The results will be revealed in October at the IWA World Water Congress in Brisbane.

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About the Australian Water Association

The Australian Water Association is Australia's leading membership association for water professionals and organisations. AWA 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. AWA's provides a comprehensive program of conferences, workshops, publications, industry programs, training courses, networking and B2B opportunities. AWA's Annual Conference and Exhibition 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.

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