

AUSTRALIAN[®] WATER

ASSOCIATION

MEDIA RELEASE

World Water Day 2016

23 March 2016

CEO of the Australian Water Association (the Association), Jonathan McKeown, acknowledged World Water Day, saying despite the many challenges dealing with water scarcity and alternative sources, there is much about which Australians can be optimistic and positive regarding how we use and manage water.

The theme in 2016; 'water and jobs' focuses on how enough quantity and quality of water can change workers' lives and livelihoods. Australia's use of water on the driest continent on earth has created economic prosperity and jobs for many.

The Association is comprised of over 600 corporate members who together employ hundreds of thousands of Australians in the water sector, along with 4600 individual members.

Our members are employed as practitioners, researchers and consultants across all sectors of the economy, and are united in the quest to secure Australia's future via sustainable water management.

World Water Day is an international observance and an opportunity to learn more about water related issues, be inspired to tell others and take action to make a difference.

Last month the Association held the Water Innovation Forum and Expo which resulted in over \$500,000 in extra business being written by start-up and SME companies seeking to have their innovative products adopted by major water utility companies and other buyers.

The Australian water sector is focused on building on our reputation as pioneers of such inventions as:

- Perhaps our best known invention, the dual flush toilet. This was commercialised by a private company with support from the South Australian Government in the 80s, which has saved huge volumes of water in more than 30 countries worldwide
- The Dethridge wheel, which made it possible to monitor the volume of water flowing from a river to an individual farm
- Solar hot water, developed by a team at the CSIRO led by Roger N Morse in 1953
- Using plastic to hold and then distribute water through a modern drip irrigation system for the first time – another invention that belongs to an Australian, Hannis Hill
- The Super Sopper roller, invented by a father and his son in a Sydney backyard in the 70s to remove water from cricket ovals, football grounds and racecourses around the world.

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The Australian Water Association is optimistic that Australia will continue this spirit of innovation to help deliver sustainable water management in years to come.

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