

Victoria Industry

Respondent characteristics



Number of responses: **332**



Male:female ratio: **2.36:1**



% regional: **8%**



% rural: **19%**

Water use & efficiency

VIC was among the highest of any State/Territory for rating community's efforts to save water as either excellent (12%) or good (55%) (compared to 9% and 45% nationally). Near one quarter (24%) of VIC respondents felt the community would be willing to spend a large or moderate amount more to become more water efficient, in line with the national result.

Overall VIC rated the industry's efforts to save water as highest with 74% excellent/good compared to the national average of 62%. Thirty-seven percent consider it critical to improve the efficiency of operations in the water sector (37% nationally), and a further 52% consider it important (national average of 53%).

Water prices

Half the VIC respondents considered urban water prices about right compared to 43% nationally, with

2% considering them much too low compared to 8% nationally. Three quarters (75%) of VIC felt that prices should reflect the scarcity of water to a large or moderate extent in line with the 74% nationally. For rural water prices, 21% considered them about right, while 18% see them as a little/much too low and 13% as a little/much too high (compared to the national average of 19%, 23% and 14% respectively).

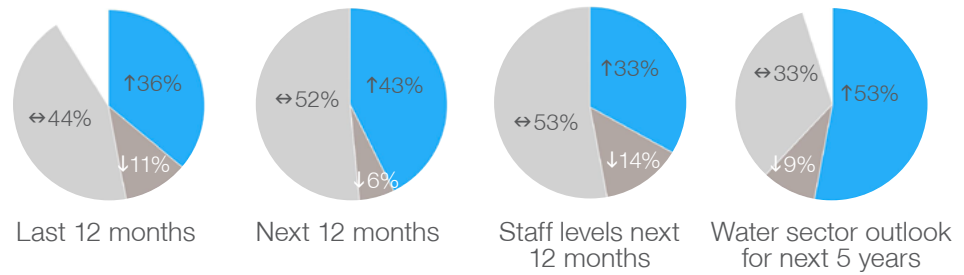
Forty percent believed the community's water bills have gone up since last year, (national average of 44%), while 41% felt they had stayed the same (35% nationally).

Alternative water sources

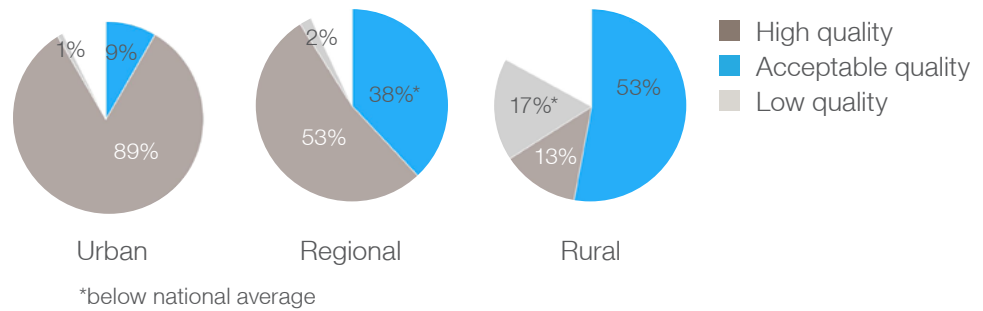
VIC had similar levels of confidence in all sources for drinking and non-potable, compared to the national average.

Over a third (38%) of VIC respondents consider managed aquifer recharge a high priority (nationally 49%), with 43% considering it as a medium priority.

Business Outlook



Water quality by area



Highest impacts on water:



Confidence in water providers and governments

VIC was slightly more confident, compared to the national average, in the water sector's ability across the seven focus areas and 77% were very confident the water sector provides an overall high quality service. VIC confidence in governments was similar to the national results.

will provide safe drinking water over the next 20 years – slightly above the national average of 62%. Confidence dropped for regional (45% completely/mostly confident) and rural water infrastructure (25% completely/mostly confident), but this was above the combined national average of 37% and 21% respectively.

Water security

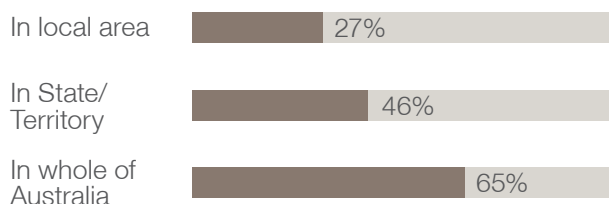
Only 5% of VIC respondents were completely confident that Australia has sufficient water security while 46% felt they were mostly confident.

Nearly one third (29%) of respondents believed a significant amount of new investment in infrastructure is required to ensure water supply in 20 years, with a further 47% believing a considerable amount is needed (compared to 35% and 45% nationally).

Twenty-one percent are completely confident, and 47% mostly confident, that urban infrastructure and systems

Forty-one percent of VIC respondents do not think procurement processes are maximising private sector involvement in water, with only 20% believing that it does, and 39% not sure.

Extremely/very concerned about water shortages:




Victoria Community

Respondent characteristics

 Number of responses: **326**

 Male:female ratio: **1.21:1**

 % regional: **19%**

 % rural: **14%**

Water use & efficiency

Nineteen rated their efforts to save water as excellent, with a further 47% as 'good'. 44% placed a high priority on saving water, (42% nationally) and a further 45% considered it a medium priority. Forty percent were willing to spend a great/moderate amount more to become more water efficient (36% nationally), the second highest of any State/Territory.

Thirty-one percent rated their water provider as excellent or good for supporting households to become more water efficient (26% nationally), equal highest of any State/Territory.

Water prices

More VIC respondents (38%) thought the price of water was 'about right' than in any other State/Territory, but 36% considered prices a little/much too high (39% nationally). Twenty-four percent believed price had a significant/considerable impact on much water they use

(26% nationally), while nearly half (47%) said price had a minor/no impact at all. Seventy-one percent believed that prices should be used to reflect the scarcity of water to a large/moderate extent (68% nationally).

Thirty-four percent believed their bills had stayed the same over the last 12 months (34% nationally), and 30% thought it had gone up (29% nationally).

Alternative water sources

VIC respondents' confidence in using each alternative water source for drinking and non-portable purposes was in line with the national results. Overall 37% were extremely/very willing to pay more for alternative water sources (33% nationally), ranging from 29% for ground/bore water to 44% for dams and rivers.

Water shortage concern

Twenty-three percent believed there are currently extreme/moderate water shortages in VIC, the second highest of any State/Territory.



Highest impacts on water:



Confidence in water providers and governments

VIC had the second highest level of confidence in their water providers of any State/Territory, and overall 71% were very/somewhat confident compared to 65% nationally. This included 94% confident water providers supply high quality water and 82% confident they provide overall high quality service, although only 56% were confident they adequately plan for future water needs (54% nationally).

In VIC, only 35% had confidence in governments' actions on water which was in line with the national average (35%). Forty-one percent thought governments were focused on water security but only 26% were confident governments are working together to make the right decisions for Australia's water resources (26% nationally).

Water security

Thirty-eight percent of VIC were very/somewhat confident that Australia has sufficient water security (36% nationally).

Seventy-six percent saw a need for significant/considerable amount of new investment in infrastructure to ensure Australia has a secure water supply in 20 years (76% nationally).

Extremely/very concerned about water shortages:

