



## **Liveable Communities is Living Smart**

### **Media Release 24 October 2013**

This week is National Water Week and to celebrate the Australian Water Association (AWA) is hosting their annual *Water in the Bush Conference* tomorrow in Darwin.

Each year, National Water Week makes a splash across Australia inspiring individuals, communities and organisations to work together to build community awareness and understanding around water issues and opportunities for growth and innovation. Now in its 20<sup>th</sup> year, the week provides an opportunity to remind ourselves and teach others that water must be used wisely and responsibly if there is to be enough to meet the needs of our future generations.

AWA President, Graham Dooley, said the biggest issue the Northern Territory faces when it comes to water is climate and the irregular wet and dry periods. Although the Territory has a high amount of rainfall during the wet season, most of this water is not stored and coupled with high evaporation rates, this means that we need to be conscious of the water we use.

“This year’s National Water Week theme is ‘Liveable Communities’ of which sustainable water management is just one of the factors that ensure the health and wellbeing of a community. Importantly, water is also essential to ensure the economic prosperity of Australia, helping to sustain key industries including agriculture, power and energy, and tourism and leisure.

“It is now more than ever that it’s imperative we take a look at the long term and encourage responsible water practices especially in the Northern Territory where an average Darwin household uses three times as much as other Australians,” said Mr Dooley.

The event will also celebrate the launch of Power and Water’s Living Water Smart program which will work with residents, businesses and other organisations to identify and implement better ways to use water without changing lifestyles or core business.

The Australian Water Association encourages everyone to get involved this National Water Week.

#### **MEDIA INVITE**

Date: 25 October

Time: 12pm for a 12:15pm comprehensive briefing on the Living Water Smart Program

Where: Darwin Convention Centre

Contact: Jane Dellow - 0439 500 761

*The Australian Water Association is the national coordinator for National Water Week and works with their members and interested organisations to promote National Water Week events, activities and educational resources to increase involvement across the country. [www.awa.asn.au](http://www.awa.asn.au)*