

Empowering communities through water literacy - to unlock the value of our most precious resource

Priya Thurai – Head of Insights

Our communities need to understand the challenges we face?



- Significant investment is required over the next decade to deliver resilient services
- Complex decisions require trade-off's – economic, social, cultural and environmental
- We must embed Te Mana o te wai principles
- This requires meaningful engagement with our communities

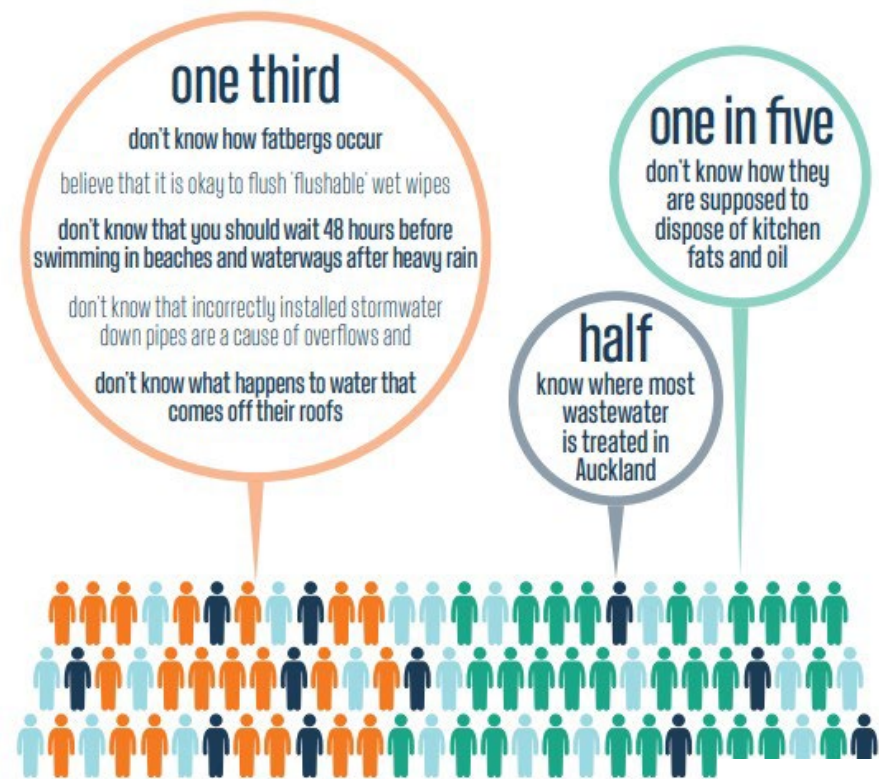
The engagement challenge



- 97% are disengaged or have little interest in what we do
- Traditional engagement is skewed to those with knowledge
- We need broader engagement with 1.7m Aucklanders
- We cannot solve this alone; we need our customers and communities on board doing the right thing or everyone pays the price

Meaningful engagement requires some level of water literacy

We learned from our survey of Aucklanders that...



- Water literacy is low across the board
- As we get older and wiser, we have better water knowledge and are more water efficient
- There is a knowledge gap in the younger segment who will be more impacted by the investments we make now

Water literacy of Aucklanders

		Age Group						
	AUCKLAND	18-24	25-34	35-44	45-54	55-64	65-74	75-100
Water Literacy Metric (WLM)	57%	49%	56%	57%	57%	61%	65%	64%
Science and systems knowledge	57%	51%	55%	58%	56%	61%	64%	69%
Local knowledge	51%	39%	47%	50%	53%	59%	65%	64%
Hydrosocial knowledge	49%	47%	50%	48%	48%	50%	54%	52%
Functional knowledge	67%	56%	65%	65%	67%	70%	76%	71%
Cultural beliefs	74%	68%	75%	76%	76%	73%	72%	71%
Sample Size	5799	841	1240	1146	978	728	561	305

Meaningful engagement with our communities



- Citizens' Assembly is useful for solving complex long-term decisions like - *"What should be the next source (or sources) of water for Auckland?"*



Engagement may vary based on the problem we need to solve



Global Café worked well when trying to co-design solutions for community-based challenges like –
“How do we get our communities to care about our wastewater network”



Climate change is here, and it has bought water to the forefront

Auckland drought: Cost of short term water supply boost rises to \$224 million

Todd Niall • 11:47, Jul 07 2020



NEWS

Cost of flooding and cyclone events could hit \$4 billion

Publish Date : 25 Jul 2023 COUNCIL NEWS EMERGENCY RECOVERY

As frequency of droughts and floods increase water knowledge is critical, it cannot be just during crisis

Drought 2020/2021

PLEASE MAKE WATER SAVINGS INDOORS

As well as adhering to the restrictions, we ask you to reduce your water usage by at least 10%, at this time.

10%

This presents an opportunity to showcase your dedication to Auckland's collective water saving effort – and challenge others to do the same – using your own communication channels.



As part of our drought communications campaign, we will be regularly sharing updates with media and our customers. We are very keen to acknowledge businesses that are making changes to reduce their water consumption to help keep the momentum going.



Please share your success stories with us by emailing communications@water.co.nz

Thank you in advance for your commitment to reducing Auckland's water usage.

If every person and organisation in Auckland can save a bit more, together we will save a lot.

MAKE IT YOUR MISSION TO
SAVE 20L
A DAY. EVERY DAY

WE'RE ASKING EVERYONE IN AUCKLAND
TO REDUCE THEIR INDOOR WATER USE BY
20 LITRES A DAY. THAT'S TWO BUCKETSFUL.
**IT'S EASY FOR
EVERYONE TO SAVE 20!**

SMALL WATER-SAVING MEASURES QUICKLY ADD UP:



OTHER WAYS TO SAVE:



MAKE IT YOUR MISSION TO
SAVE 20L
A DAY. EVERY DAY

While restrictions apply to outdoor water use, we ask that you also reduce your water use indoors by at least 20 litres per day. That's two bucketsful.

It's easy for everyone to save 20!

SMALL WATER-SAVING MEASURES QUICKLY ADD UP:

	Spend a minute less in the shower	save 12 litres
	Turn off the tap when you brush	save 4 litres
	Fix a leaking tap	save 33 litres a day
	Use the half flush when possible	save around 6 litres every flush

DID YOU KNOW?

Washing machines use an average of 122 litres for every load! Can you wash one load less a week?



Flood/Cyclone 2023



Auckland Emergency Management (... @AucklandC... · Feb 16 ...
⚠️⚠️⚠️ Urgent information for Helensville and Parakai residents, please reduce your water use urgently, any way you can, as your local water treatment plant continues to be severely impacted by the affects of the cyclone. ⚠️⚠️⚠️

Watercare @watercare_nz · Feb 15

Helensville & Parakai, please reduce all water use immediately. We're tankering to local reservoirs but we're struggling to keep up with demand. Keep showers to 2mins. Only use the dishwasher when it's full. Only wash full loads of laundry. tinyurl.com/5h7fnj7c

@AucklandCDEM

Reduce your water use!

1 28 27

Urgent message for customers in Helensville and Parakai

Dear customer

Your local water treatment plant is currently out of service, as Cyclone Gabrielle affected the water quality in the dam and spring that supply the plant.



We are trying to keep your taps running by filling up the local water storage reservoirs using tankers, with 16 tanker operators working in two shifts 24/7. However, even with constant tanker top-ups, the reservoirs are struggling to keep up with demand.

This is why we need you to reduce your water use. Here are some tips:

- Continue to use water for drinking, hand washing and toilet flushing.
- Keep your showers to two minutes or less.
- Only wash full loads of laundry – or better yet, take it to a friend who lives outside the area.
- Only use your dishwasher when it's full.
- Keep all water use to a minimum.

Thank you so much for your support. We know it is not ideal to be tankering water through the night, but the disruption is necessary to keep the community's taps running. We will let you know when the treatment plant is back in service and the need to save water has ended.

You can stay updated on this situation by [visiting our website](#)

Kind regards,

Nigel Toms
Incident Controller
Watercare

Watercare

Please reduce your water use now

Dear customer

Cyclone Gabrielle has impacted your local water treatment plant and water storage reservoir. Currently, the plant is offline due to a power outage and the reservoir is running low on water.

Therefore, please reduce your water use now to minimise the likelihood of a water outage.

- Continue to use water for drinking, hand washing and toilet flushing.
- Do not use your washing machine or dishwasher.
- Do not shower if possible. If it is necessary, please keep it short.

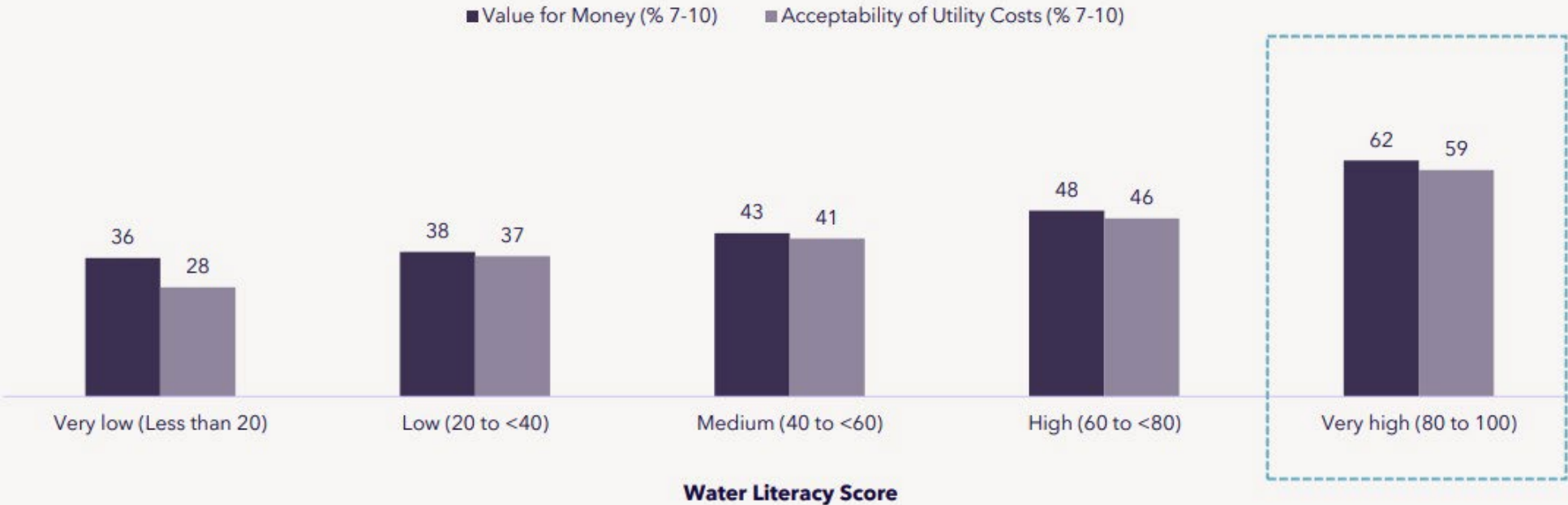
- Increasing literacy through targeted communication channels; social media, direct customer campaigns, website and mass media needs to be ongoing

- Climate change needs the community to be able to help each other with increased knowledge

Lesson 1 - Increasing literacy is a win-win for us and customers

- The higher a person's water literacy, the more they appreciate the value for their money and are inclined to embrace higher charges

Value for Money perceptions: By Water Literacy Score (WLS)



Lesson 2 – Higher water literacy will drive better kaitiakitanga

Residential

Watercare App

Whether you have a mechanical meter or a smart meter, our app can help you:

- Keep track of your household's water use by viewing it in monthly bites.
- Compare your household's water use against our water efficiency targets.
- Manage your account on the go by viewing your bills and transactions and making one-off payments.
- Add multiple properties to your account.
- Talk to the team on LiveChat.

Visit watercare.co.nz for more details.



Seasonal overviews

Compare your seasonal water usage to last year



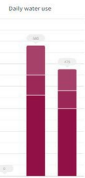
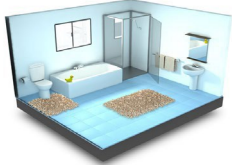
Water Calculator

Water Calculator: What's your water footprint?



BATHROOM

As 20-30% of household use, the bathroom is an area you can use a lot of water and easily save a lot too.



Uh oh! Your water use has crept up
Click here for more info >

Watercare



- Customers have **very little understanding** of their water use in the home
- **Education on consumption** and how to save water is key to changing behaviour
- Challenge is **embedding water efficient practices**

Commercial

Water efficiency Expo

He taonga te wai
water efficiency expo 2023

13 September 9am to 4pm
World Cup Lounge, Eden Park, Auckland



Partnership with Industry bodies



Exterior Cleaning Industry Association
Code of Practice



Water is precious whether we're using it at home, for work, out in nature or, in the case of Eden Park, on the sports field.

And thanks to a nifty new project, our national stadium is conserving up to 16 million of litres of drinking water a year. That's the equivalent water use of 87 Auckland households.

All because of an old water well and a bit of teamwork.

It all started in May last year when water restrictions were introduced to combat Auckland's severe drought. The turf at the Eden Park is sown with temperate rye grass, which requires daily irrigation in summer to keep it in prime condition. A hard task in the midst of a drought and water restrictions.



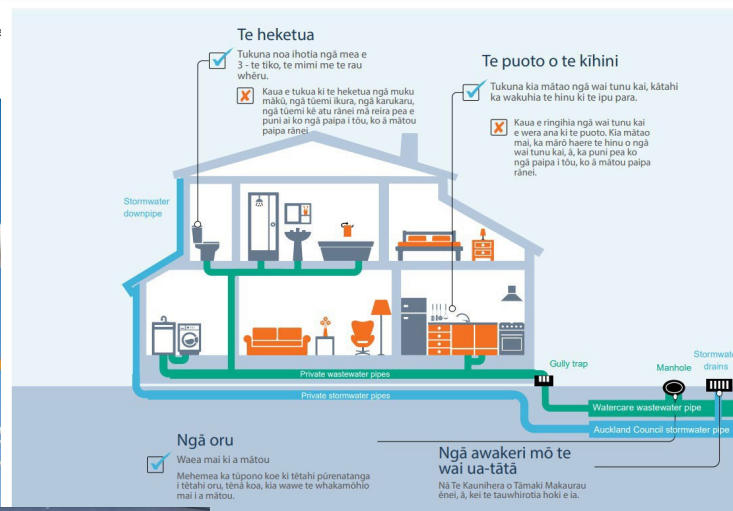
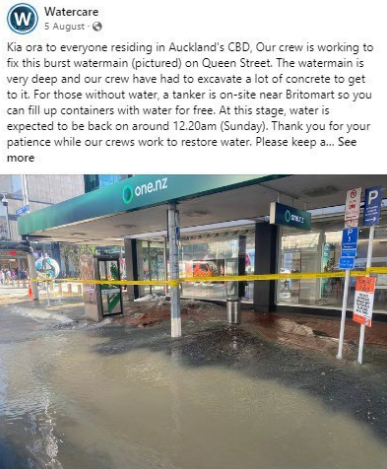
Kiwi ingenuity helps
firefighters make huge
water savings

A novel approach to training means each Auckland fire fighter is saving a lot of water - equivalent to the water used by 17,000 people in one day.

- **Partnering to facilitate pragmatic solutions** to manage the risk of water resilience and make wise investment decisions.
- **The impact of climate change**, across different industries needs to be understood and recognised
- **Partnerships with industry bodies** can be very successful



Lesson 3 – Community literacy is key in valuing the work we do



- **Water efficiency was the #1 consideration** when discussing the next source
- **Increasing water literacy** is key to driving community advocacy
- Working **with local boards and communities** to understand their diverse needs
- Leveraging the **education and community-based programmes**



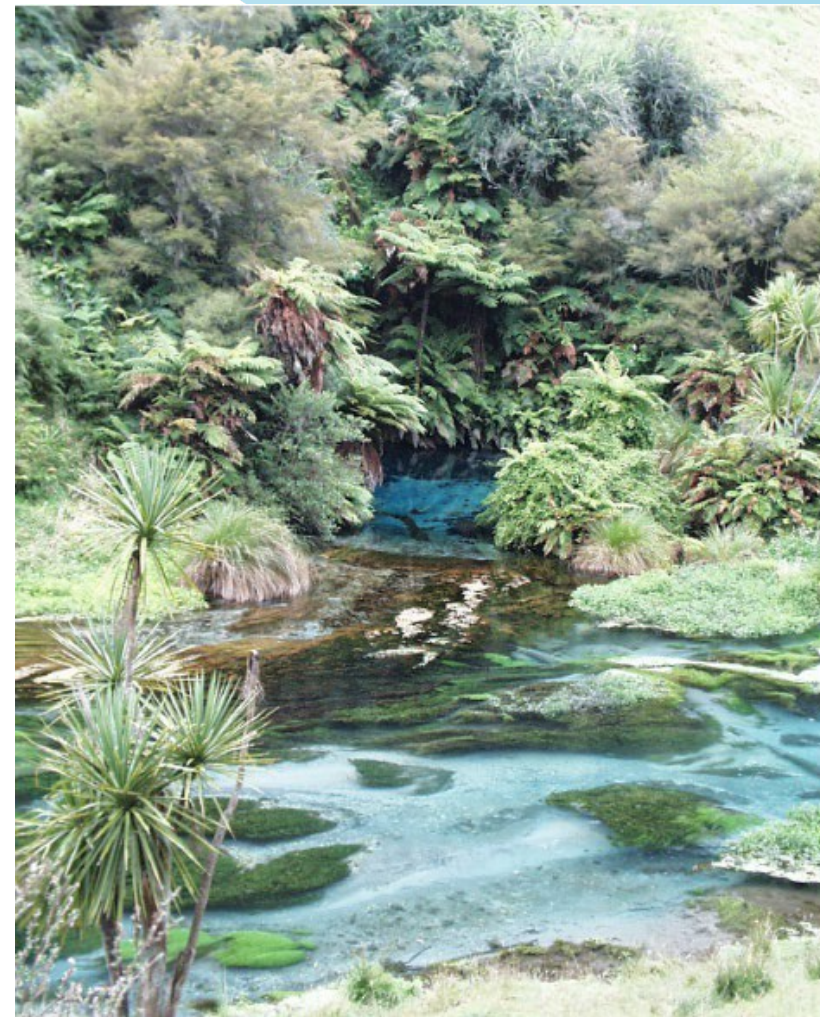
The consequences of wet wipes: Pixie Stream, Te Atatu Peninsula

In May 2022, a blockage of fats and wet wipes caused a dry weather overflow. The impacts of this caused several eel deaths among other environmental impacts.



Increasing water literacy will help unlock the value of our most precious resource

- Climate change has brought water to the forefront; it cannot be taken for granted anymore
- Don't under value the role customers and communities can play in developing solutions
- Meaningful engagement can take different forms; you need to find affordable and practical ways this can be done with your communities
- Equipping communities with water literacy will foster the development of innovative solutions



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