

Media Release



Tuesday, 8 December, 2009

Children of Drought make a splash

Western Water has taken out the 2009 Australian Water Association (Vic Branch) innovation award for its Children of Drought education program.

The program also features Western Water's Super Heroes of Sustainability – known locally as dynamic duo Recycled Water Man and Recycled Water Woman.

Managing Director John Wilkinson said Western Water can look back on a good year of industry recognition in its quest for excellence in driving water smart solutions in a tough water environment.

“This AWA award recognises the importance of contributing locally to the education of young people on crucial issues such as climate change and waterways conservation,” Mr Wilkinson said

“Western Water works very closely with young people in this diverse region to understand water issues and make water wise practices a lifelong habit.”

Mr Wilkinson said Western Water's education program introduces key messages early through School Starter Program, which empowers children to go home and immediately reduce their personal water use.

“We unashamedly use the “pester power” of keen young minds to spark parents and families to do the same,” he said.

“The ripple effect from our education and community engagement programs reaches far beyond each classroom.”

Mr Wilkinson said an annual customer satisfaction survey taken in 2007 found less than half Western Water's customers were aware of its regional recycling water achievements.

“In 2008, we developed the new program for schools and community groups, harnessing the powerful appeal of cartoon-like characters – and Recycled Water Man and Woman appeared,” he said.

“Since then about 3000 students and their families have been involved in Western Water's Children of Drought School Starter program and school presentations have been made more sophisticated and current.”

Recycled Water Man and Woman now make regular guest appearances at community festivals and special events, as well as schools, and Western Water encourages schools and community groups to book tours of its new \$26 million Class A recycled water treatment near Melton.

< ENDS >

About Western Water

Western Water is one of Victoria's 13 regional urban water corporations. We provide water, recycled water and sewerage services to over 53,000 properties and 134,810 people in an area of 3,000 square kilometres. Our region extends from Lancefield in the north to Melton and Rockbank in the south and from Myrning in the west to Bulla in the east. We incorporate parts of Hume City Council and Melton, Moorabool and Macedon Ranges Shire Councils.

Media contacts

Helen Grimaux | Media Advisor | 0419 356 361 | helen.grimaux@westernwater.com.au

Brigid Wenn | Manager Communications | 03 9218 5521 | 0419 314 700 | brigid.wenn@westernwater.com.au

Media Release



About Western Water

Western Water is one of Victoria's 13 regional urban water corporations. We provide water, recycled water and sewerage services to over 53,000 properties and 134,810 people in an area of 3,000 square kilometres. Our region extends from Lancefield in the north to Melton and Rockbank in the south and from Myrning in the west to Bulla in the east. We incorporate parts of Hume City Council and Melton, Moorabool and Macedon Ranges Shire Councils.

Media contacts

Helen Grimaux | Media Advisor | 0419 356 361 | helen.grimaux@westernwater.com.au

Brigid Wenn | Manager Communications | 03 9218 5521 | 0419 314 700 | brigid.wenn@westernwater.com.au