

This presentation premiered at WaterSmart Innovations

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Australia and water: Lessons for the US

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Smart Approved WaterMark

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Rain Bird

Rain Bird and The Intelligent Use of Water

- Corporate philosophy – Extends beyond products to education of our industry and our communities
- **Intelligent Use of Water Summit**
 - Summit I Pasadena, Calif., Dec. 31, 2004
 - Summit II Pasadena, Calif., Jan. 4, 2006
 - Summit III Aix-en-Provence, France, May 30, 2006
 - Summit IV Tucson, Ariz., Aug. 31, 2006
 - Summit V Pasadena, Calif., Dec. 31, 2006
 - Summit VI Madrid, Spain, March 14, 2007
 - Summit VII Los Angeles, Oct. 13, 2007
 - Summit VIII Pasadena, Calif., Dec. 31, 2007
 - Summit IX Tempe, Ariz., Sept. 3, 2008
 - Summit X Melbourne, Australia, March 19, 2009*

The US perspective

Alliance for Water Efficiency

Mary Ann Dickinson *Exec. Director*

EPA's WaterSense Program

Benjamin Grumbles *former Asst. Administrator for Water;
Director AZ Dept. of Environmental Quality*

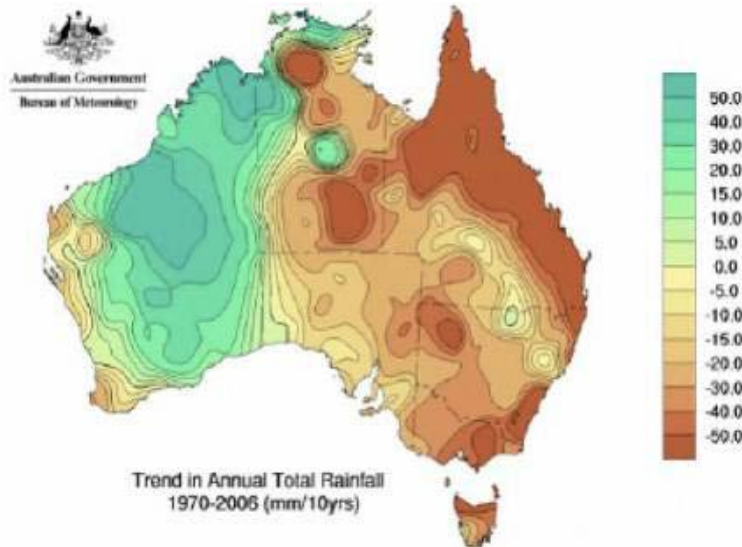
The US can learn a lot from Australia:

- US water consumption = 640 litres per day per person
- Australian water consumption = 200 litres per day per person
- 30 of 50 US states expect water shortages by 2010

Australian Context

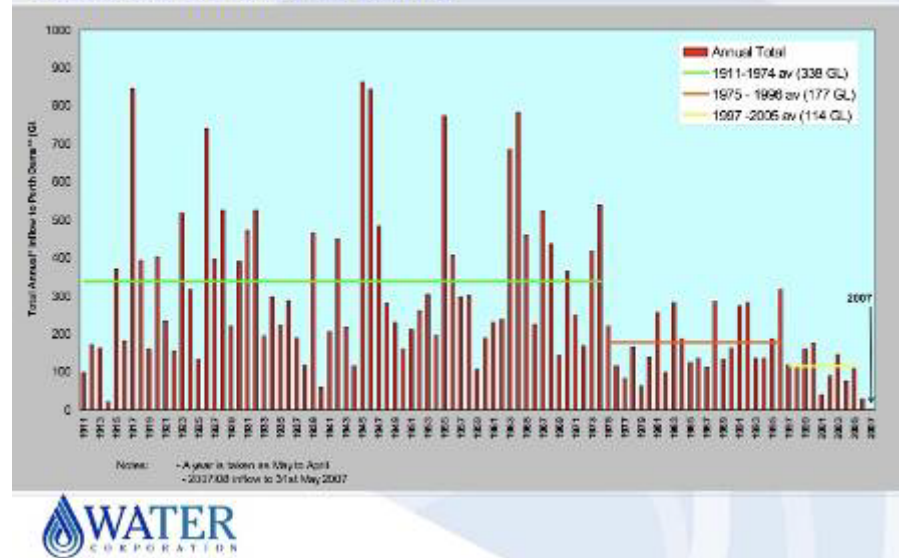
- Population growth
- Drought
- Long-term climate trends

Annual rainfall below average across E and SW Australia since 1970



Reduced inflows to dams across West Australia since 1970

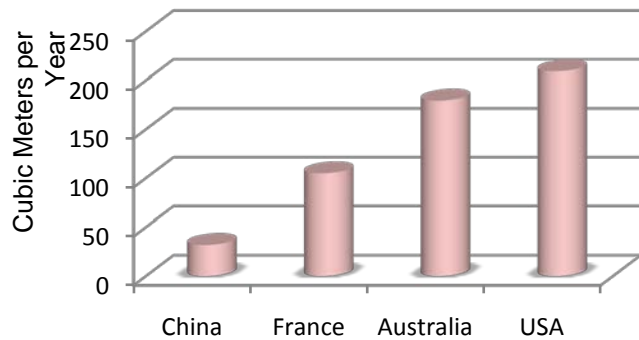
Impact on Water Availability - WA Reduced Inflows to Dams



Drought Response

Historical Average Domestic Water Use per Capita

Source: AQUASTAT data for 2000

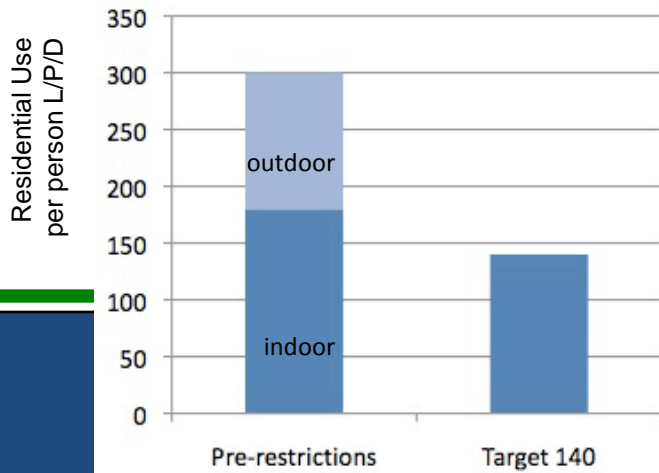


Domestic Outdoor Water Use by State



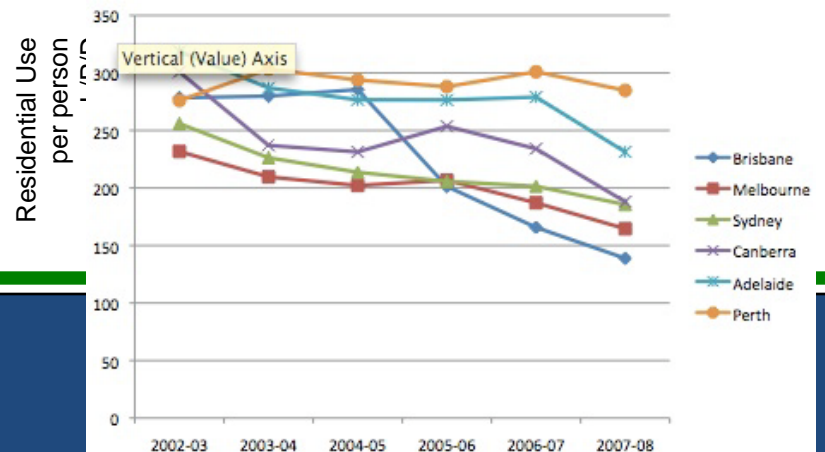
SE Queensland Reduction in Residential Water Use

Source: Queensland Water Commission 2008



Residential Water Consumption Australian Capital Cities 2002-2008

Source: WSAA National Performance Review 2008





Australia's water saving labeling program for products and services that help reduce water use around the home.

Conserving water, living sustainably



Australian Government Water Fund
Water Smart Australia



- Promoting products and services that help conserve water;
- Helping consumers understand water conservation issues; and
- Championing innovative solutions for sustainable water use around the home.





Working in Partnership

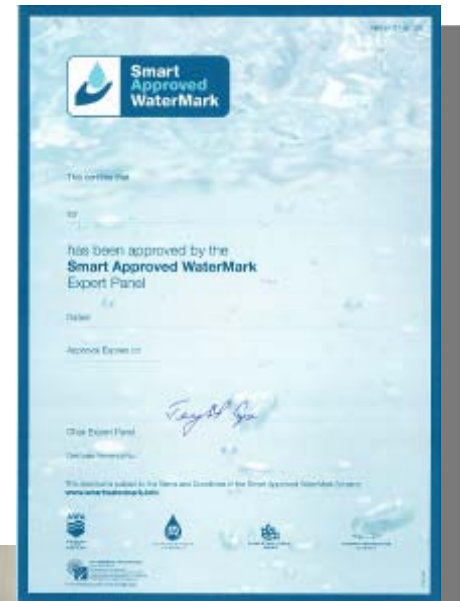
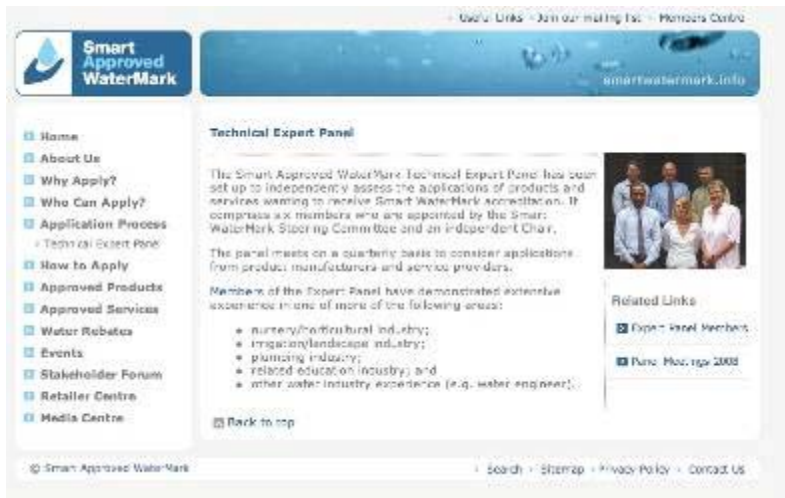
- Industry Initiative
- Australian Government
- National Water Initiative
- States and Territories
- Water Utilities









The Intelligent Use of Water.™

Approval Process

- Independent technical expert panel
- Published criteria
- Independent verification of water saving
- If approved then logo licensed for 2 years





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-  [Pool & Spa](#)
-  [Auto & Cleaning](#)
-  [Around the home](#)
-  [Publications](#)
-  [Rebates](#)

[How to Apply smartwatermark.info](#)

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Approved Products and Services



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Australia:

The economics of water conservation

- Professor Stuart White – University of Technology, Sydney
 - Water agencies haven't prioritized water efficiency, but are now under financial crisis – dams are too expensive
 - Conservation programs and responsible use of efficient products are key
 - Programs need to change not only behavior but structure of how people use water
 - Type/style of gardens
 - Changing turf
 - Regulatory programs
 - Economic incentives
 - Outdoor programs are some of the least expensive
 - Improved controls – limitless opportunity to monitor irrigation use
 - Smart meters
 - Remote metering
 - Link to household usage monitors

Australia case study: Melbourne Water

- Geoff Gardiner – City West Water, Melbourne
 - 3.6 million people in Melbourne
 - 39% reduction in stream flow in the last 10 years
 - Melbourne water use – 60% residential; 10% non charge; 30% industrial
 - Response – ‘Central region sustainable water strategy’ started 2005
 - Target 155 liters/day per person usage
 - 1 million showerheads to be exchanged – 290,000 to date ahead of target
 - 400,000 water efficient washing machines – update has been huge – 166,000 to date
 - Converted 350,000 gardens to waterwise
 - Education Assistance and incentives and product available so people can make better choices
 - Improved information on bills

Australia case study: Residential irrigation in Perth

- Greg Stewart – Total Eden, Chair for Irrigation Australia, Western Australia
 - Industry worked together to avoid outright ban
 - Industry groups worked with the Water Corporation (utility) and state government to avoid a total sprinkler ban
 - Outcome - 2 day a week watering for lawns and gardens
 - Year 1 with restrictions:
 - Sales dropped 20%+ in residential irrigation
 - “My garden cannot survive on 2 days a week!”
 - “Why water when everything will die?”
 - Year 2 with restrictions:
 - Change of attitude, habit and practice among the irrigation industry and allied industries
 - Industry worked closely with the Water Corporation to make waterwise real and meaningful - *training, talks, presentations*
 - “Lawns and gardens can survive on 2 days a week!”

Issues and Challenges

- Recognizing importance of greenscapes
- Planning for climate change
- Mainstreaming water conservation
- Minimum water efficiencies
- Smart permanent water conservation measures
- Engaging the community

Next Steps

- Promoting outdoor water use as a research priority
- Sharing information and experiences to build a resource of best practice
- Promoting outdoor water conservation as a sustainability issue rather than crisis management during drought
- Working in partnership

All presentations from Summit are available at:
<http://www.rainbird.com/iuow/summit.htm>