

Report by Bernadette Murray, Sustainability Programs Officer

RECOMMENDATION

That council note the successful funding and partnership with NSW Government to deliver the Water for life education program.

PURPOSE OF REPORT

To inform Council of the successful grant application and partnership between Strathfield Council and the NSW Government and the delivery of the community education focused program 'Water for Life' through the Council Partnership Kit.

REPORT

Project background

The Water for Life Education Program is an integrated component of the *NSW Government's Metropolitan Water Plan*. The focus of Water for Life is to support, engage and encourage the greater Sydney community to play their part and to use water wisely. To enable the community to play a key role, an important part of the program is to increase understanding of the range of strategies being implemented through the Metropolitan Water Plan.

Council was successful in its grant application for the [Water for Life Council Partnership Kit](#). The kit will provide information, posters, materials and funding of up to \$20,000 to support councils to promote their stormwater and rainwater re-use projects across the local government area.

Four councils (Auburn, Canada Bay, Hunters Hill and Strathfield) will be working in partnership with this program to promote their stormwater and rainwater harvesting projects, highlighting the benefits these initiatives have for the community and the natural environment within the Parramatta River catchment. By working with adjoining council areas the project has the capacity to cover a vast area and audiences.

Media campaign

The NSW Government will provide customised templates to assist council in launching a media campaign to effectively capture and educate various target audiences. The campaign has been approved to run between February and May 2011.

Council will utilise the resources to promote Mason Park stormwater harvesting project. In 2010 Council implemented a stormwater harvesting project to collect stormwater runoff from nearby Energy Australia. The project harvests and re-uses approximately 5.2ML of water per year for irrigation of sporting fields, representing savings of around \$3000 per year for council. The site has an estimated usage of 80,000 people. Council will promote the stormwater harvesting project in the following ways:

- Customised posters will be displayed on site (ongoing).

- Customised poster at Underwood Road bus shelters run through Adshell for a 2 week period.
- Customised roadside banner will be displayed at Hudson Park corner Arthur Street and Centenary Drive and Mason Park (ongoing).
- A series (6) press advertisements will be included in the inner west courier (March-May).
- Ongoing press advertisements included in Strathfield Scene.
- Two bus tours of the four council sites involved with project flyers/booklets produced (March & April).
- Website information and uploading of posters (ongoing).
- Posters will be located in foyers, hallways or high traffic areas of councils library, multipurpose centre and community centre (ongoing).
- Rhodes Shopping centre static display with visual impact showing the projects (Strathfield & Canada Bay Council).

REFERRAL FROM OTHER DEPARTMENT

Not referral was required.

FINANCIAL IMPLICATIONS

The NSW Government has allocated \$20,000/ per council towards the program for the delivery of educational material. Council will benefit by gaining financial and project resources, promotion of local integrated water projects and by forming strong partnerships with the Metropolitan Water Education Group.

Report approved by:

Jon Stiebel
Sustainability Coordinator

ATTACHMENTS

1. Water for Life Advertising Campaign