



LOCAL**WATER**ACTION



The Water Campaign™ is delivered by ICLEI-A/NZ in collaboration with local and state governments, water authorities and the Australian Government.

In Western Australia the program is delivered in collaboration with the Government of Western Australia.

What is the Water Campaign™?

The Water Campaign™ is a capacity building program that supports councils to address freshwater resource management through a performance-based milestone framework. Water Campaign™ councils receive ongoing support and technical information to build their capacity to address water quality and water conservation issues in their daily operations and in the community.

The Water Campaign™ is an International Council for Local Environmental Initiatives (ICLEI) program delivered in Australia in collaboration with local and state governments, water authorities and the Australian Government.

The campaign was introduced and piloted in Australia in 2002 with the assistance of five ICLEI member councils: the Shire of Sutherland and the Cities of Melbourne, Mitcham, Port Phillip, and Wollongong. The Water Campaign™ has generated interest across Australia with many councils committing to undertake the campaign framework.



The City of Perth engaged Syrnix Environmental PL to design the Point Fraser stormwater treatment wetland. This constructed wetland treats stormwater run-off into the Swan River in Perth WA. This action will be a major existing initiative within the City of Perth's Milestone 3 Local Action Plan.



Ross McPherson, Manager-Water Catchments, Hornsby Shire Council, New South Wales, Reverse Osmosis Filtration Unit at Hornsby Aquatic Centre. This initiative is included in Hornsby Shire Council's Milestone 3 Local Action Plan.

Water Campaign™ Milestone Framework

The Water Campaign™ provides councils with a tested program model, covering a broad spectrum of water management issues. The campaign involves progressing through five milestones, that guide participating councils through a process of data collection, action planning, implementation and evaluation.

Milestone 1: Assess current water consumption patterns and practices effecting water quality.

Milestone 2: Set goals to improve the current situation in both water consumption and water quality.

Milestone 3: Develop and adopt an action plan to achieve the specified goals.

Milestone 4: Implement actions in the action plan and quantify the benefits.

Milestone 5: Monitor, review and report on the outcomes of councils water management initiatives in both consumption and quality.

The Water Campaign™ supports the systematic identification and evaluation of the water resource management challenges facing local governments at three levels:

Corporate – What councils can control within their own operations;

Community – How councils can influence their community through land use planning, education and regulation;

Catchment – How a collective group of councils can work together for long-term improvement in water management.

By working through this process, councils ensure that they are “walking the talk” as they work with the community, other partners and stakeholders.

Why Take Action on Freshwater Management?

Australia is the driest inhabited continent in the world. Australian local governments have a significant role to play in minimising the impact on limited water sources.

With most states in Australia periodically experiencing drought conditions and water restrictions, it is necessary for local governments and their communities to reassess the ways in which water is used and managed. The Water Campaign™ motivates and empowers local governments to work towards the sustainable management of our water resources.

Many councils have been active in the area of water management for several years for reasons such as: regulatory obligations, concern for the environment and the financial implications of both water consumption and the maintenance of drainage infrastructure. The Water Campaign™ provides the flexibility for councils to integrate existing water management practices into the campaign framework.

Why Should Councils Join the Water Campaign™?

Through participation in the Water Campaign™ councils can:

- Achieve environmental and economic benefits through reducing water consumption.
- Expand the capacity of council by increasing knowledge in the area of water management.
- Reduce demand on potable water supply and wastewater facilities.
- Demonstrate wiser use of water within council operations and the local government area.
- Increase use of wastewater and on-site detention of stormwater.
- Reduce peak flow levels in urban waterways.

How Can Councils Benefit from Joining the Water Campaign™?

The Water Campaign™ supports councils to:

- Improve environmental performance by using best practice management approaches in the areas of open space, construction and waste collection.
- Save money through the installation of water efficient devices in council buildings.
- Influence the community through the promotion of water sensitive urban design.
- Change community consumption patterns through influence and community education.
- Demonstrate leadership to the community and amongst other councils through the sustainable management of water resources.
- Capitalise on networking, information exchange and partnership opportunities with other councils.
- Protect local water bodies from contaminants entering through drainage systems.



Collected rainwater is used for plant irrigation and is estimated to reduce consumption by 350–400 KLs per annum. Irrigating open space was identified as a major water using activity by Frankston City in Milestone 1. The above photo of a 45KL holding tank was provided by Frankston City, Victoria.



City of Melbourne Total Water Mark, Water Campaign™ Milestone 3 Local Action Plan.

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How do Councils Influence the Water Cycle?

Councils influence the water cycle through a variety of interactions:

- Water consumption practices in open space management, private gardens, urban design and council buildings.
- Construction activities that lead to soil erosion and the discharge of sediment laden runoff entering the receiving waters.
- Drainage systems that impact on the natural hydrology of a catchment as a result of the transportation of pollutants.
- Street cleaning activities and herbicide use that result in pollutants entering the receiving waters.
- Disposal of organic material from nature strips and street trees that can artificially increase the nutrient loads of receiving waters.

What Support is Provided?

ICLEI-A/NZ provides the following support for Water Campaign™ participants:

Promotion and Recognition

- Communication and media materials to help councils gain local support for their initiatives.
- Recognition events to celebrate council milestones achievements.
- Assistance with planning local media events.
- Presentations by ICLEI-A/NZ staff to councillors and senior managers.
- Promotion of actions that councils have implemented.

Technical and Program Training

- Water Campaign™ online software to establish a comprehensive inventory of water consumption and identify the priority areas for action.
- Workshops and program support, which guide participants through the milestone process and provide assistance with the development and implementation of an action plan.

Information and Publications

- Access to the Water Campaign™ website.
- Workbooks, case studies, monthly bulletins.
- Advice on funding opportunities and programs.
- Access to a network of councils willing to exchange ideas and solutions regarding water management issues.

ICLEI-A/NZ

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Website: <http://www.iclei.org/anz/water>



How do Councils Join the Water Campaign™?

ICLEI-A/NZ is currently inviting councils from the following states and regions to join the Water Campaign™:

- Victoria.
- Sydney region and Greater Sydney region.
- Western Australia.

If your council is not located in these regions, but you are interested in joining the campaign, please submit your expression of interest to Martin Brennan, Manager of Partnerships and Political Support.

Email: mbrennan@iclei.org Ph: (03) 9660 2299.

A council resolution and payment of a one-off participation fee are required to join the Water Campaign™. The participation fees, inclusive of GST, are outlined below.

Council Population	ICLEI member	Non-ICLEI member
Greater than 50 000	\$1650	\$2200
20 000 to 50 000	\$1210	\$1650
Less than 20 000	\$550	\$770

Partnership Approach

In Australia the Water Campaign™ is delivered by ICLEI-A/NZ in collaboration with local and state governments, water authorities and the Australian Government. ICLEI-A/NZ is committed to building partnerships with a shared vision, which can result in cumulative and long-term benefits for the environment.

A strong partnership has been developed in Western Australia with the Government of Western Australia and the Western Australian Local Government Association. The Government of Western Australia, through its State Water Strategy, is committed to the sustainable use of the state's water resources to ensure that the current supply meets future population growth.

WA Water Campaign™ – An ICLEI program delivered in collaboration with the Government of Western Australia.

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