



CRC for
Water Sensitive Cities



Australian Government
Department of Industry,
Innovation and Science

Business
Cooperative Research
Centres Programme

Transitioning Perth to a Water Sensitive City

Don Crawford
Department of Water & Environmental Regulation
18 August 2017

watersensitivecities.org.au

Department of Water & Environmental Regulation

- 'One stop shop' for industry and developers
- System steward for water and the environment



[illegible]

The CRCWSC exists to help change the way we build our cities by valuing the contribution water makes to economic growth and development, our quality of life and to the ecosystems of which cities are a part.



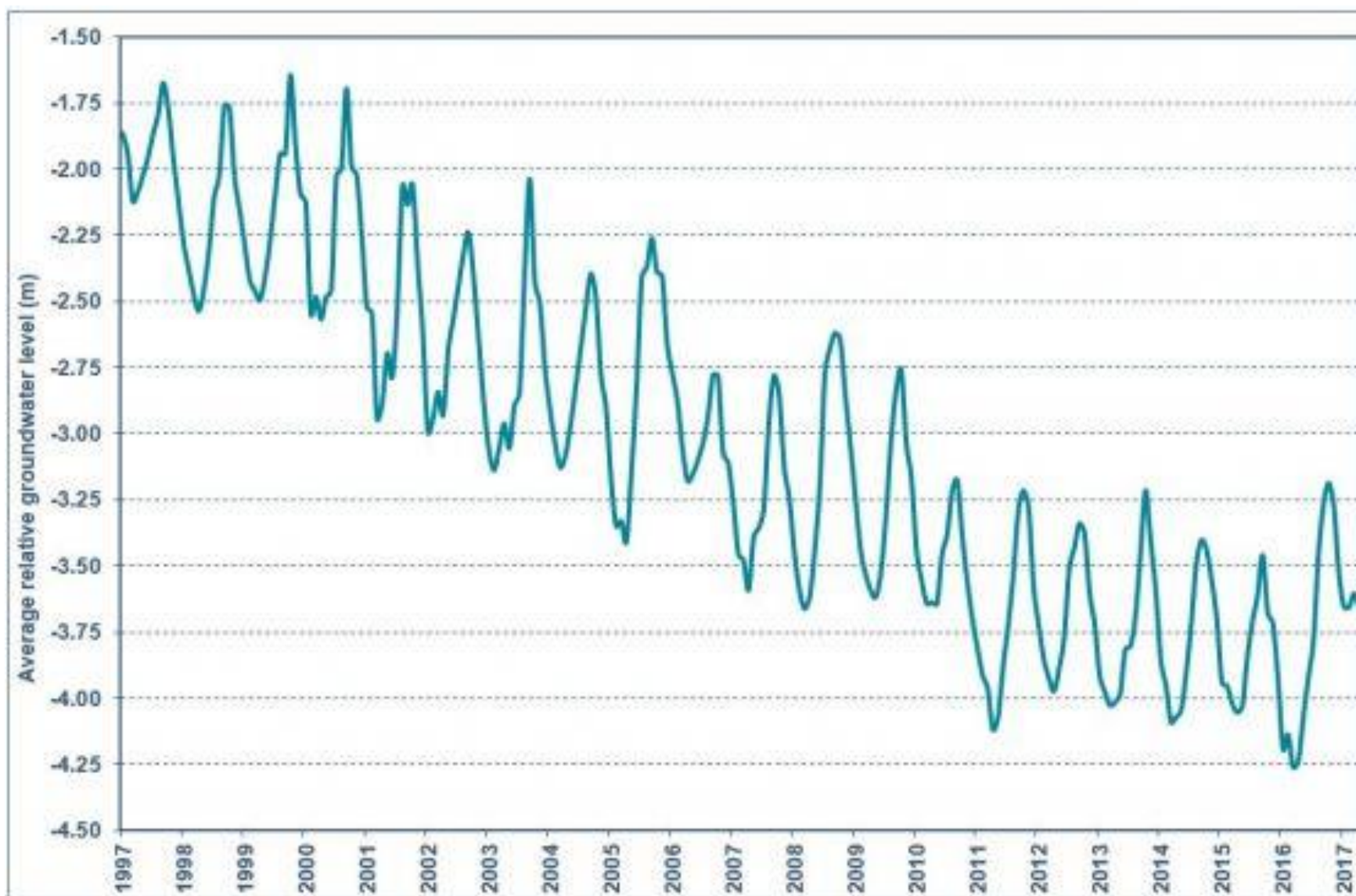
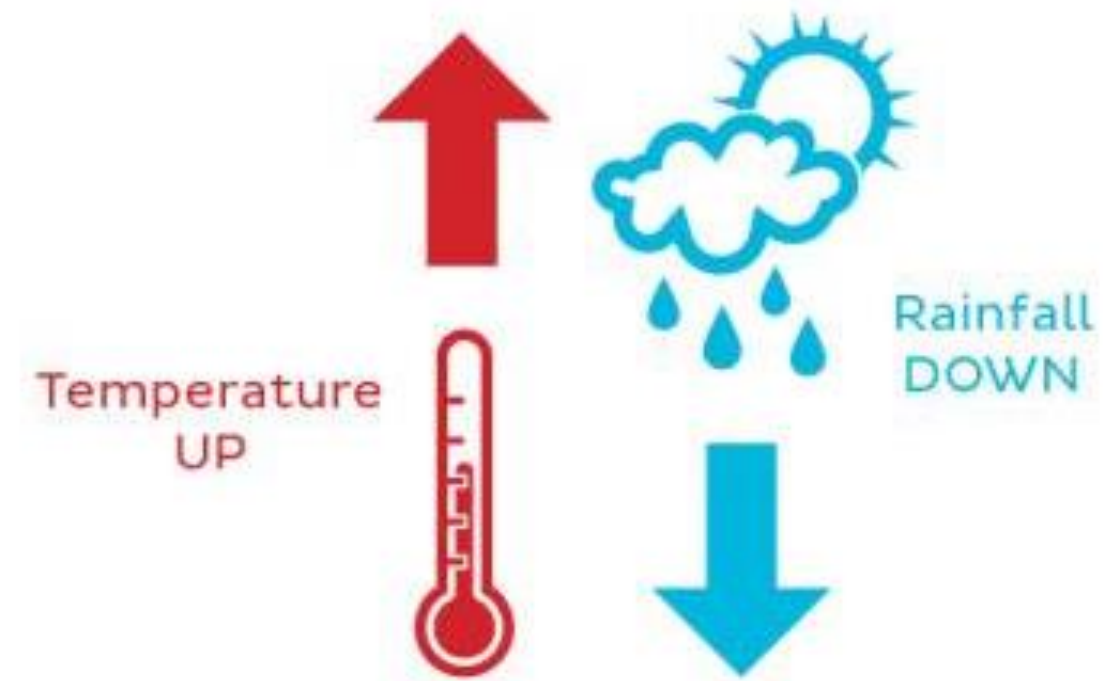
A vision for a Water Sensitive City

Cities and towns of the future will be
sustainable, productive, resilient
and liveable.



Drivers for a water sensitive Perth

Population growth



Declining groundwater levels



Urban heat

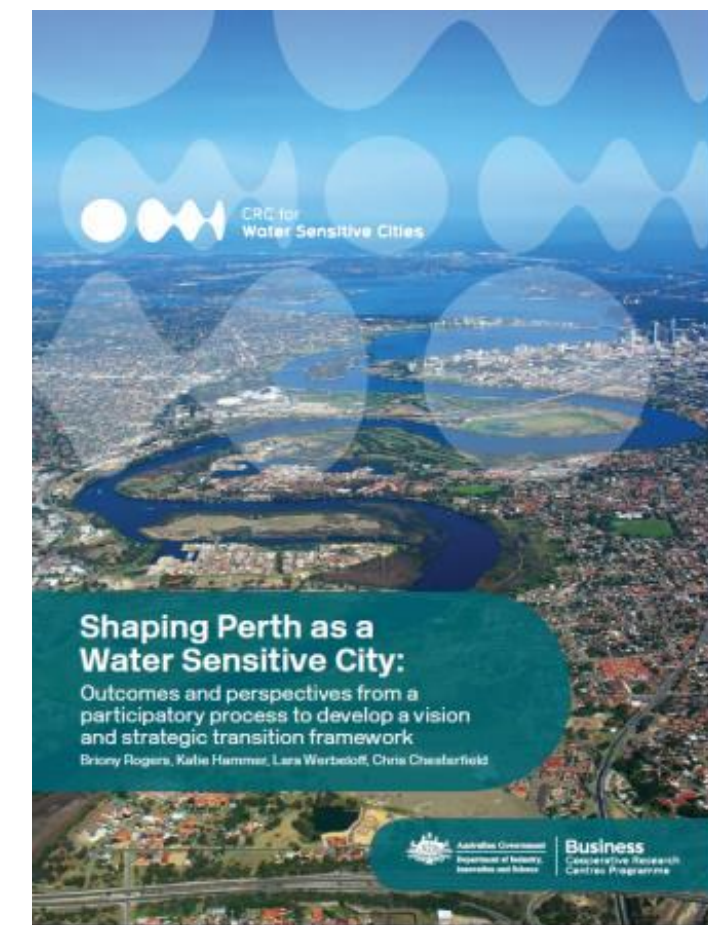
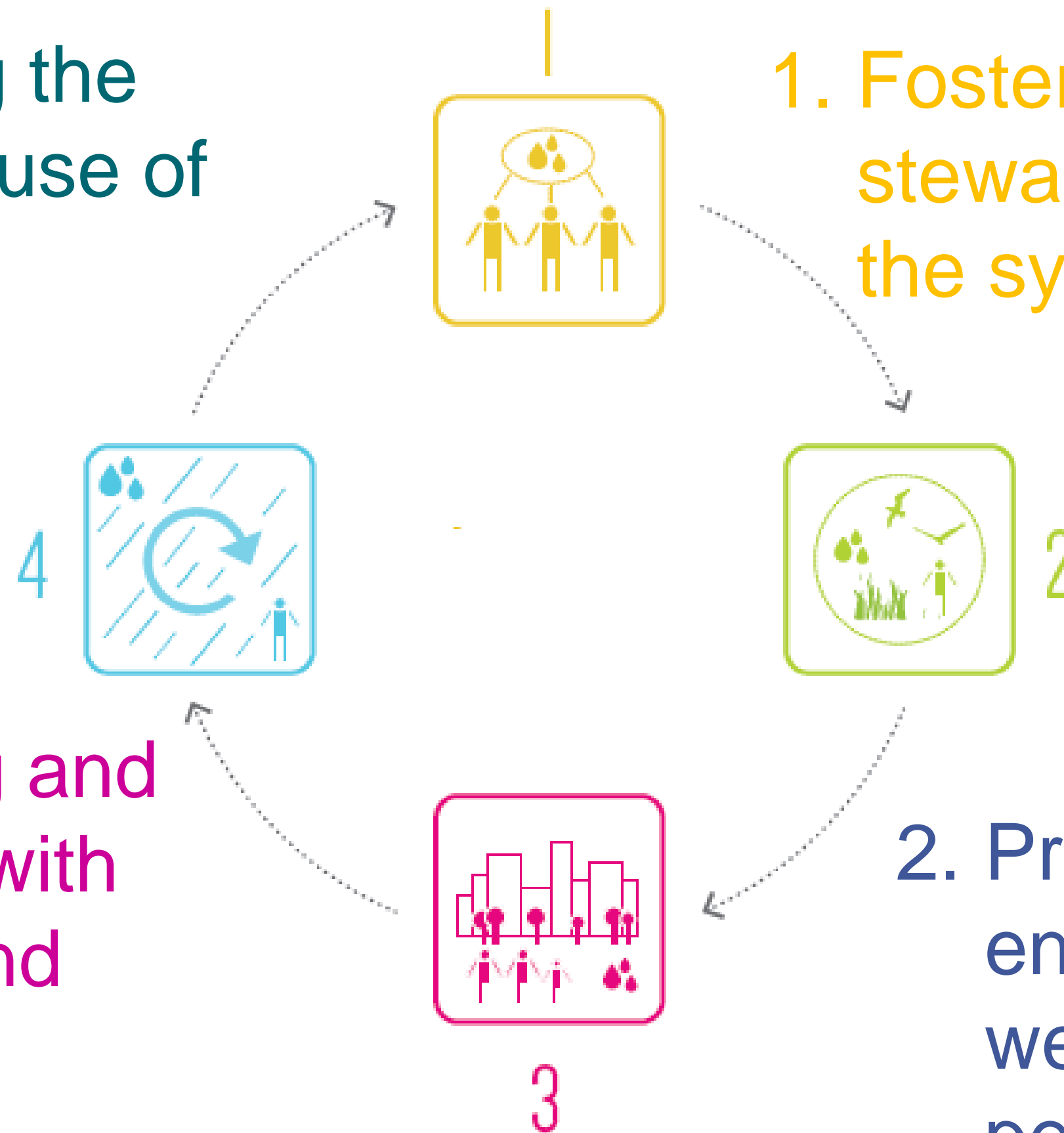
Vision for Perth as a Water Sensitive City

4. Sustaining the long-term use of Perth's resources

1. Fostering stewardship of the system

3. Integrating and engaging with the built and natural landscape

2. Protecting and enhancing the wellbeing of people and the environment



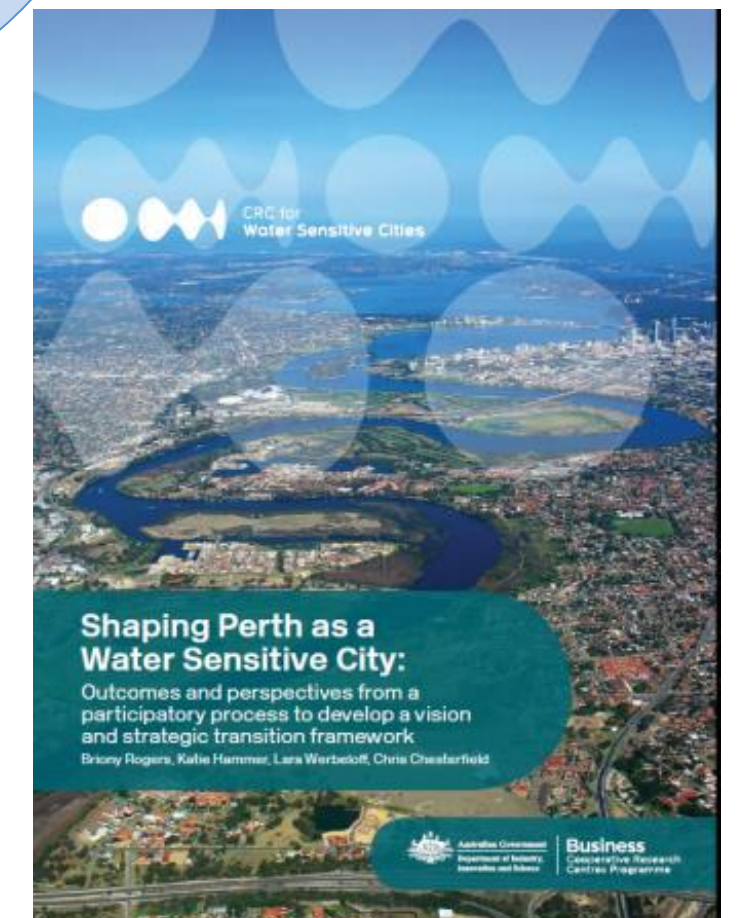
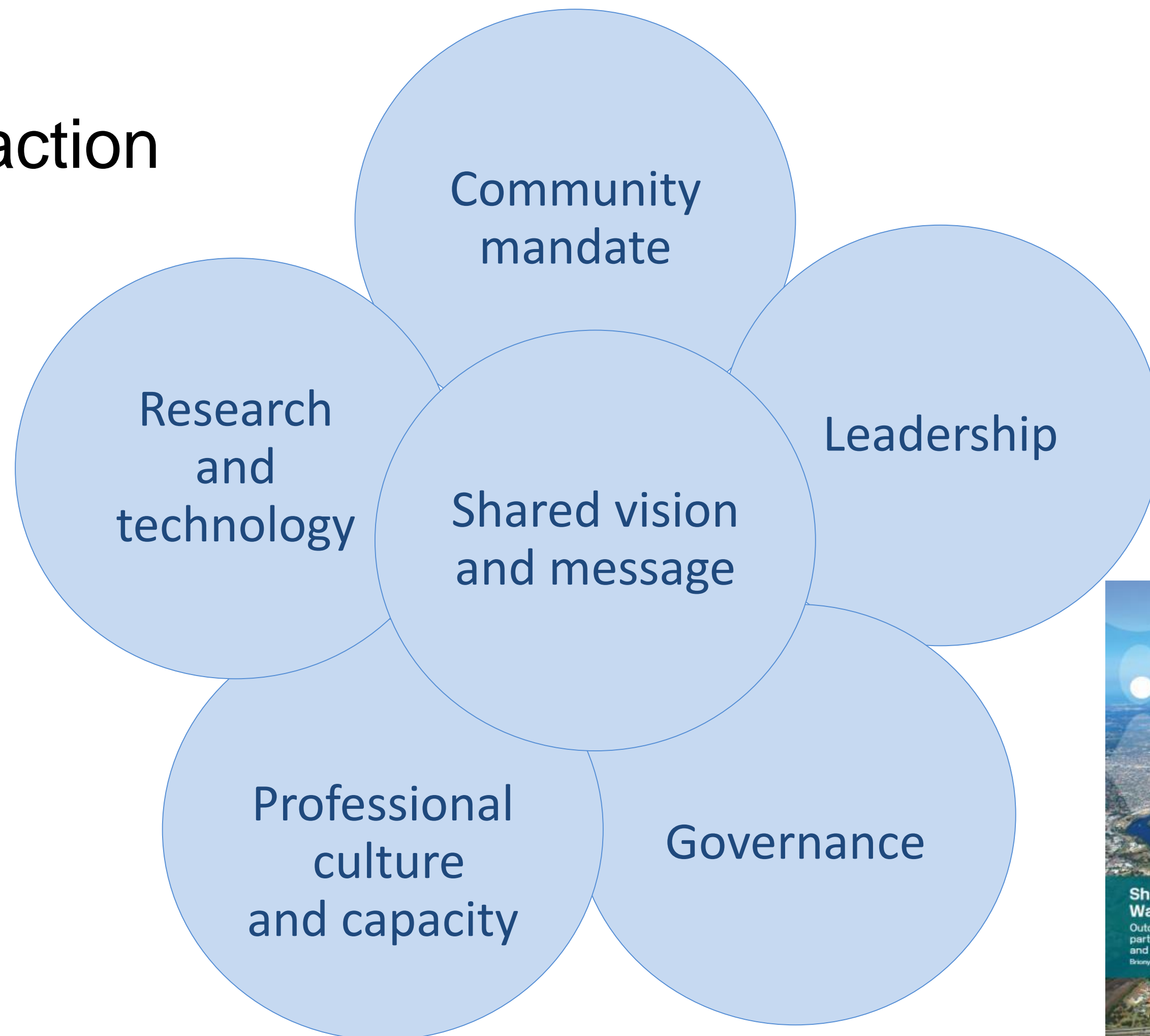
Vision for Perth as a Water Sensitive City

The desired outcomes under these themes include:

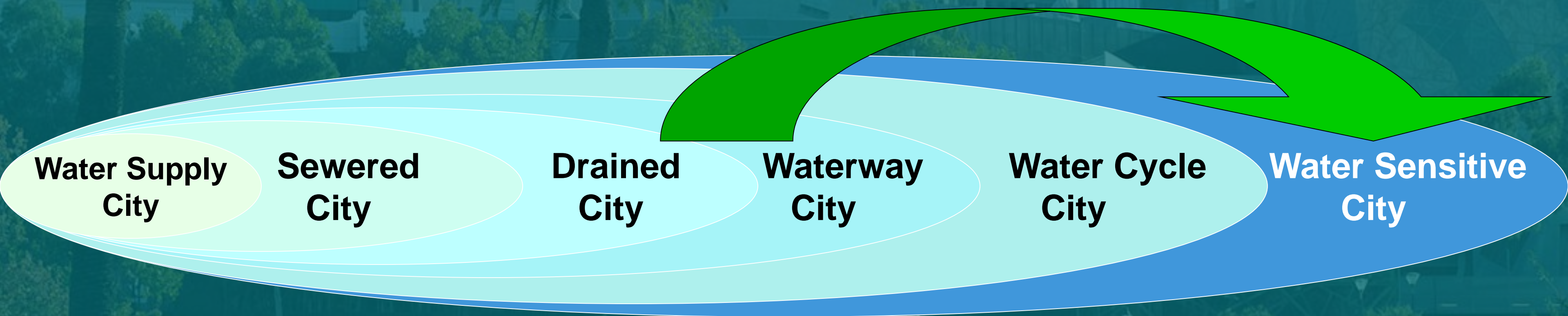
- **People understand** the entire water cycle and recognise the need to adapt to uncertain and changing conditions
- **People feel a sense of belonging and connection** with Perth and identify with its evolving water story
- **People are** appropriately **engaged** in open and inclusive decision-making processes that are informed by comprehensive information and transparency in people's priorities
- There is continuous investment in developing necessary knowledge, skills, and **capacity** across water-related professions, sectors and the **community**
- Water is **valued** and managed with **respect** for the interdependent and dynamic relationship between people and the environment
- The city is filled with a network of beautiful, well-designed and high quality places that are diverse, accessible, **loved** and enhanced by effective water management.

Vision for Perth as a Water Sensitive City

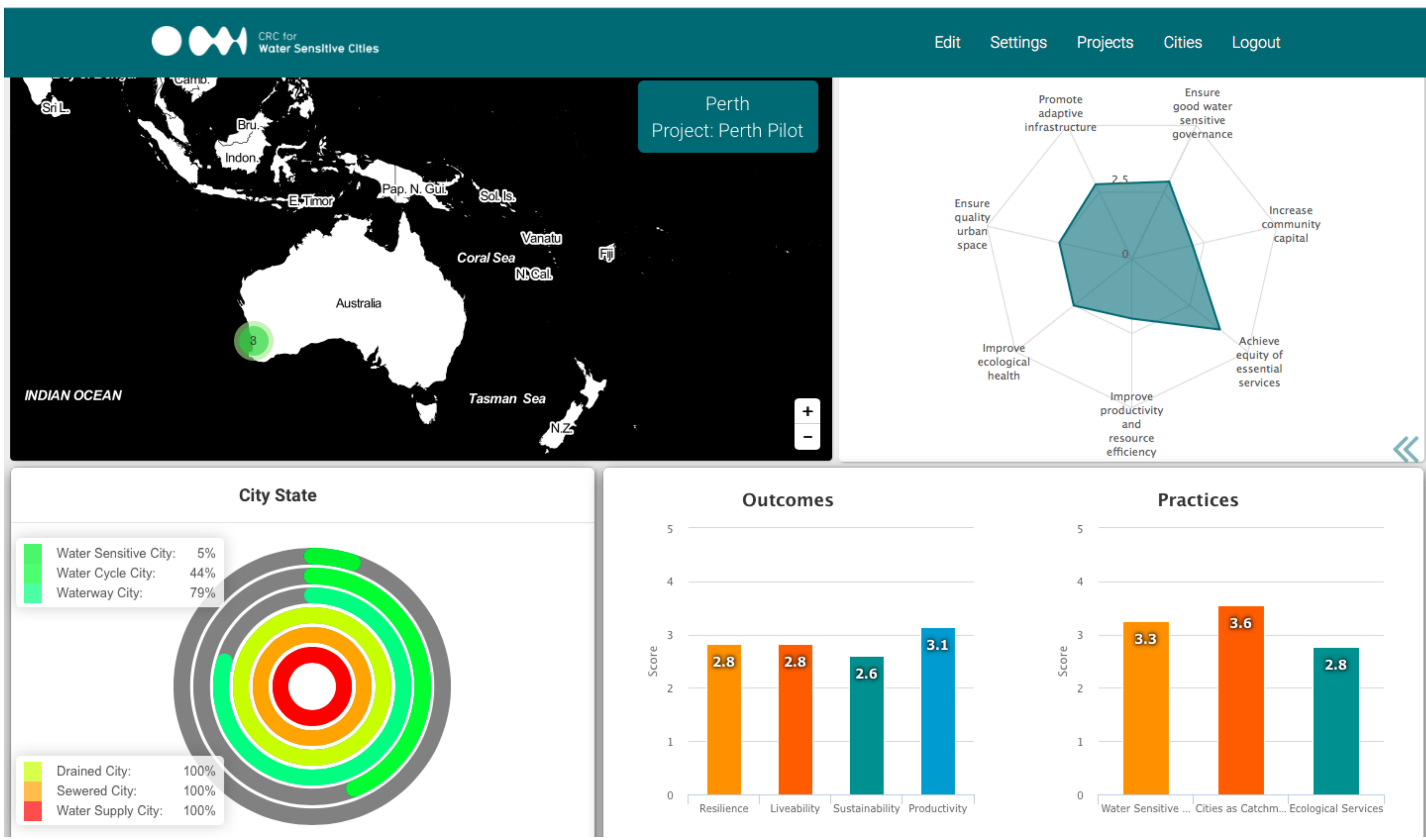
Areas for action



Urban water transition phases



Water Sensitive Cities Index Perth results



Water Sensitive Transition Network Community Engagement Subcommittee

Mel Roosendaal, Water Corporation (Chair)

Sharon Dignard, Water Corporation

Sergey Volotovskiy, Water Corporation

Emma Yuen, CRC for Water Sensitive Cities

Jason Menzies, Department of Biodiversity, Conservation & Attractions

Emma Monk, Department of Biodiversity, Conservation & Attractions

Shelley Shepherd, Urbaqua & New Water Ways

Darcy Hodgkinson, Josh Byrne & Associates

Giles Pickard, City of Subiaco

Chris Ferreira, The Forever Project

Jason Pitman, Perth NRM

Amy Krupa, SERCUL

Kate Murray, WALGA

Antonietta Torre, Department of Water & Environmental Regulation

Cara Bourne, Department of Water & Environmental Regulation

Sarah Lau, Department of Water & Environmental Regulation

Jennifer Stritzke, Department of Water & Environmental Regulation



Thank you.



Water Sensitive Communities - Research to Inform Messaging and Communications

August 2017



CRC for
Water Sensitive Cities



Scope of Engagement

1.

Understand the community's knowledge and perceptions of a water sensitive community

2.

Explore attitudes towards different water sensitive themes

3.

Explore the types of messages and terminology that best resonate with the community

To inform strategies, messaging and communications

Research Approach

Research was completed over two stages:



Stage 1: Qualitative Focus Groups

- 2 x focus groups
- 1 x 18-45 year olds, 1 x 46 year olds+



Stage 2: Quantitative Online Survey

- $n=628$ (Perth metro $n=428$, Regional $n=200$)
- Weighted to ABS 2016 data

Awareness and Perceptions of the Water Sensitive Community Concept

Associations with Water

Associations with water are largely driven by Water Corporation communications, what customers see in the news / media and what they experience in and around their local area



*Water Supply to
Homes*



Cost of Water



Water Sources



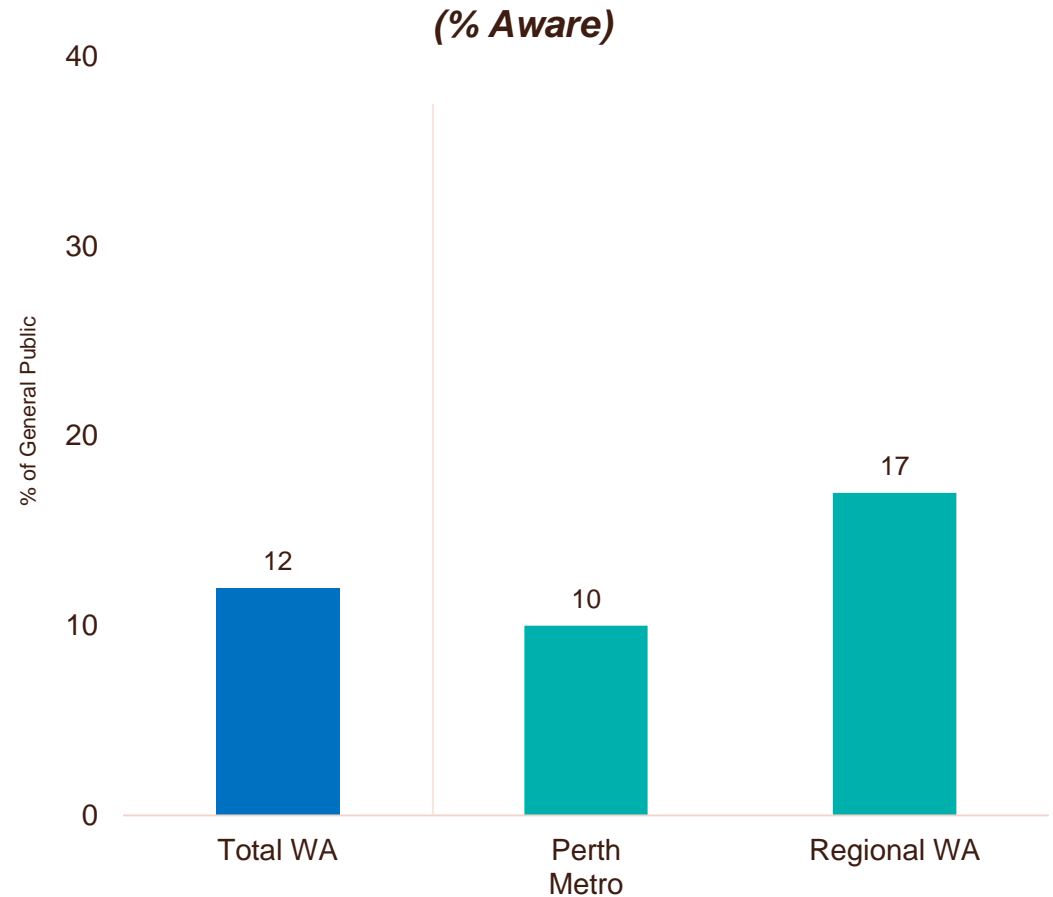
Quality of Life

Wastewater, stormwater and other aspects of the water cycle are not top of mind or understood.

Awareness of Water Sensitive Communities Concept

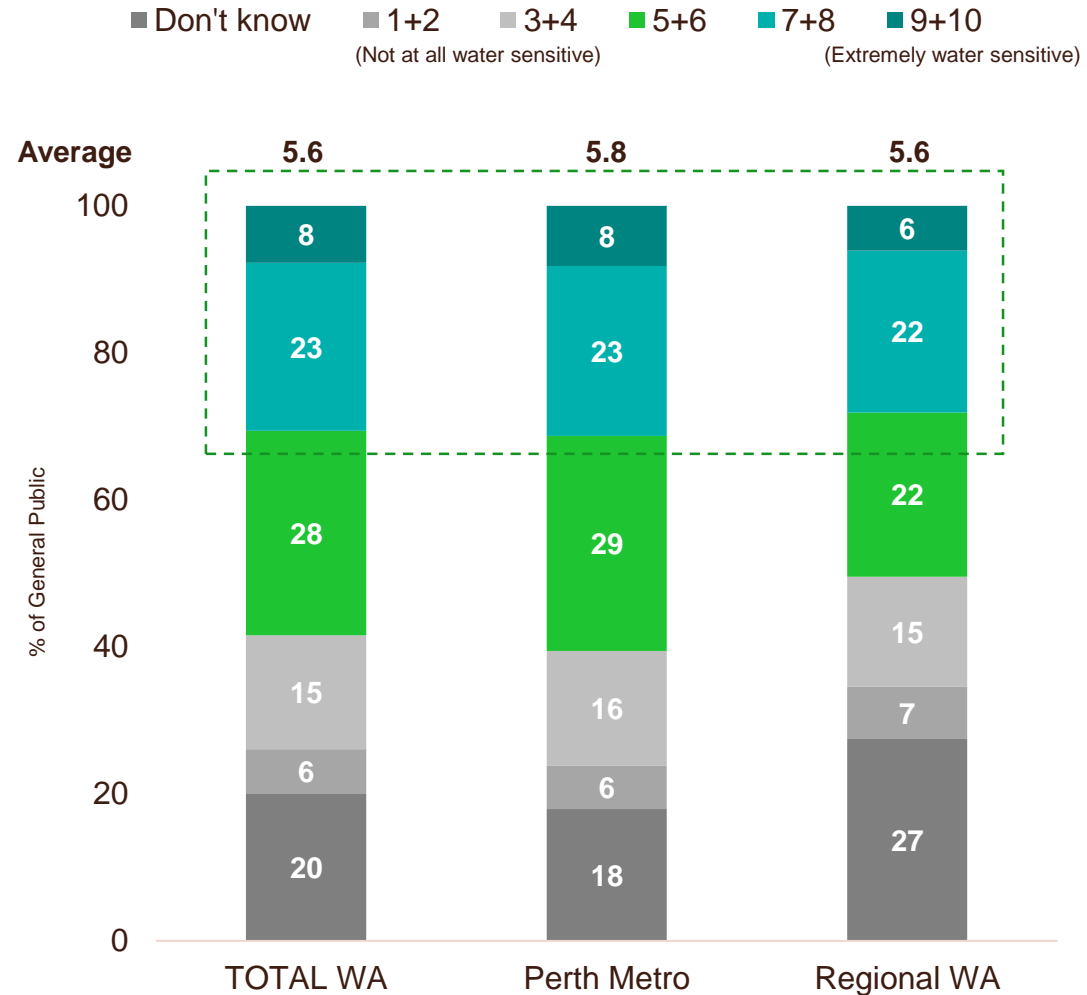
“To have more trees, natives and greener suburbs to cool things down is certainly a positive thing but it depends on the council. My council is really bad. They are constantly ripping out trees and there’s nothing you can do about it.”

Have you heard of the term 'Water Sensitive Communities'?



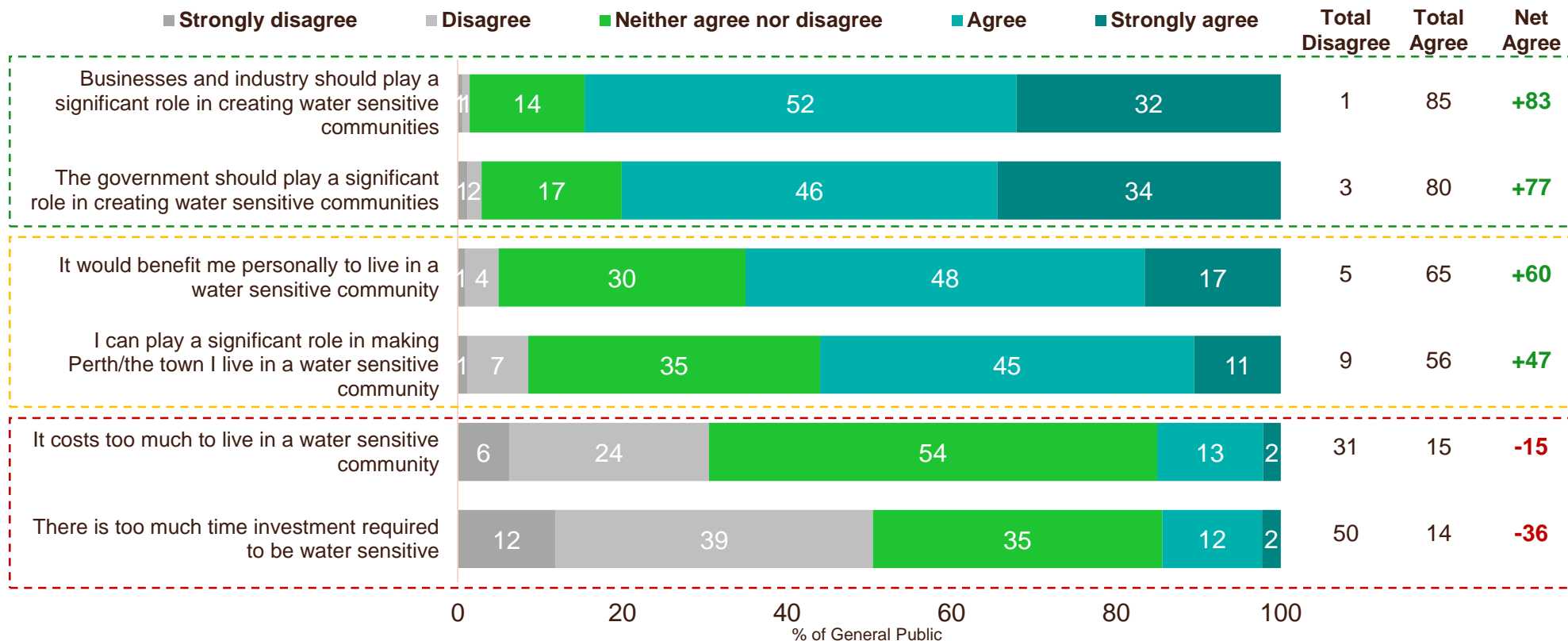
Current Perceived Level of ‘Water Sensitive Communities’

“It’s already happening in some aspects. I know Water Corporation are using things like desal to supply water.”



“It’s like trying to create the perfect city. This could apply to energy, recycling and any other environmental efforts. There is only so much you can do and everyone has their own priorities.”

Attitudes Towards Water Sensitive Communities



Strategies to Encourage Positive Behaviours

Legislation and Standards



“New buildings have new standards and codes that specify the systems and equipment to include. People are not going to make these decisions themselves.”

Customer Incentives



“I assume anything that is more efficient, or that I have to swap out is going to cost more without offering me any real benefit.”

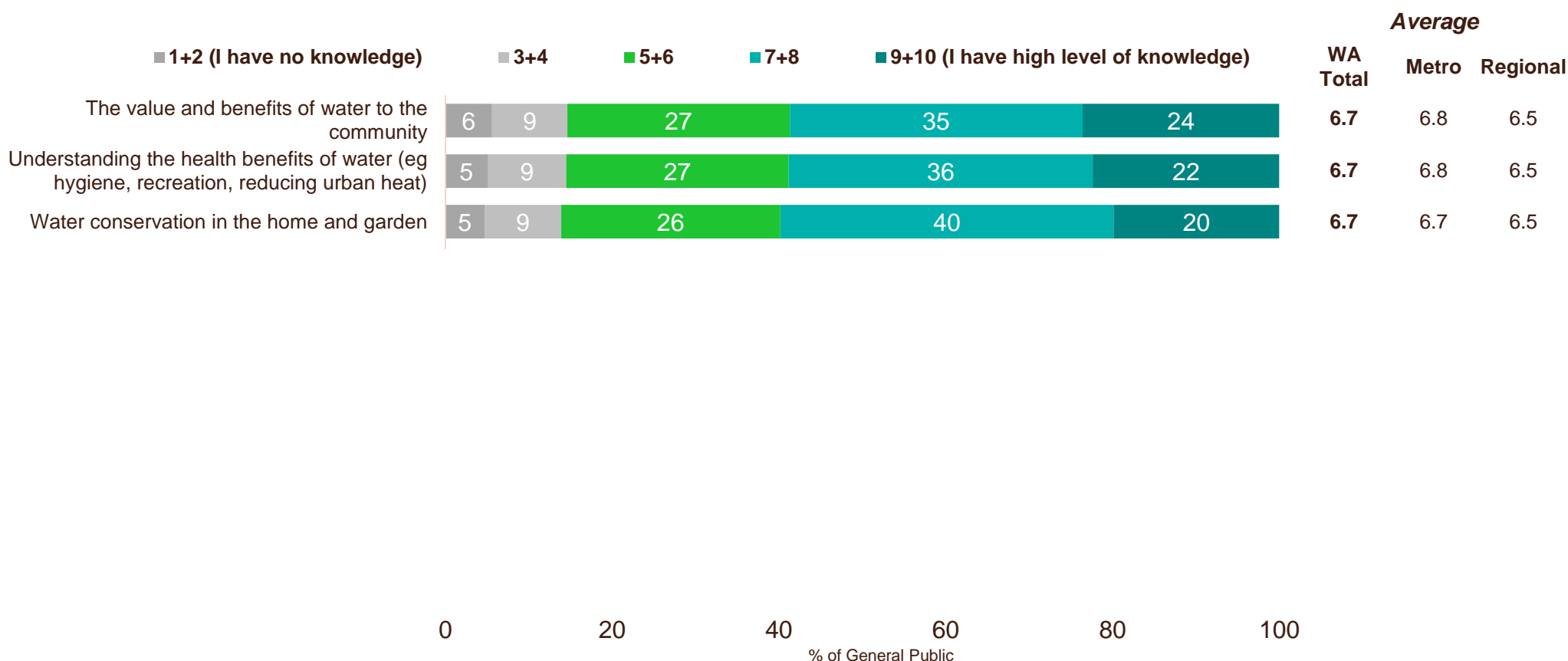
Community Approach



“The whole community needs to be involved in being more Water Sensitive, not just the individuals.”

Water Sensitive Themes

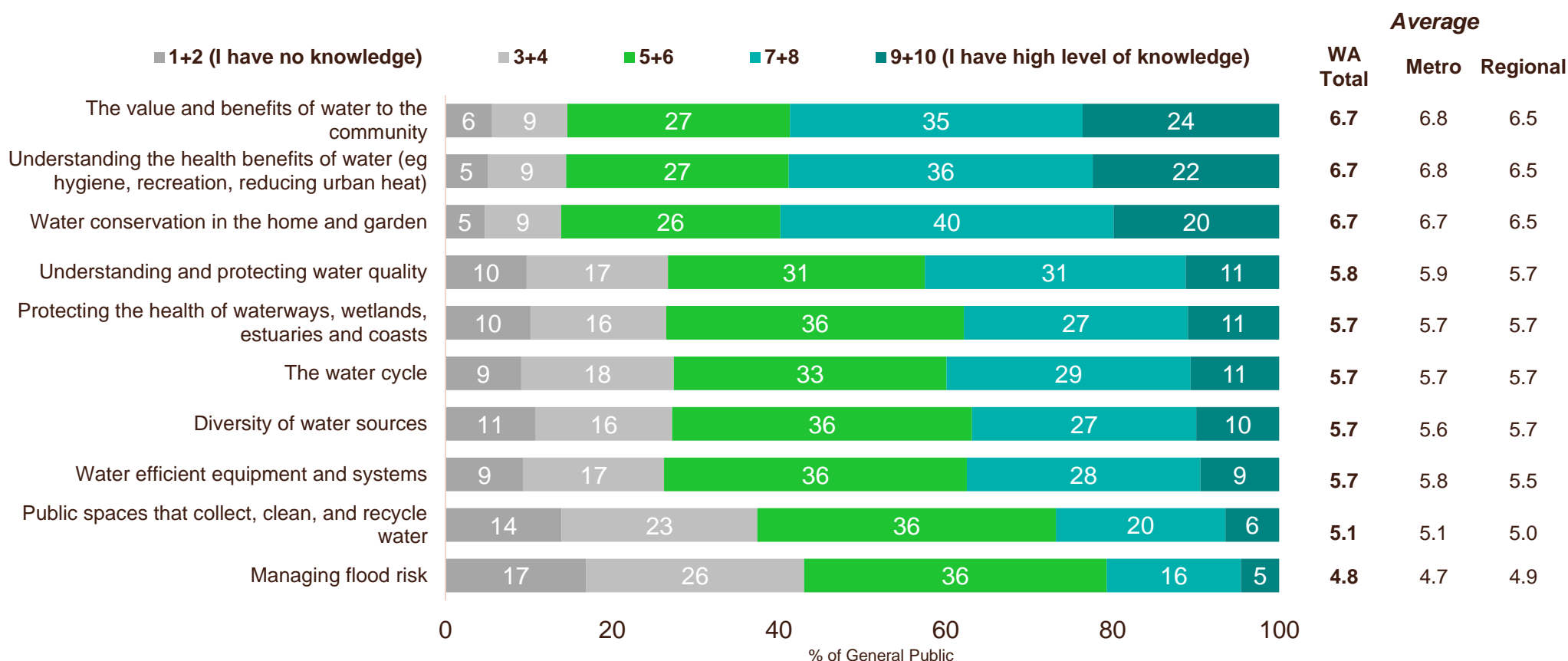
Knowledge of Water and Environmental Themes



WA Total n= 628 | Metro n=428 | Regional n=200

Q1. How would you rate your overall knowledge and understanding of the following themes relating to water and the environment?

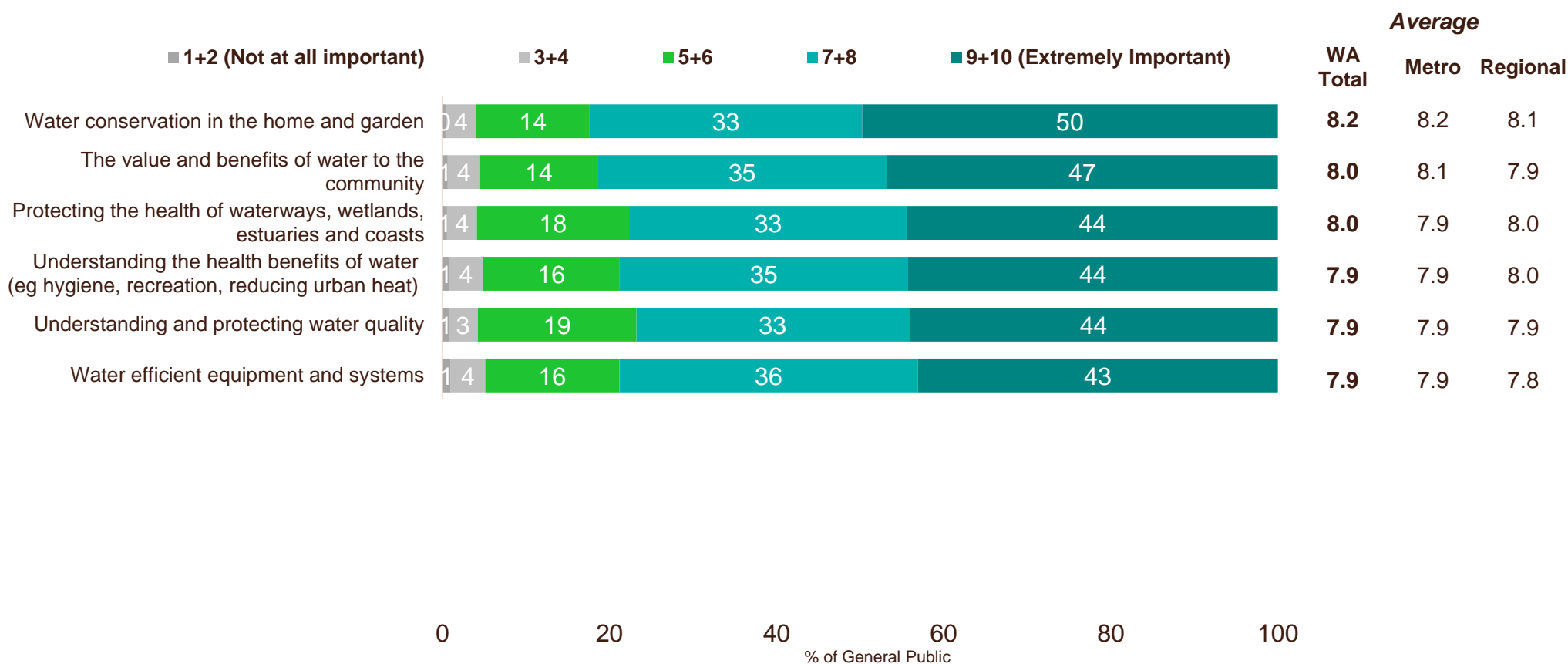
Knowledge of Water and Environmental Themes



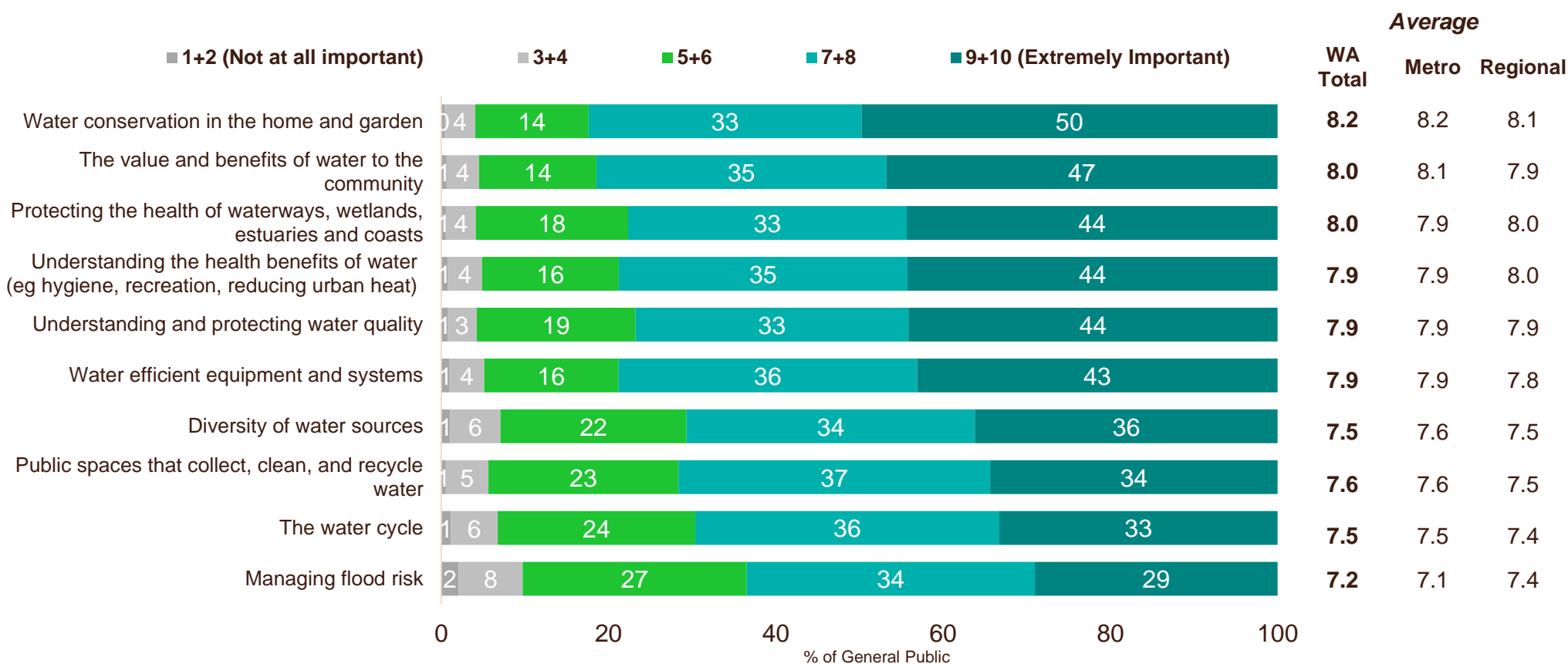
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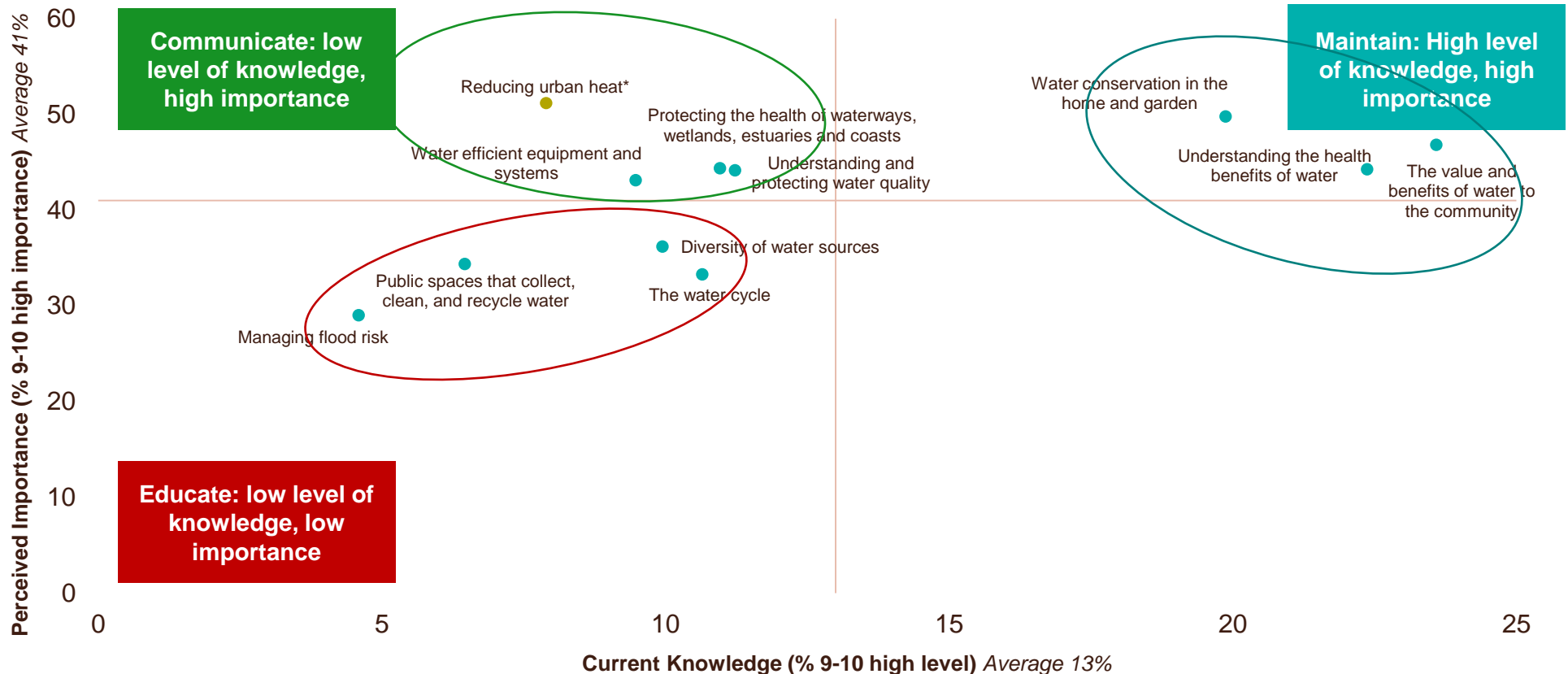
Importance of Water and Environmental Themes



Importance of Water and Environmental Themes



Prioritising Water Sensitive Themes



Q1. How would you rate your overall knowledge and understanding of the following themes relating to water and the environment?

Q8. How important do you think it is that the community is informed and educated about the following Water Sensitive themes?

*Based on qualitative feedback only

Water Sensitive Community Communications

Water Sensitive Terminology

The ideal terminology needs to reference water and convey the following:

Water Conservation

*Environmental
Sustainability*

Education

*Innovation
(progress)*

*Community
Involvement*

Why WaterSmart works



New Message



*Inspires
Action*



Empowering



Familiar

A term the community can get behind

Water Sensitive Terminology



Waterwise

Reinforces current thinking / no new news

“Waterwise is already in use and people just think about reducing water use but water sensitive is so much more than that and we need to think and be smart to do it properly”

Water Sensitive Terminology - Weaker Options



*Sustainable
Communities*

Lacks water reference



*Liveable Communities /
Liveability through
Water*

Reinforces the status quo



Healthy Communities

Fitness focused



Cool Communities

Not directly relevant to the
concept

Changing Behaviours and Attitudes

Changing Community Behaviour



Awareness

Education has a role to play in the first instance



Consideration

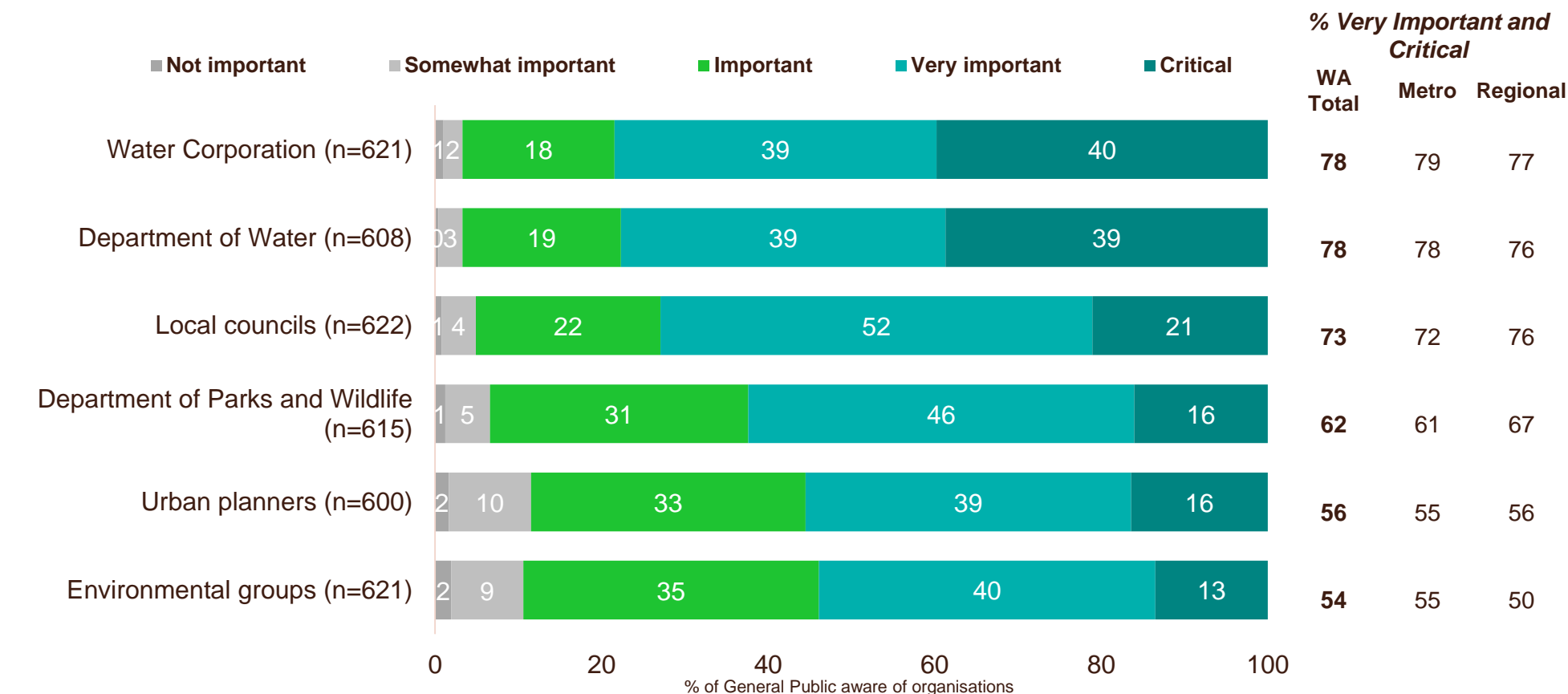
Changes that are **personally relevant** or dictated by **legislation or formal process**



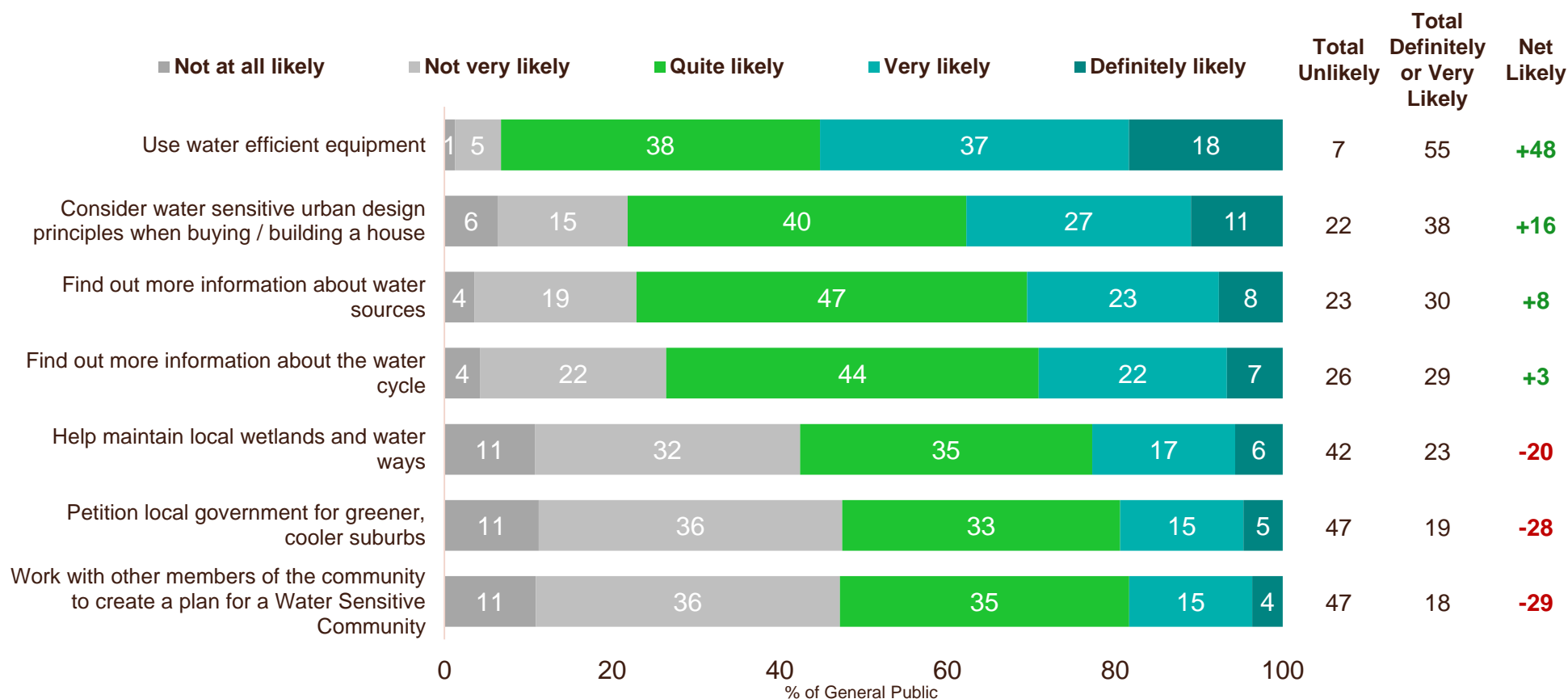
Action

Perceived personal benefits, or alignment with **social / community norms**

Importance of Education by Different Organisations



Propensity to Engage in Positive Water Sensitive Behaviours



Key Findings & Implications



Awareness and Knowledge

- Initial communications need to convey that Water Sensitive Communities concept goes beyond water conservation and personal water use

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Interest and Importance

- Themes competing with other environmental and social issues
- Increase knowledge of themes where perceived importance is high
- A role for education for themes which are perceived less important and relevant

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Terminology and Communications

- Reference Water and speak to innovation, sustainability, conservation, community and education.
- *WaterSmart* communities has the strongest alignment to these perceived requirements – a new term to deliver new messages.

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Behaviour Change

- A need for education about the breadth of the Water Sensitive Communities concept, and the importance and relevance of its themes.
- Legislation and standards, customer benefits and a united, community approach all have a role to play

Metrix

Perth | Melbourne

metrixconsulting.com.au

