



WATER NIGHT

Water Mindfulness Matters for Australia
Insights from Water Night 2021



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Previously known as Smart Approved WaterMark, The Water Conservancy works to enable all Australians to be conscious of their relationship with water, to value it, understand it and use it efficiently in order to conserve more and waste less.

Since 2004 we have certified water efficient products and services and provide advice about saving water at home, at work and in the garden. Since 2016, through our Smart Water Advice program, we have delivered a range of educational, interactive water-saving communication tools for over 90 councils and water utilities across Australia to encourage their communities to save water around the home, garden and business.

More recently we have enabled businesses to identify water savings with water audits and recommendations and in 2020 we launched 'Walter Smart Performances and Workshops' for Primary Schools in partnership with Gibber Educational. The program offers curriculum linked learning delivered in a fun and engaging way for years 1 – 6.

We are also proud to manage the nation's only annual water awareness initiative - 'Water Night'.

www.thewaterconservancy.org

Background

Research: Australia's Relationship with Water

The Water Conservancy (previously known as Smart Approved WaterMark) undertook a comprehensive research study into the relationship Australians have with water using ethnographic and quantitative research techniques – investigating perceptions of their own use and value of water and of others, their take up of water efficient products and practice of efficient behaviours and general water literacy.

Ultimately the research determined that water is taken for granted and subconsciously used and that national water literacy is very low.

55%

of Australians even agreed that they are addicted to turning on the tap

69%

say they'd freak out if their taps stopped working

54%

think they are doing all they can to save water

63%

said once they knew more about the amount of water used around the home, they started to think about how they use it

Aussies flush approx. 5 times and reach for water approx. 9 times, everyday

63%

agree they could probably save more than they do

46%

say they use less than their neighbours



[View the report](#)

Having reviewed the ethnographic data – that included a tap deprivation and diary exercise – and the consequent collected quantitative data, we concluded that conscious efficient water use could be achieved using the 3 Es;

Understanding the household water cycle through

Education

Inspiring conscious use through

Experience

Growing value of water – respect – through

Endearment

We already knew that water behaviours are deeply habitual and that they had not improved in a decade.

We surmised that if household water use was a conscious act that Australians would value it more & would want to use it efficiently

We just really needed Australians to see for themselves, just how often they reach for the taps and use.



The Event

Water Night is a water awareness initiative that brings the 'experience' aspect of the 3Es to life.

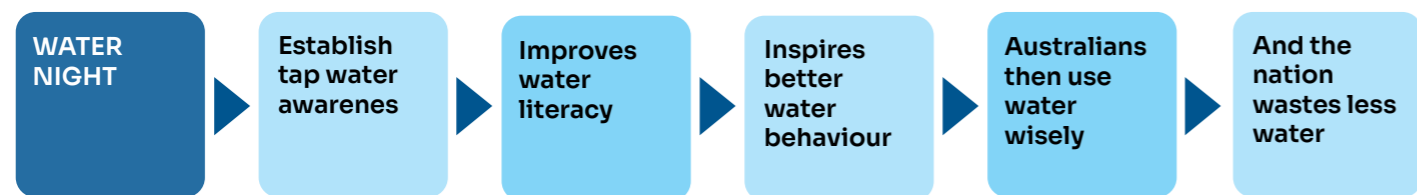
Every year we challenge Australian households to sign up for Water Night and not to use their taps for 12hrs one day during National Water Week. No taps, no showers, no running water.

The focus of the event is on 'tap abstinence' as opposed to 'survival without water'. We know that even the most water efficient and conscientious environmentalists have a 'water using autopilot'.

Many of us use water mindlessly and underestimate how often we reach for the taps. Water Night encourages us to practice 'water mindfulness' and to be self-aware when reaching for the tap.



Water Night gives every Australian, an opportunity to see for themselves, just how often they reach for taps and use water each day



Key Audiences

We knew some audiences more than others would return greater impacts in water literacy and improvements in water efficient behaviour as a result of the event.

Gen Z are the most likely to take tap water for granted, they are most likely to say they need a long hot shower and the least water literate generation.

That said, they are the most open to learning about their water usage and the most open to changing their behaviours. In fact, the people with the least knowledge and the worst habits are also the ones with the most desire to change. They are our key audience.

Households

Since there is room for improvement in terms of water literacy (in all generations) and that a large proportion of Gen Z are still sharing a home with family or friends, Water Night is a national challenge that the whole household can participate in.

We aim to tell every household about Water night through media, online, social, schools, associations and word of mouth. We rely on sponsorship for paid media and on our partners to deliver the message to their customers, residents and subscribers.

Evaluation

In order to determine how effective, the initiative is, we encourage households to register online by filling in a form – we ask them to fill out a small survey too.

We know the event itself will see them challenge their own perceptions about their daily consumption and water waste. However, survey data will help us to score the event with regards to literacy, behaviour and perceptions.

Supporters

Sponsorship

We engaged all the water suppliers in the country plus water associations, government departments, water efficient product manufacturers, corporates and retailers.

We secured 18 sponsors and 23 supporters

plus 10 Smart Approved WaterMark licensee prize partners and a corporate partnership with Bosch.

\$92,000 worth of funding was raised.

Sponsors gained brand positioning on all media releases and on both the Water Night and SAWM websites and all eDMs in the supporting Water Night Communications. Where relevant they were added to the 'Directory' and 'Education' sections of the website.

They were aligned with the only, effective 'water awareness' campaign in Australia.

They gained cost effective media and customer attention.

They were seen to be delivering on sustainability & corporate responsibility promises.

Water Night was considered a key part in the water and waste programs for many local councils and in water efficiency programs for many of the utilities.

Water Night added value to any existing water efficiency assets & programs.

Water Night helped increase local and national water literacy, inspired water efficient behaviour & reduced water waste.

Water Night helped increase their communities perceived value of tap water.



In-kind Support Received



We gained additional support from not for profits, associations, retailers, educational organisations and Smart Approved WaterMark licensees. They helped generate promotional reach and awareness. Water Night gained exposure through 1:1 communication, social postings and broadcast media.

In-kind support included:

Adding Water Night on their websites with links to registration and or research.

Writing Water Night articles in solus EDMs and national e-newsletters.

Adding Water Night to staff intranet sites - encouraging staff to participate and generate content.

Posting on Instagram, Facebook and other social media to support the initiative and Water Night Live Event.

Issuing personalised media releases to share involvement and endorsement of the event - generating press and radio opportunities.

Sharing Water Night resources/ fact sheets/etc. across social media channels.

Reaching out and promote the program to all schools and youth groups in their community.

Displaying posters linking customers to the challenge registration page.

Displaying/circulating collateral and water saving tips/hacks and stats linked to Water Night.

Hosting children's craft workshops.

Giving talks to schools.





Ambassadors and Influencers

Costa Georgiadis is an Australian landscape architect and television presenter. He is known for his regular segments on ABC Gardening.

Costa Georgiadis said his participation in Water Night was a no brainer, and he hoped to see even more Australians sign up this year in order to start exercising more mindful water usage -"I am challenging every single Aussie household to give Water Night a whirl," Mr Georgiadis said, "I guarantee once the taps in your home are out of action, you will truly see just how much you are constantly turning them on totally unnecessarily," ..."In the lead up to Water Night, I will be releasing a series of tips and tricks across social media to help show simple ways to avoid using your tap, so sign up at waternight.com.au and then tune in on social media across the next few weeks," he said.

Costa Georgiadis
72,800 Followers



Sophie Thomson
38,800 Followers



Jane Edmanson

Sophie Thomson is also on ABC Gardening Australia. She's a south Australian presenter, whose enthusiasm for gardening inspires people of all ages. An environmental educator, media presenter, horticulturalist, speaker and author, she would say she is an obsessive-compulsive gardener.

Jane Edmanson OAM is an Australian horticulturalist, author, and television and radio personality. Best known across Australia as the Victorian state presenter for the ABC TV program Gardening Australia.

We partnered with 3 TikTok Influencers to encourage Australians to register to participate. Each of them created a TikTok video, with Sam Fricker further amplifying his content on Instagram with a prize giveaway.

Sam Fricker said signing up to support Water Night made total sense, and he hoped that he could inspire fellow Gen Z Aussies to wake up to their water and tap usage. "As well as having the obvious connection to water through diving, I'm also the owner of a sustainable straw company and champion every effort to do our bit for the environment, which starts with using our natural resources more wisely...I did a little trial the other day, trying not to utilize my taps unnecessarily and I was completely surprised how much I was using them without realizing.- Water Night is an initiative that I would urge all Aussies to get involved in," he said.



Sam Fricker
1.2M Followers TikTok
81.2k Followers Instagram



Nat Alise
1.5M TikTok Followers



Lily Grace
200k TikTok Followers

Funding

The table right shows a breakdown of the Water Night budget (raised through sponsorship). For a second year Smart Approved WaterMark invested significant resources to deliver Water Night as well as to commission the new 'Billion Water Using Minutes' research undertaken for this year's campaign.

We would also like to recognise sponsors and supporters that have applied additional spend for agency outputs, radio, media, print, social, events, prizes and more.

Item	Description
Legal	Competition and promotion T&Cs, FAQs and privacy.
Website	Updates to design, layout, registration form, survey and thank you email. Plus inclusion of calendar widget and the education and water directories.
Copy and Design	Copy and design for all elements including social assets, new collateral, prize draw promotional materials, newsletters, eDMs, SMS campaign, School and Influencer Packs, Spotify Playlist and social postings.
Media	Audio and video media releases, plus and the acquisition and management of traditional broadcast media including Press, TV, Online and Radio. Plus promotional media negotiation.
Social	Content development, posting and boosting on Instagram, Facebook, Twitter and LinkedIn
Search	4 Wk Search and Adword campaign
eDM	Water Night eDM Program
Ambassadors & Influencers	Acquisition and Management of 3 x TikTok Influencers and 3 Ambassadors
Project Management	Agency, stakeholder, partner management, meetings, updates, prize, WN Live event, data management & analysis
Reports	Snapshot, Media Review and Final Report – collation, writing, analysis and design
TOTAL \$91,039	



Water Night 2020 Results

Participation was far higher than expected with 3.4k households or 8.4k individuals registering for the event. Actual participation was likely far higher since Gen Z chooses not to register for things.

The event delivered some great water literacy outcomes and improved knowledge about how much water is used for everyday tasks. Participant testimonials suggested we had improved participants value of water as a result of the event too.

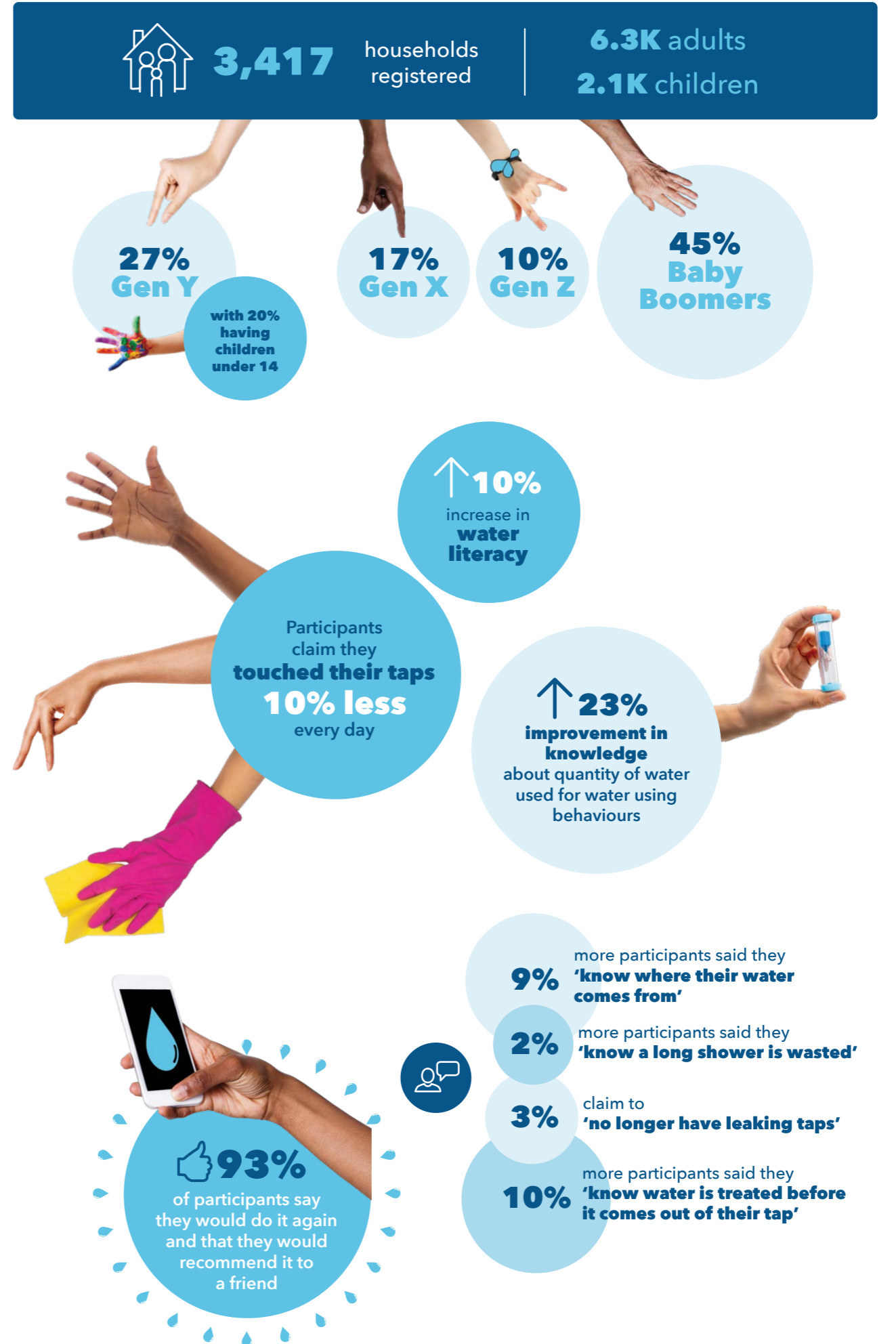
The event proved to be of interest to the water industry and local government

with 20 or more sponsors and in-kind partnerships many of whom repeated their involvement in year 2.

The promotion of the event was successful reaching over 8 million followers and garnering 175k likes.

The social media focus on TikTok worked well for the younger generations with Smart Approved WaterMark's and Water Corporation's 1:1 communications delivering registrants as well as the event's media campaign delivering significant impressions.

Despite COVID and state elections take up for water night was more than forecast. The event was easy and insightful for participants. The research was of interest to the media. The key opportunity lies in broadcast media campaigns using TV and Radio.



Water Night 2021 Activity

In 2021 we changed the event duration to run for 12 hours from midday to midnight on Thursday 21st of March during National Water Week. We purposely changed the time of the event to overlap with school/work hours. This gave teachers in particular the opportunity to add it to their water lesson plans and to encourage the children to do some pre event materials and preparation before going back to their household to undertake the challenge.

We used the same communication strategy as 2020 to generate participation. But in 2021 we sought new media angles, generated significantly more social content, a series of promotions and a new and improved Facebook Live Event. The campaign was live from October 1 with the main media campaign kicking off 11 October.

Launch of new research

To give the event a media edge in its second year we commissioned new research. It revealed a stark contradiction between our attitudes and actions, specifically how much we say we value water and how we use it. Our focus for media was the national results and the generational insights. We circulated news releases in video and audio formats.

Australians have taps running for 12.2 billion minutes a week

The average person running taps for 88 minutes per day

– a massive 635 billion minutes per year.

Rinsing items

in the kitchen sink and filling up bottles were amongst the top actions that resulted in the most tap use.

91%

of Australians believe that it is important to monitor water usage in the home and garden, however, our actions are falling short.

Generation Z demonstrated the least interest in using water mindfully

and the least understanding that water is a finite resource. Overall, Gen Z had taps running for approximately 2 hours 7 minutes per day, compared to the average Australian at 1 hour 28 minutes per person, per day.

Billions of Water-Using Minutes

September 2021



Only 18%

of Australians reported actually being aware of how they use water in the home.

51%

say they are unable to recall how many times they have used any tap at home in the last 12 hours.

Only 11%

of Australians say they know exactly how many times they have used the tap at home in the past 12 hours.

8 in 10

Australians would be likely to reduce their water consumption if they were made aware of easy steps to do so.

Note: There was a minor discrepancy in the statistics published in the campaign media releases, due to use of raw survey data rather than the population-weighted data. The correct population weighted statistics are used here in the report.

Increased Social Leverage of Costa Georgiadis

Introducing the “Costa Cam Series” 5 x short 30–45 second social clips that promote Water Mindfulness tips, shot in selfie mode.

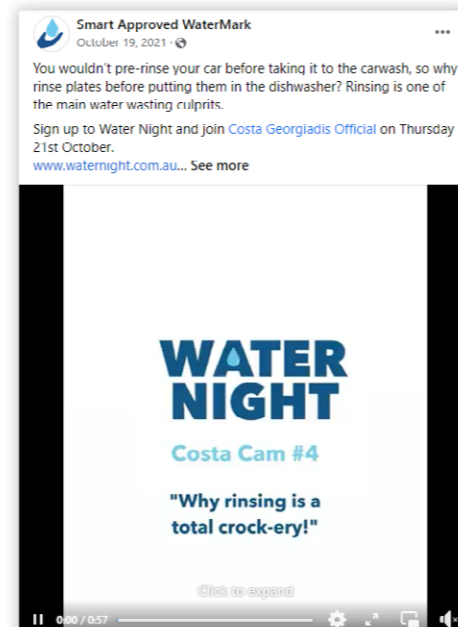
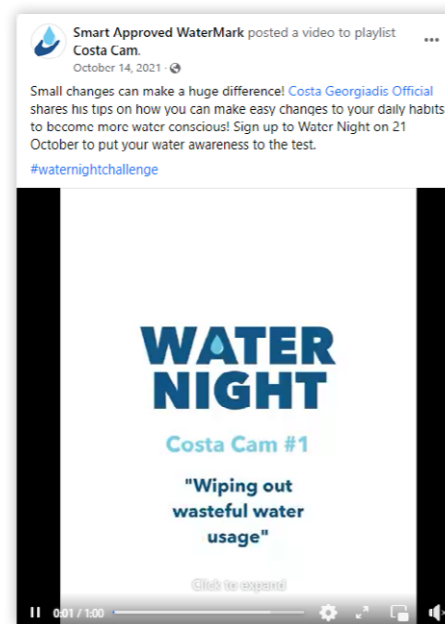
Scrape Don't Rinse

Wasteful Wiping – kids, surfaces, sinks etc

Cleaning, cooking, boiling, mixing, rinsing, drinking etc

Filling – water bottles, water filters, pet bowls, coffee machines etc

Mindful outdoor watering – buckets over hoses in the garden, irrigation systems over leaky taps



Promotions

This year we partnered with Smart Approved WaterMark Licensees to generate awareness of Water Night amongst their customers and the general public by running prize promotions. We were able to incentivise registrations and raise awareness of the labelling scheme and the water efficient innovations that carry it with a prize pool worth \$8k+.

We also ran registration promotions for schools to win Water Story Books, Shower Timers and Water Efficiency Activity packs. All they had to do was encourage as many of their parents to participate by signing up for Water Night on the website and acknowledging the school in the registration form. The school with the most attributions during the promotional period won the prize.

This year we had the support of Bosch who provided us with 5 dishwashers for us to use in giveaway segments in order to achieve highly branded coverage. The Bosch Series 4 dishwasher (4 star WELS rating) valued at \$1,099 had an aqua and load sensor for water and energy efficiency and uses as little as 13.5 litres of water per wash.

Bosch also promoted Water Night to their staff and promoted the initiative on their Dishwasher product page and on the joint promotional pages they shared with Finish dishware tablets.



Kidspot

For a second year we had the support of Kidspot. They ran a podcast with Gorgi Coghlan in 2020.

Kidspot provide advice, inspiration and guidance for Australian parents covering pregnancy, birth, parenting, school, health, lifestyle, recipes and more.

They ran a national promotion the day before Water Night with a chance to ‘Win a dishwasher’- the entry mechanic encouraged registrants to share their water efficient tips.

Reach: Instagram: 94k and Facebook: 954k





Studio 10

New giveaway segment on the show called Lucky Leprechaun – a fun and engaging Irish-themed giveaway hosted by Studio 10’s new Irish host Tristan MacManus.

Six leprechaun hats are set out and under each hat is a prize. A home viewer answers questions and as they answer correct, they get to pick a hat number and their prize. You can watch an example [here](#).

Quiz questions included out tap touching questions and linked to our ‘Billion Minutes’ research.

Across the network this segment reached: 234,000



Instagram giveaway

Sam asked his audience to share their water saving tips to win a dishwasher on Water Night

Feed post reach: 13,498

Likes: 1,179

Comments: 20

Shares: 15

Reel views: 5,604

Total reach: 19,102



Water Night Facebook Live Event

Water Night Live was a magazine style event - hosted by Costa Georgiadis - had 4,000 attendees and had over 7,000 views. It ran on Facebook on Costa Georgiadis Official and also streamed on: on Costa LinkedIn, Twitter, YouTube, Smart Approved WaterMark social channels plus a number of supporters and sponsor social channels including Sophie’s Patch, Grow It Local, Lawn Solutions Australia and Rous County Council.

It was a fabulously interactive and conversational 2.5hrs online with householders, mayors and ministers across the country. We also gave a dishwasher away as an incentive to register during the Water Night Live event.

[WATCH IT HERE](#)

Other new tools and resources

Website was calendar enabled

Ran an SMS reminder program through ClickSend

Ran a customer service announcement through CBBA Local Radio Network

Increased children’s collateral content

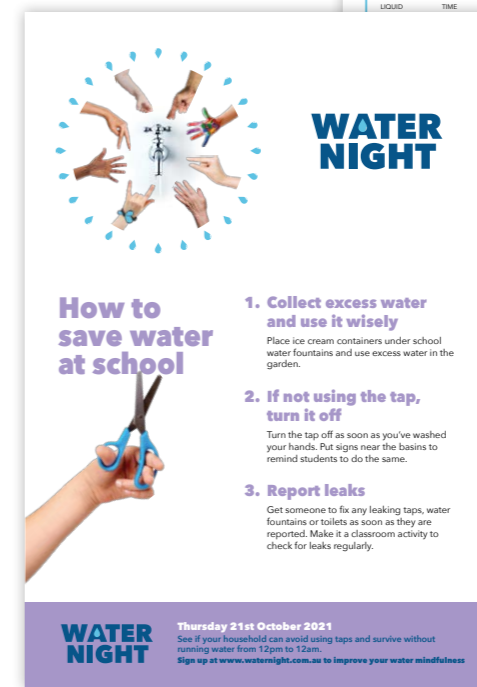
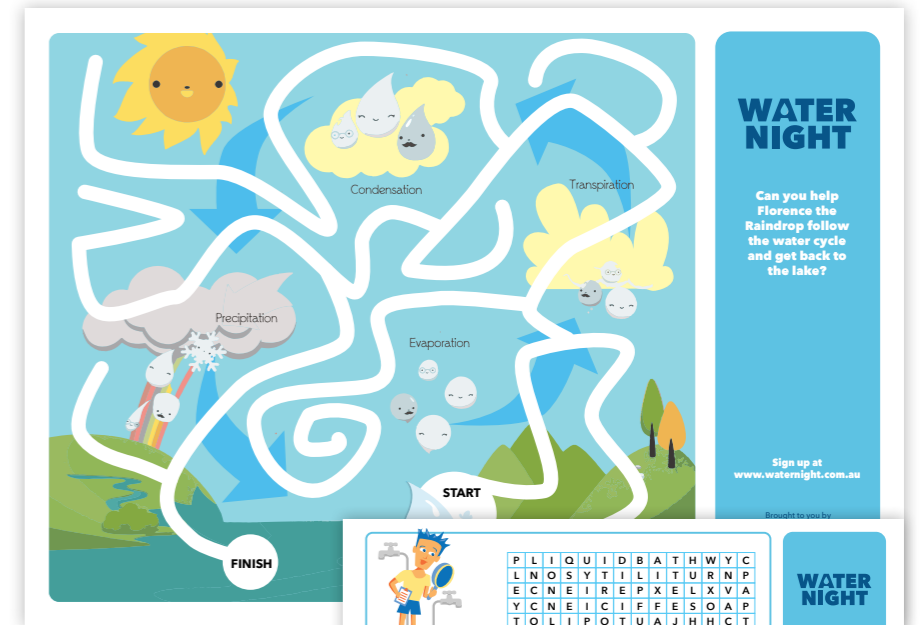
Increased factsheets regarding household water use in the garden

Made T-shirts and a Spotify Playlist available to sponsors and their communities

Added an Education Repository on the website making water literacy content accessible to teachers

Created a Water Directory of all water suppliers to make it easy for Australians to find local water information

Provided influencer engagement letter and email templates to sponsors



Results

Registrations

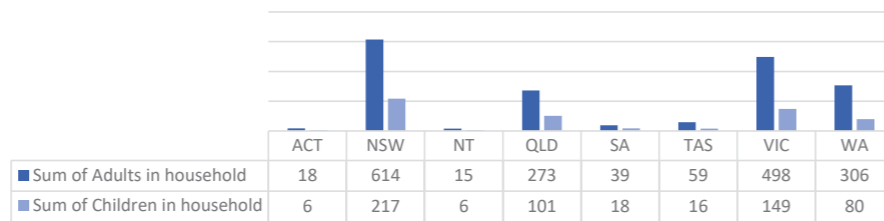
This year we had 944 households sign up equating to over 1,822 adults and 593 children.

In contrast to 2020 when we had 3,417 households sign up equating to over 6,300 adults and 2,100 children. On average 2 adults and 1 child per household. With 50% more women signing up for their households than men. Last year 79% of the registrations (2,690) were attributed to WA. This success was a likely result of the Water Corporation campaign that included 377k eDMs, 10 days of radio, shopping centre events, parent e-news and paid social. In 2021 we did not have a partner delivering the same scale however we did see registration increases in all other states aside from SA and WA which is really encouraging.

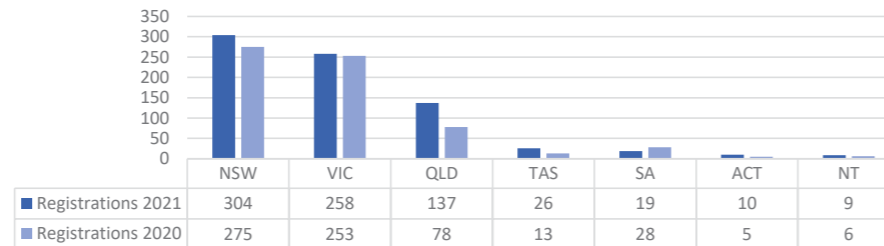
We had over 19,858 page views on this year's site which was also far less than last year at (69k views). However, we can now see a consistent 5% correlation between pages viewed and registrations acquired.

Of those 944 Registrants, 75% (710) completed the full Registration Survey (a little less than 85% 2020) and 22% (203) completed the Post Event Survey (25% in 2020). 19% of households did all the surveys (178) and 22% (209) didn't complete any.

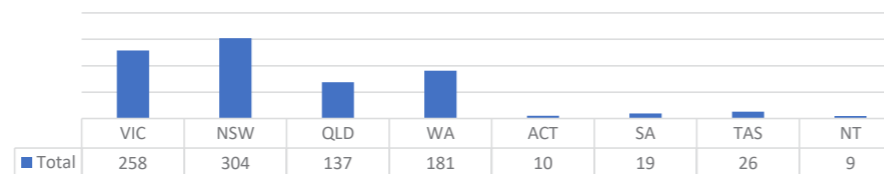
ADULT AND CHILDREN PARTICIPANTS



ALL STATES IMPROVED REGISTRATIONS (EXCL WA AND SA)



REGISTRATIONS BY STATE

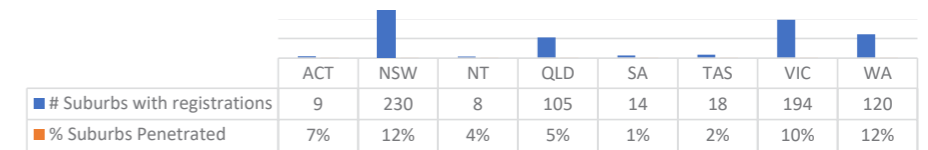


Demographics

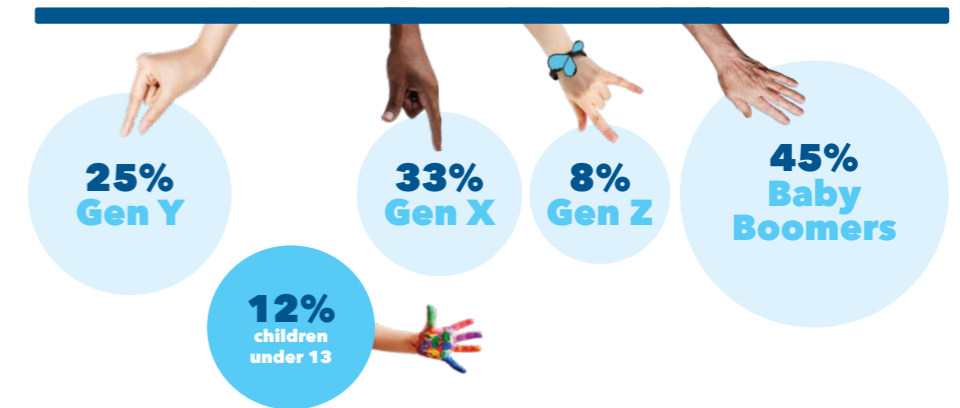
NSW (12%) and WA (12%) had the greatest penetration of suburbs then VIC (10%).

We had 3% more baby Boomers and Gen Y than last year with a 15% increase in Gen X than last year. The Gen Z's continue to be elusive on registrations despite the huge engagement with the event and their proposed participation. They just don't like to fill out forms with 3% less than last year doing so.

PENETRATION OF SUBURBS



% OF PARTICIPATING HOUSEHOLDS BY GENERATIONS REPRESENTED



Behaviour

The starting point this year with regards tap use was almost the same as in 2020. We are proud to report again that the experience seems to have affected participants tap using frequency – with 3% reduction in the ‘more than 15’ category and a 4% increase in the ‘0-5’ category. Most people are reporting ‘6-15’ tap touches a day.

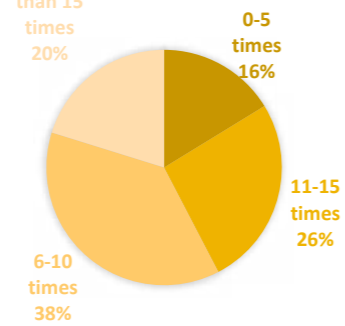
92% of participants who touched their taps on Water Night claimed only to have used their taps 0-5 times during the whole 12 hours – with only one person using taps more than 15 times which was down to sickness.

16 people reported using taps 6-15 times – as per the average on any night. It would be interesting to know if they too had circumstances outside of their control or whether in fact this was a considerable reduction in their usual practice.

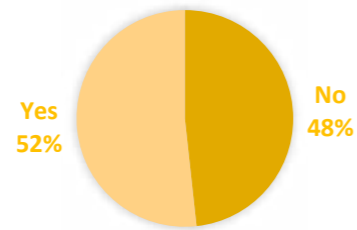
Slightly more people using hoses and slightly less people rinsing plates before loading the dishwasher (57% of participants don’t rinse and after the event a further 3% joined them) – both great outcomes for the event.

Note: We should have stipulated ‘hoses with trigger nozzles’ since hoses without them are not as water efficient.

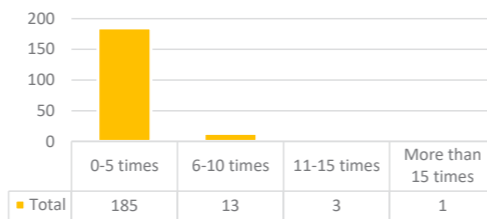
HOW MANY TIMES A DAY DO YOU USE A TAP? (POST)



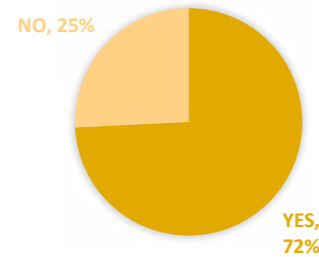
DID YOU TOUCH YOUR TAPS ON WATER NIGHT?



HOW MANY TIMES DID YOU TOUCH YOUR TAPS ON WATER NIGHT?

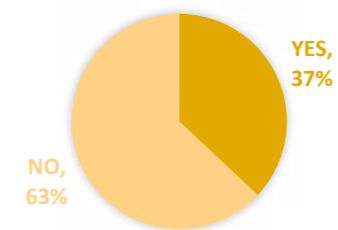


DO YOU WATER YOUR GARDEN WITH A HOSE? (POST)



*Not Applicable to 6 (3%) Households

DO YOU RINSE PLATES BEFORE YOU PUT THEM IN THE DISHWASHER? (POST)



*Not Applicable to 58 (28%) Households

Multiple Choice

For a second year running, participants were asked to confirm which of the following water using tasks would equate to a standard bucket approx. 10lts of water. True or false.

	Right Answers Registration	False Answers Registration	Right Answers Post	False Answers Post
Half Flush	60%	39%	71%	29%
Half Load Dishes	53%	46%	13%	87%
Load of Laundry	62%	37%	89%	11%
One Min Shower	34%	64%	50%	50%
Tap for 2 mins	64%	35%	33%	66%

1 bucket is NOT equal to a half flush – a dual flush toilet with a four-star water efficiency rating use just 4.5 litres for a full flush and 3 litres for a half flush.

1 bucket IS equal to a half load of dishes – A full load of a dishwasher uses approx. 20 litres.

1 bucket is NOT equal to a load of laundry – A full load of laundry uses approx. 50-150 litres.

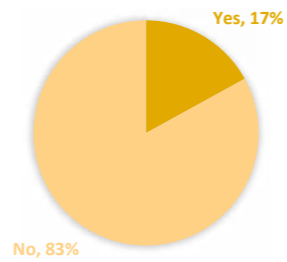
1 bucket is NOT equal to a 1-minute shower – a 10-minute shower uses 90 litres so 1 min is 9 litres.

1 bucket IS equal to a running tap for 2 mins – a running uses about 5 litres of water per minute.

Reassuringly most people improved their knowledge re flushing and laundry with many of them interpreting our shower stats with more vigor after the event. You could be forgiven for thinking a shower could be a bucket of 9-10lts and go either way.

Interestingly we see those that completed the POST event survey changed their minds with this multiple-choice question. 40% thought a half load of dishes was no longer equal to 10lts – this could be down to google search and CANSTAR BLUE who suggest 15lts as standard for a full load which may have influenced our survey results. 30% more thought a tap running for 2 minutes was no longer equal to 10lts. We do reference washing teeth taking 7.5lts which may have confused participants, although we don’t know if they thought the answer was more or less.

IS OUR SUPPLY OF DRINKABLE WATER UNLIMITED? (POST)



Literacy

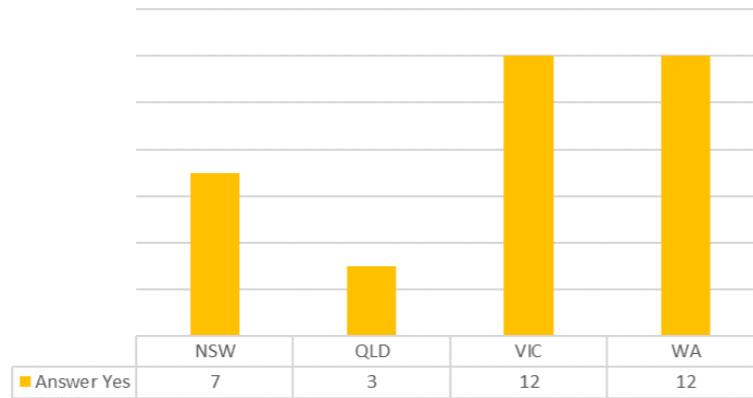
It was encouraging to see awareness that drinking water is not unlimited increased by 3% after the event.

When compared to 2020, more people thought they knew where their water came from at registration, yet just like in 2020, more people were sure they knew after the event. This year we saw an 8% increase.

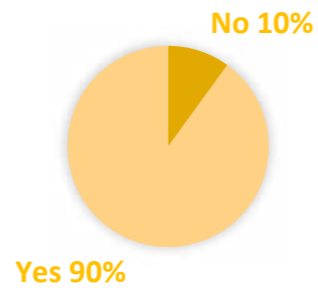
We worded this question differently in 2020 giving Government as an option which makes comparing the two years impractical, however it is fair to say that fewer people are unsure of their answer after the event. Everyone makes a decisive choice between the two options which is a win.

More people had this right at registration however it was great to see the event improving knowledge by a further 7%.

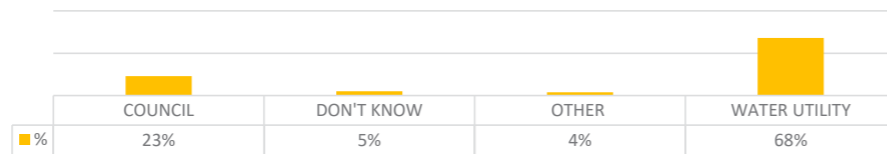
IS DRINKABLE WATER UNLIMITED?



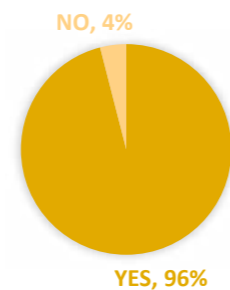
DO YOU KNOW WHERE YOUR TAP WATER COMES FROM? (POST)



DO YOU KNOW WHO PROVIDES YOUR TAP WATER? (POST)



IS THE WATER THAT COMES OUT OF YOUR TAP TREATED FIRST? (POST)

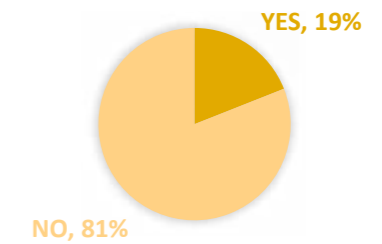


A 2% improvement on this point after the event.

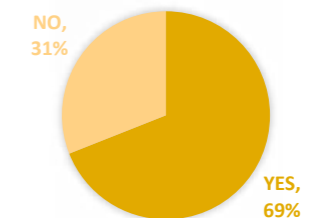
A 5% improvement on this point after the event.

Most people were correct on this issue however 4% changed their minds for some reason after the event. It is fascinating and a little disturbing that 1 in 4 people think stormwater is treated before returning to the waterways. Materials covering all of these treatment questions will be created in 2022.

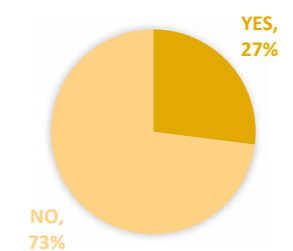
IS DOMESTIC WASTEWATER AND STORMWATER CARRIED THROUGH THE SAME PIPES? (POST)



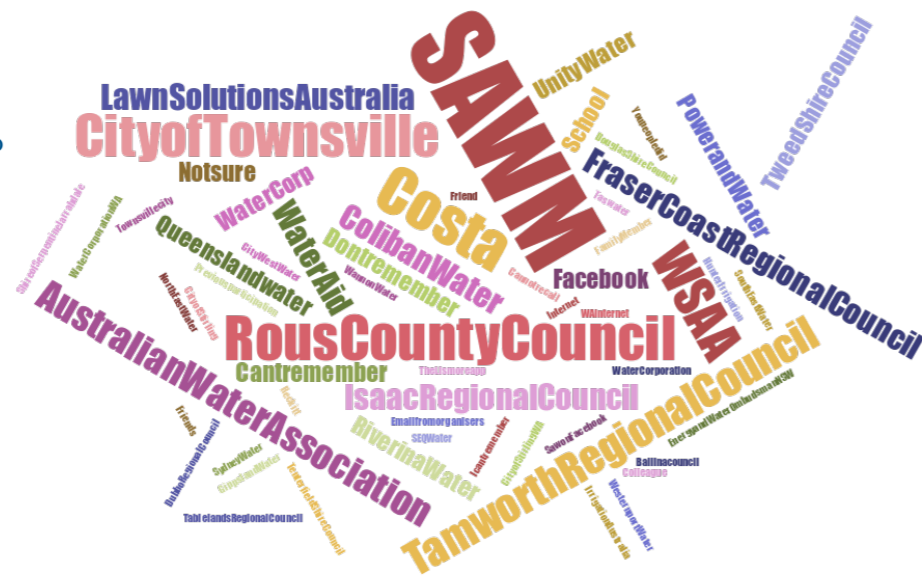
DOES WASTEWATER FROM YOUR BATHROOM AND LAUNDRY GET TREATED BEFORE ENTERING WATERWAYS? (POST)



IS STORMWATER FROM ROOFS AND ROADS TREATED TO REMOVE POLLUTANTS BEFORE ENTERING WATERWAYS? (POST)



WHO TOLD YOU ABOUT WATER NIGHT?



Event Night

As in 2020, the event proved to be simple and easy to undertake. Something that's key to getting a household's involvement – no purchases, no real preparation just as challenge to undertake.

It was great to see the impact of our sponsors and in-kind supporters this year with many a new name being singled out as the Water Night informer.

As we'd expect Smart Approved WaterMark lead the charge with the two key water associations in pursuit. WaterAid and Lawn Solutions were noted too which means their social and video content and EDM work hit the mark.

Excellent all-round efforts by Rous and Tamworth in NSW and City of Townsville, Unity, Isaac and Fraser Coast in QLD. Some great tree planting and prize initiatives achieved results.

Mentioned or not we know that everyone listed here embraced the initiative and we are grateful.

Smart Approved WaterMark	44.75%	132	NSW Water Directorate	0.00%	0	South Gippsland Water	0.00%	0
Lawn Solutions Australia	2.03%	6	Alliance for Water Stewardship	0.00%	0	Westernport Water	0.68%	2
Water Services Association Australia	2.37%	7	Riverina Water	0.68%	2	Barwon Water	0.00%	0
Tweed Shire Council	1.36%	4	Gibber Educational	0.00%	0	Gippsland Water	0.34%	1
Unitywater	1.69%	5	Rous County Council	4.41%	13	School	1.02%	3
Bosch Home Appliances	0.34%	1	Rise and Shine Education	0.00%	0	Wannon Water	0.34%	1
Mackay Regional Council	0.00%	0	Only About Children	0.00%	0	WaterAid	1.36%	4
Coliban Water	1.02%	3	Iplex	0.00%	0	Sydney Water	0.34%	1
Whitsunday Regional Council	0.00%	0	Tablelands Regional Council	0.68%	2	Tenterfield Shire Council	0.68%	2
Lithgow City Council	0.00%	0	Netafim	0.00%	0	Energy and Water Ombudsman NSW	0.34%	1
Tamworth Regional Council	2.03%	6	Douglas Shire Council	0.34%	1	Seqwater	0.68%	2
Power and Water	0.68%	2	Hunter Irrigation	0.34%	1	Hoselink	0.00%	0
Shoalhaven Water	0.34%	1	Loflo	0.00%	0	QLD water	1.02%	3
Dubbo Regional Council	0.34%	1	Soka Australia	0.00%	0	Goulburn Valley Water	0.00%	0
Australian Water Association	1.36%	4	Wobbletee	0.00%	0	WaterUps	0.00%	0
Taswater	0.68%	2	Richgro	0.34%	1	Vegepod	0.00%	0
Central Tablelands Water	0.34%	1	Irrigation Australia	0.34%	1	Fraser Coast Regional Council	1.02%	3
Upper Hunter Shire Council	0.00%	0	Baileys	0.00%	0			
Isaac Regional Council	1.02%	3	City Of Townsville	4.41%	13			

LIKE 2020, 67% CLAIM TO HAVE USED SOMETHING ELSE TO KEEP THEM AWAY FROM THEIR TAPS....



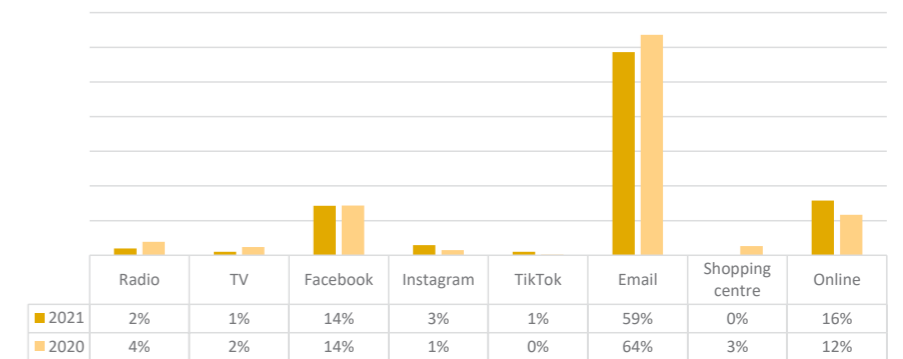
2021 saw an increase in Instagram and TikTok and online mentions. With less TV, radio and email being noted which reflects the activity undertaken this year versus 2020. (Note: Print will be added as a category next year).

This is similar to 2020, perhaps there is an opportunity for custom tea towels and tape for WN22.

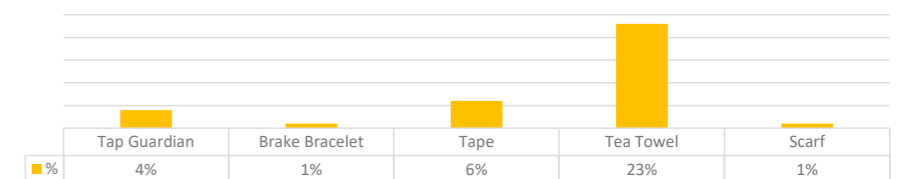
The challenge of water night is to face a sub conscious action of reaching for the tap

We would have to wonder if this amount of people did as well as they think since without a reminder on their taps how would they be able to catch their auto-pilot in action?

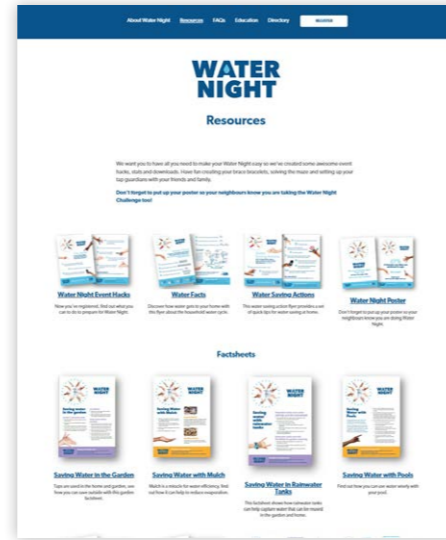
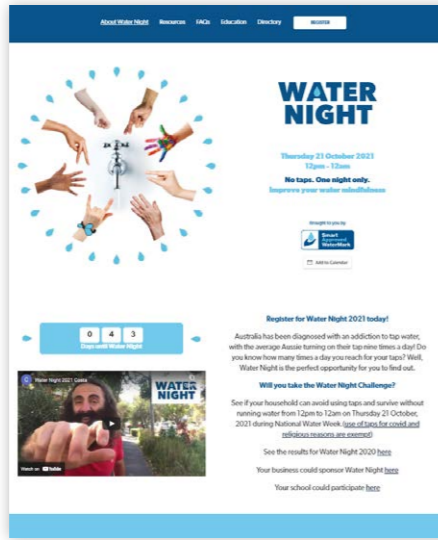
WHERE DID YOU HEAR ABOUT WATER NIGHT?



WHAT DID YOU USE TO PREVENT TOUCHING THE TAPS?



Website



We had over 19,858 page views on this year's site. Whilst much less than last year at (69k views) we see a consistent 5% correlation between pages viewed and registrations acquired. The website surveyed even better than 2020 with 90% claiming it was useful.

9% of pages viewed this year were for the resources page where we added new content including a set of outdoor water saving factsheets and a maze and findaword for the kids to enjoy. The downloads completed were also consistent with 2020. With the educational flyers being the most popular, the new factsheets next, then the Tap Guardians, new maze and findaword. It was gratifying to see the new materials being downloaded.

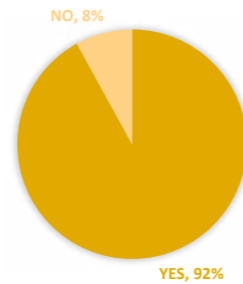
This year we wanted to make local and regional water information more accessible to the general public so we created an online directory – alphabetised with links to relevant water content from water utilities and councils nationally. This section had 212 page views - 1% of total pages viewed.

We also wanted teachers to enrich their water awareness and efficiency curriculum content with all the lesson plans, games, factsheets and incursions/excursions made available by the leading water educators in the country. All this could be found in the education page of the site. This had 254 page Views - 1% of the total pages viewed.

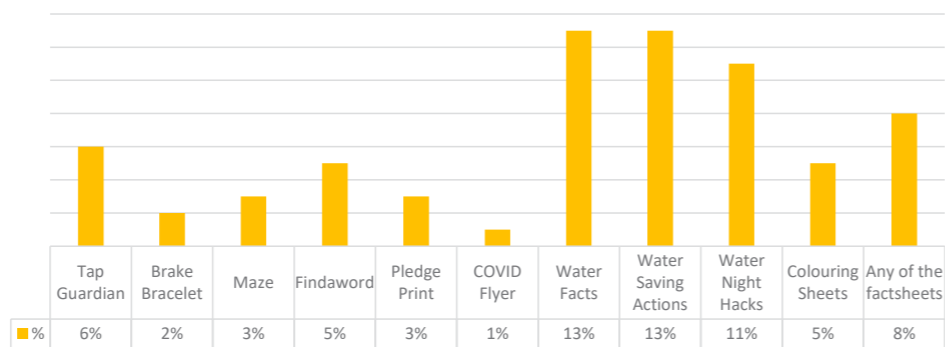
Most people had a lot of their reserve water left over, with 10% less people using it all than in 2020.

Participants always say they will sign up again however it would seem few actually do. We will be exploring what we can do to make this a reality in 2022. Similarly we will investigate how we can make the recommend a friend tactic part of the coming campaign.

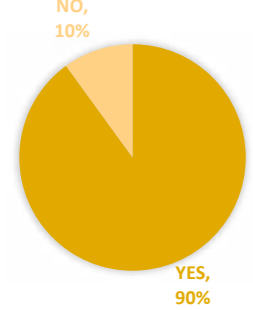
WOULD YOU RECOMMEND WATER NIGHT TO YOUR FRIENDS?



DID YOU DOWNLOAD ANY OF THESE WATER NIGHT MATERIALS?



WAS THE WATER NIGHT WEBSITE USEFUL?



Communications



The core campaign window ran for 18 days between October 5 and 21 October.

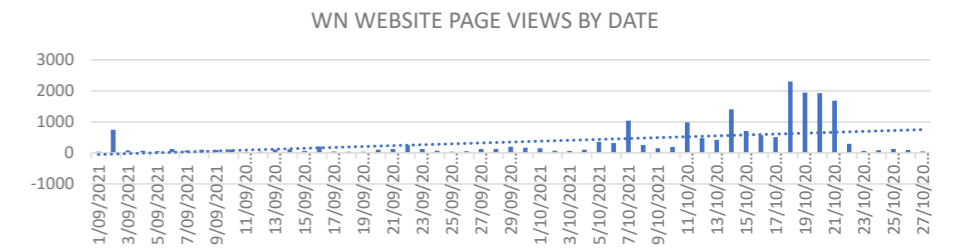
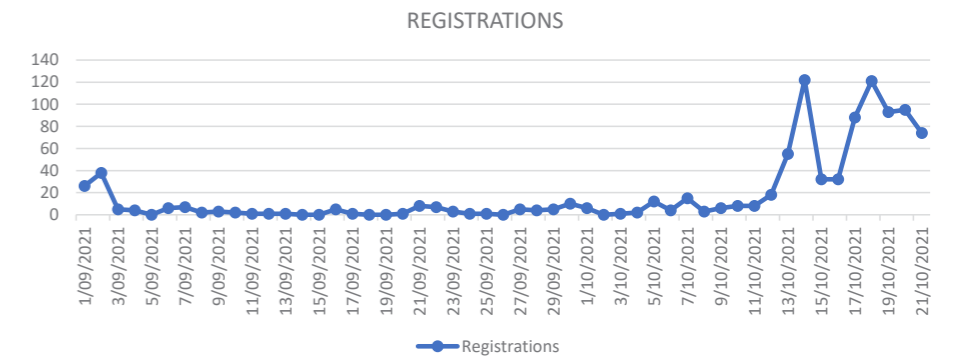
We had 12,291 users in total; We had 5,308 referrals through direct; We had 3,599 through social; We had 2,687 referrals through search.

The Water night eDM campaign gained 292 registrants in 2020 which increased 365 in 2021. 581 registrants were attributed to another channel.

54%

signed up the SMS updates (510) which was a new offering this year and 248 viewers of the website used the 'add to calendar' tool.

57% signed up for regular water efficiency updates. With 38% happy for their details to be shared with this year's promotional partners.



PR Campaign

Media



Media 2020	Media 2021
5pm – 5am	12pm – 12am (Midday to Midnight)
Water Mindfulness	Water Mindfulness
No Taps One Bucket	No Taps One Night Only
Media Release circulated to: General News, Lifestyle, Parenting, Generational and Trade media	Media Release circulated to: National, metro, regional general news.
Channels pitched: TV, Radio, Print and Online	Channels pitched: TV, Radio, Print and Online
Gorgi Coghlan, Costa, Sophie and Jane	Costa, Sophie and Jane Sam Fricker
#62 Water Night Hashtags	#109 Water Night Hashtags
63 TV / 35 Online / 305 Radio / 6 Social / 1 podcast	115 TV / 70 Online / 203 Radio / 10 print
	CSA on CBBA 135 stations – 263 airings
412 Earned Media Audience Reach 23,694,429	427 Earned Media Audience Reach 2,057,047

Key Earned Media

<div style="border: 1px solid blue; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">115 TV</div> </div> <p>Key Pieces</p> <p>Studio 10 Seven News Tasmania Prime 7 Tamworth, Wagga Wagga, Moree, Armidale</p>	<div style="border: 1px solid blue; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">70 Online</div> </div> <p>Key Pieces</p> <p>Illawarra Mercury Canberra Times Newcastle Herald</p>	<div style="border: 1px solid blue; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">203 Radio</div> </div> <p>Key Pieces</p> <p>ABC Radio Adelaide ABC Hobart Breakfast Five AA 6PR Perth ABC Brisbane</p>	<div style="border: 1px solid blue; border-radius: 50%; width: 40px; height: 40px; margin: 0 auto; display: flex; align-items: center; justify-content: center;"> <div style="text-align: center;">10 Print</div> </div> <p>Key Pieces</p> <p>Herald Sun Daily Telegraph Adelaide Advertiser</p>
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Seven News Tasmania – TV
Syndicated 5x across the network
Total reach: 119,793



Studio 10 - TV
Syndicated 62x across the network
Total reach: 234,000



Herald Sun – Print
Syndicated 2x across the network
Total reach: 674,141



Echo Net – Online
Total reach: 5,138



ABC Hobart – Radio
Syndicated 6x across the network
Total reach: 186,000



Canberra Times – Online News
Syndicated 49x across the network
Total reach: 134,197

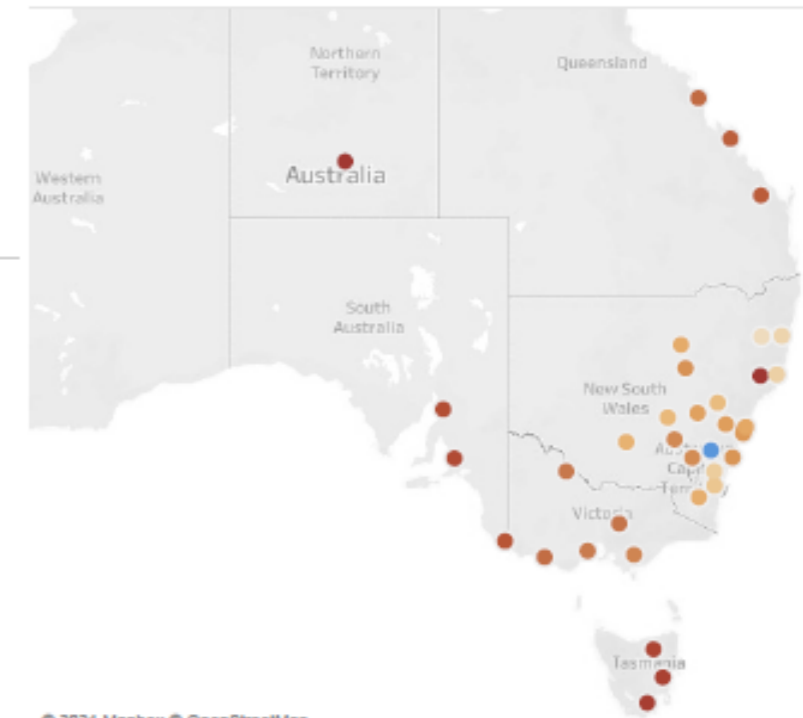
CBAA Community Services Network – Water Night Announcement

CBAA Community Radio Network CSA airplay report

Water Night
Survey dates:
Monday, 18 October 2021 to
Friday, 22 October 2021

Broadcasting Locations

State	City
NSW	Armidale
	Bellingen
	Braidwood
	Burwood North
	Chatswood
	Cooma
	Coonamble
	Forbes
	Gilgandra
	Gloucester
	Goulburn
	Griffith
	Kandos
	Katoomba
	Moruya
	Nowra
	Orange
	Sutherland
	Taree
	Yass
	Young
NT	Alice Springs
QLD	Gin Gin
	Mackay
	Yeppoon
SA	Adelaide
	Mount Gambier
	Port Pirie
TAS	Geeveston
	Launceston
	Oatlands
VIC	Alexandra
	Geelong
	Morwell
	Swan Hill
	Warrnambool



© 2021 Mapbox © OpenStreetMap

The CSAs were detected as broadcast across at least	36	stations.
The estimated cumulative national listenership for stations broadcasting the CSAs was	<div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">334,000 listeners each week</div> <div style="text-align: center;">701,000 listeners each month</div> </div>	

Listenership data from the 2020 National Listener Survey by McNeil yellowSquares, assembled on behalf of the Community Broadcasting Association of Australia.

Count of CSA audio detected as broadcast:	Title	
	CSA_Water Night 2021	263
	Grand Total	263

Actual airplay may be higher than the report is able to detail due to some stations falling outside technical surveying requirements.

Reports cover approximately 85% of stations in the Community Radio Network.





TikTok

We partnered with three Aussie Gen Z TikTokers to create engaging content that encouraged younger Australians to be more water mindful and to take part in Water Night. We gave each TikToker a key statistic from the new research to incorporate creatively into their content, to educate their audiences on the importance of water awareness. Each person created 1-2 TikTok videos each and Sam Fricker also hosted the giveaway on Instagram.

TikTok 2020	TikTok 2021
Views: 714,154	Views: 238,000
Play Time: 4,152hrs minutes	Play Time: 829 minutes
Likes: 174,510	Likes: 38,800
Comments: 1,285	Comments: 331
Total audience reach of 8M+	Total audience reach of 238k



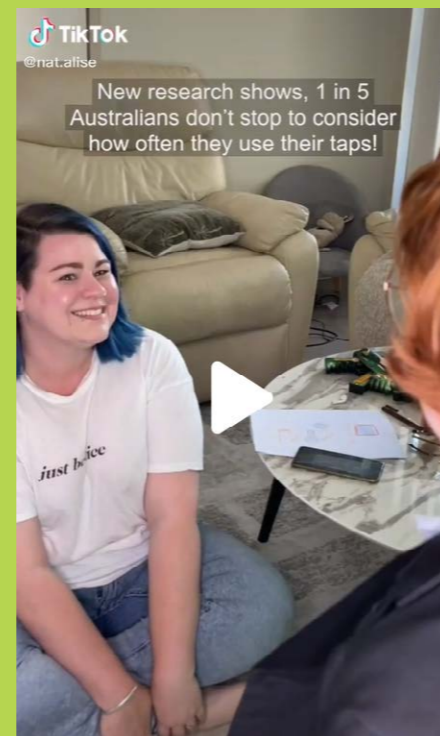
Sam Fricker – Post 1
 67.3k plays
 9.1 k likes
 66 comments
 13 shares
Total play time: 206 hours, 34 minutes



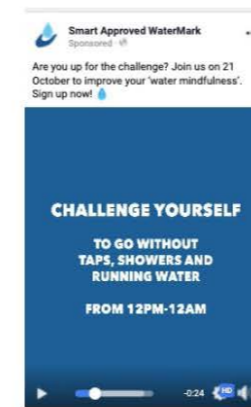
Sam Fricker – Post 2
 73.9k plays
 11.6 k likes
 88 comments
 16 shares
Total play time: 224 hours, 46 minutes



Lily Grace
 31.9k plays / 8.2k likes
 61 comments
 29 shares
Total play time: 114 hours & 34 minutes



Nat Alise
 65.6k plays / 9.9k likes
 116 comments
 35 shares
Total play time: 283 hours & 15 minutes



Launch Video Link Ad



Costa Cam x 4



Carousel



Last Chance Link Ad

Paid Social

We created 8 unique ads to be amplified across Facebook and Instagram, achieving 400% more reach than the previous year at 636,666 with \$8,000 spend.

The launch video featuring Costa performed well with 597 link clicks from this ad alone. The Last Chance Link Ad (\$1.11 CPC) performed slightly better than the Carousel Link Ad (CPC \$1.20).

Costa Cam Series

Overall, the 4 Costa Cams amplified on paid social performed well, in particular Costa Cam #2 which drove 435 link clicks.

In comparison to the results of the previous year, Costa's content didn't generate the same volume of results as were achieved using the TikTokers in paid social ads. This style of creative and appeal to the younger audience resulted in a much higher volume of clicks to the Water Night website. In future we will have the TikTokers provide the content to be used rather than focusing on Costa.

We also boosted 8 posts across Instagram and Facebook to increase awareness of the competitions. The incentive of winning a prize was a successful tactic which resulted in a low CPC of \$0.54.

Post	Reach	Impressions	Link clicks	Video views	CPM
1) Launch Video Link Ad	78,158	96,480	593	58,537	\$20.70
3) Costa Cam 1	66,333	77,133	237	31,555	\$10.37
4) Costa Cam 2	109,335	125,718	435	45,992	\$7.95
5) Costa Cam 3	90,206	94,708	347	34,798	\$10.56
6) Costa Cam 4	85,995	98,183	254	41,553	\$10.19
7) Carousel Ad	68,477	104,316	833	N/A	\$9.59
8) Last Chance Link Ad	123,866	175,152	1,435	N/A	\$9.13
9) Competition Boosting	13,296	16,743	413	N/A	\$13.20
Total	636,666	788,433	4547	212,435	\$10.18
% CHANGE YOY	+400%	+335%	-32%	370%	-40%

Paid Social Campaigns Compared

Paid Social 2020	Paid Social 2021
Reach 127,406	Reach 636,666 (+400%)
Impressions 181,110	Impressions 788,433 (+335%)
Link Clicks 6,700	Link Clicks 4,547 (-32%)
Video Views 45,198	Video Views 212,435 (+370%)
Average CPM \$17.15	Average CPM \$10.18 (-40%)



Testimonials

As a household of one who doesn't use much water there wasn't anything I found difficult but it definitely made me more conscious what what I would have done had it not been Water Night.

C. Malivanek NSW

It was a good reminder not to waste water.

F Whitmore WA

I think as a single person, next year I'll half fill a bucket I didn't need a full bucket (Hardest part) Automatically going to tap to rinse plates, cups, etc before putting them in dishwasher! Our local council Tweed Shire Council does a bit to encourage us to save water, so I'm reasonably frugal (I think).

J Wagner NSW

All materials and marketing of night was well received; and I will make a better effort next time :->

L Sanderson NSW

It was very well run, congratulations. And thanks also for my Hoselink prize... such a treat and will install it this weekend.

C Akhurst NSW

No comments since I have signed up for a few years now and have improved as such

C Stallinga VIC

Having to think every time I was going to reach for the tap was good to get me thinking about it.

B Rlli VIC

I can't believe how many times I turn on a tap! [Hardest part] It was more keeping my house mates in line!

S Johnston WA

[Hardest part] Getting the family on board - they didn't want to change their cleaning/ shower routine

A Rowbottom VIC

[Hardest part] Avoiding the taps for nightly beauty / skincare routines.

L Cadell NSW

I have a medical condition and need more water than the average person for my medical stuff, but I managed :)

B Lannie VIC

I planned ahead so not difficult, but I was surprised how often I was drawn to the tap

C Cordal Pernas NSW

I wasn't as successful as I would have liked owing to having to work at three different jobs for the first time the day & evening of Water Night. I didn't remember to fill water bottles for drinking or a sink for washing my hands.

S Parsons VIC

Just used to turning on the tap all of the time - I didn't realise how much.

V Knight QLD

[Hardest Part] Reducing my water use. I wash my hands a lot as I'm immunosuppressed and I garden most days. I was still able to wash my hands, but it did make me much more aware of how much I use.

R Weaver VIC

[Hardest Part] Remembering, not at the beginning but at the end of an action e.g. I turned the tap on for a few seconds to clean the toothbrush after cleaning.

L Walker NSW

The number of times we all went to use the taps. It gave us a newfound appreciation for water usage!

S Young VIC

You go to use the tap more often than you realise.

M Jago WA

Thank you for organising Water Night Live. I enjoyed it so much. The interesting and companionable chat with Chris, Zoe and Costa, and their guests made me feel I was amongst like-minded friends. Also, there was much to learn from the questions and suggestions that came our way via "comments" and of course, from the expert speakers. People often take their water supply for granted. How lucky we are to have Class 1 water at the turn of a tap. Please keep up your work in educating people of the worth of a precious, sometimes hidden, commodity-water.

D Clanchy VIC



Water Night was fun and informative. It was great to be part of the night and conversation. We learnt a lot and felt supported by the Water Night crew and everyone else watching and commenting on the live stream. It was difficult to break some bad habits, but Water Night challenged our unnecessary water usage and we've made some permanent changes because of it. Looking forward to future events.

N Krauksts QLD

It was really good. It seems that in our circle of friends and families, not many people were aware of it...When there are no water restrictions in place, it is easy to forget how precious water is and take it for granted. We can simply turn on the tap without a second thought. With small changes in and around the home, we can all do our bit to be smarter with our water supply. Participating in Water Night for the first time this year was a great eye opener for changing our water usage habits, getting our children involved and thinking differently about where our water comes from and how to save it. We're already creating new, positive habits since Water Night and look forward to next year.

J McAinsh NSW



Key Conclusions and Recommendations

Conclusions

The Water Night 2021 survey indicated that most Australians believe that it is important to monitor water usage in the home and garden but only 1 in 5 reported actually being aware of how they use water in the home. Furthermore, 8 in 10 Australians would be likely to reduce their water consumption if they were made aware of easy steps to do so.

The survey of the participants indicated that there is a slight increase in the awareness of water concepts and issues as a result of their participation in the event. The survey included questions such as: is stormwater from roofs and roads treated before entering waterways?, is domestic wastewater and stormwater carried through the same pipes? Do you know where your tap water comes from? etc

In 2021, there were significantly lower registrations for the event due to the reduced promotion. Without an advertising campaign such as the full channel program Water Corporation delivered last year, generating awareness across the nation with a social campaign alone is difficult. Despite this, our paid social and PR campaigns were significantly more successful than 2020, state registrations were up for everyone bar WA and SA and we had more participants from generations X, Y and Boomers than before.

The findings from the event indicated that by experiencing Water Night Challenge, participants realise how reliant they are on their taps and how subconsciously they reach for them. In turn they find out more about water, and where it comes from, and change their behaviour.

This year's results for water literacy, water knowledge and tap touches prove this.

Overall, the Water Night continues to be a significant annual event that all kinds of Australians can benefit from

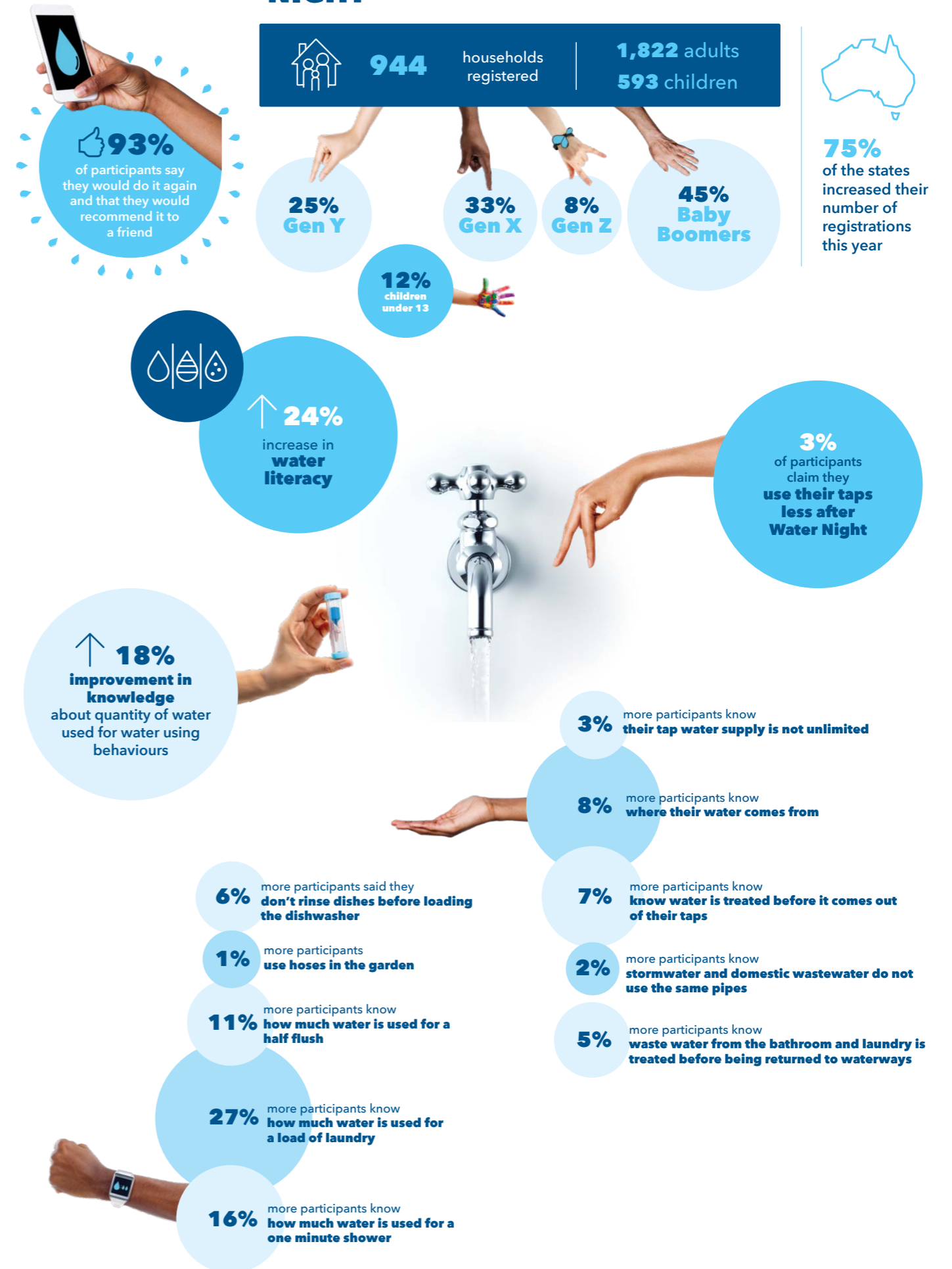
be that students, households, businesses, water utilities and local government to name a few.

The event is easy and its proposition interesting enough to capture the attention of all generations.

There continue to be great learnings with regards to its promotion to everyday Australians and the media. COVID continues to present challenges for gaining airtime but it has not affected people's willingness to participate.

Furthermore, this initiative will continue to make a difference to the way Australians regard their relationship with household water we just hope that in future years we can secure greater support from water suppliers and corporates to help us fund a significantly bigger awareness campaign in traditional broadcast media to partner our successful media and social campaigns to increase annual participation.

WATER NIGHT encouraged Australia to be 'water mindful', self-aware when reaching for tap



Recommendations



The biggest opportunity lies in

gaining broadcast media for the campaign specifically TV and Radio

if we are to gain the participation of the nation. Significant corporate sponsorship for the event should be sought.

Securing full campaign support from the biggest water utilities in the country

can also help to significant increases in water literacy and water knowledge nationwide.

This year we amended our survey questions to delve into the water literacy

and education scores amongst participants further (as you can see below). Whilst we gained more detailed post event data, this is an area that could benefit from an overlay of real water consumption and usage data between events. This could be a real opportunity for water suppliers promoting the event in their community.

Appendix

The full appendix can be supplied to all Water Night Sponsors and Supporters on request info@thewaterconservancy.org

Acknowledgements

We would like to acknowledge the efforts of both Red Havas and Slade Smith for their creativity, support and expertise bringing our vision for Water Night to life.

*Chris Philpot and Zoe Palmer,
Co- Founders of Water Night*



About the Australia's Relationship with Water Report 2019

The Water Conservancy (previously known as Smart Approved WaterMark) surveyed 2,077 Australians with a nationally representative sample weighted against ABS statistics for age, gender and location. The study was run by research specialist Pollinate. The data was independently reviewed by Institute for Sustainable Futures, University of Technology Sydney.



About the Billions of Water-Using Minutes Report 2021

The study was conducted by YouGov online between 2-6 September, 2021. The sample comprised of a nationally representative sample n=1,044 Australians aged 18 years and older. YouGov designed the questionnaire. Following the completion of the interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.