

VISION

Water is considered and used as a precious resource by Hamilton, Waipā and Waitomo communities and our programme upholds the principles of Te Ture Whaimana (the vision and strategy of the Waikato River) and Te Mana o te Wai.

GOALS

- Increase community understanding of water from source to tap.
- Everyday water saving habits are adopted and normalised.
- Water is valued as a precious resource.

SMART WATER PROGRAMME

In New Zealand, water is our most precious resource, yet it's often taken for granted and perceived to be unlimited.

Our Smart Water programme, a partnership between Hamilton City, Waipā District and Waikato District councils, aims to foster a greater understanding and appreciation of our water from source to tap.

We also support schools, organisations and communities to value water and use it in an efficient way.

We coordinate several projects and campaigns across the sub-region that aim to:

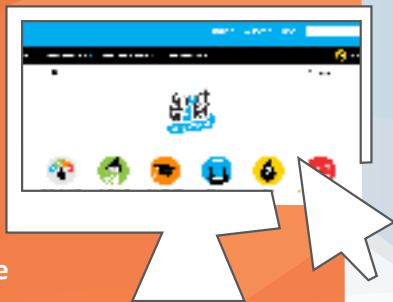
- reduce the amount of water being used all year-round, particularly during the summer months,
- increase community understanding around the importance of saving water and that water is a precious resource, and
- increase awareness of different ways to save water and foster sustainable water habits.

OUR SMART WATER WEBSITE

To maintain a unified message throughout the sub-region, we've developed a website as a central hub for water usage information and tips on saving water.

Check it out:

SMARTWATER.ORG.NZ



WHAT DO WE DO?

Our Smart Water programme aims to change the way people think about, and the way they use water. By using behaviour change techniques, the community-based social marketing approach aims to encourage lasting changes in water consumption.

Our programme has four main components:

1. **Year Round** - a series of initiatives aimed at maintaining and emphasising water as a precious resource. A range of activities are offered from competitions, face-to-face engagement at local events, water-efficient giveaways, case studies and display banners.
2. **Summer Demand Management** - a communications plan provides a structured approach including raising awareness via mass-marketing on radio, newspapers and digital. The community understands why we need to conserve water and how to make savings an everyday habit. If needed, water restrictions are put in place via Water Alert Levels.
3. **Schools Education** - Smart Water Schools provides an online education programme for teachers and students. Resources are designed to fit within the NZ curriculum guidelines and are underpinned by key aims and dimensions of environmental education. We also offer In-school lessons with a specific focus on valuing and using water efficiently.
4. **Website** - a fun, interactive, educational platform. A popular go-to for water-saving tips, advice, videos and more.

WHICH COUNCILS ARE INVOLVED?



WHAT ARE THE BENEFITS FOR YOU?

Our Smart Water programme offers significant benefits and opportunities for councils to strengthen their water management practices by working together. Such as:

- **Enhanced Collaboration:** Councils can share knowledge, resources, and experiences, leading to more effective water management.
- **Improved Public Awareness:** Education campaigns and outreach efforts help increase public awareness and participation in water-saving initiatives.
- **Resource Efficiency:** Access to shared resources and best practices helps councils use their resources more efficiently.
- **Strategic Planning:** Collaborative efforts can lead to the development of cross-council strategies to tackle common water challenges.
- **Community Engagement:** Fostering a sense of shared responsibility among the community enhances public involvement in water conservation.
- **Cost Savings:** Shared initiatives and resources can reduce costs associated with individual efforts.
- **Innovation:** Collaborative environments often spur innovative solutions to water management issues.
- **Regulatory Compliance:** Working together can help ensure compliance with water management regulations and standards.

IN SUMMARY

The Smart Water programme serves as a valuable resource for councils looking to lower water demand. We do this by providing practical water savings advice and initiatives that encourage an appreciation of water for all water-users.



WANT TO KNOW MORE? CONTACT ME:



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