





LOCAL GOVERNMENT
INFRASTRUCTURE SERVICES

The Cloncurry Waterwise Service: Motivating behaviour change through a service offering

Background

- In 2008 the Shire of Cloncurry was experiencing severe drought conditions not seen before.
- Required an urgent and unique demand management program be developed.
- Being addressed from both supply and demand side.
- Program timeframe - January and June 2009.
- Funded by Queensland State Government
 - delivered by Local Government Infrastructure Services.



Design and logistics challenges

- Status of community norms and behaviours.
- Limited water consumption and production data.
- Aggressive take up targets (90%).
- Short delivery timeframe driven by the urgency of severe drought (6 weeks residential, 12 weeks business).
- Geographical isolation.
- Regional demographic.
- Behavioural change barriers created by this unique environment.



Overview of program

Residential program offering	Business program offering
<p>At no cost to customer:</p> <ul style="list-style-type: none"> ▪ replace all inefficient showerheads ▪ install aerators on all internal taps ▪ fix all minor leaks – indoor, outdoors and toilet ▪ install cistern weights ▪ conduct a water efficiency audit ▪ provide the resident with education and advice ▪ provide tools and prompts to support behavioural change ▪ residents of Queensland Government owned dwellings fitted with retrofitable dual flush toilets <p>▪ Each service took one hour</p>	<p>At no cost to business customer:</p> <ul style="list-style-type: none"> ▪ replace all inefficient showerheads ▪ install aerators and flow restrictors ▪ fix all minor leaks – indoor, outdoor and toilet ▪ install cistern weights ▪ install spray – rinse valves ▪ the adjustment of urinal sensors ▪ provide the business with education and advice ▪ provide tools and prompts to support behavioural change ▪ conduct a water efficiency audit <p>-----</p> <ul style="list-style-type: none"> ▪ Inefficient toilet suites and non-commercial washing machines replaced with efficient products at a 50% rebate. ▪ BWEF funding for eligible water efficiency projects.
<ul style="list-style-type: none"> ▪ Service team consisted of a plumber and a specialist water efficiency advisor (the Service Team). ▪ The plumber completed all the technical work and the advisor conducted the audit, provided the education and advice, supplied the tools and prompts, and in collaboration with the plumbers, identified the potential for water efficiency projects that would be eligible for BWEF funding. 	



Research

- No pre-existing relevant primary market research on regional Australian towns.
- Qualitative market and desktop research, and environmental scanning undertaken.

Research findings

- Cloncurry community had developed local ways to cope with the long term water situation, that were independent of outside (out of town) intervention.
- Residents had considerable insight into their water use and their circumstances.
- Residents continued to adopt inefficient water use behaviours.
- Key factors contributing to inefficient water use were:
 - lack of demand management knowledge necessary in these new drought conditions
 - the potential lack of compliance with restrictions on outdoor water use
 - the belief that alternative water sources, primarily bore water, 'don't count' when considering water conservation, and
 - evidence that garden irrigation was normalised behaviour in the community.



Design implications

General

- The Cloncurry community were in the pre-contemplation phase of their behavioural change journey.
- High uptake of the Service and preliminary phases of behavioural change could only be achieved if the Service design:
 - increased awareness about the importance of water efficiency in their environment
 - commenced re-calibration of community norms about water efficient behaviours
 - demonstrated respect for their independence and 'survival' to date.
- Business research indicated that support was extremely positive.

Business

- The key concerns to Cloncurry businesses were disruption to the business and lost revenue.
- Business uptake could be enhanced by:
 - providing good information as to possible disruption times
 - minimising disruption and associated costs to the business
 - negotiating fully with businesses to arrange appropriate times for the service to occur
 - promoting that they will be doing their bit for the Cloncurry community and their future, and
 - 'selling' the benefits of the Service as a way to save money.



Behavioural objectives

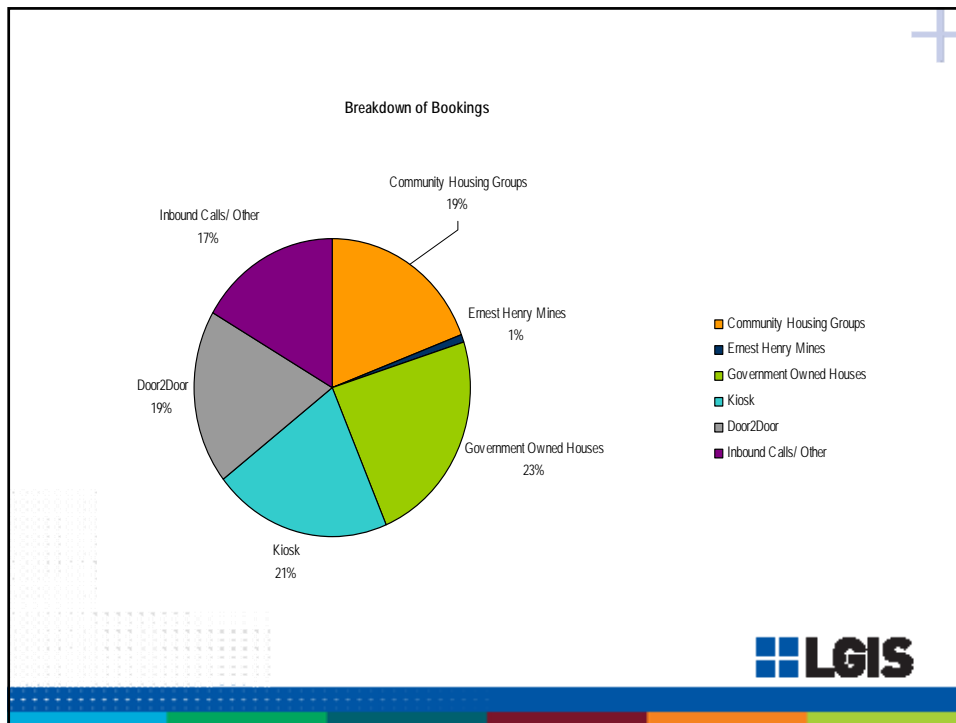
1. Deliver immediate, high impact, structural water savings by achieving 90 per cent (stretch target) uptake of the retrofit element of the Service.
2. Immerse the entire community over a short period of time via the education and promotional elements of the Service to fast track to contemplation & preparation for change.
3. Commence the re-setting of community norms.
4. To raise awareness of the imperative to be water efficient in and around the home.
5. To start the process of re-setting the expectations and obligations for businesses to use water efficiently



Method mix

- Intense 6 (res) 12 (bus) week immersion.
- Financial barrier to uptake was removed.
- Key marketing message 'Help us make Cloncurry even more waterwise' – recognised efforts already undertaken by community.
- Awareness raising and call to action press and radio advertising and direct mail were used to warm the market.
- Community based and direct response channels such as community group bulk bookings, mobile kiosks, plumber referrals, and door to door visits contributed to the majority of residential bookings.





Method mix continued

- A community based promotional and awareness program was critical to drive engagement and booking.
 - participation in 'Cloncurry Day'
 - use of community leaders as advocates
 - a commitment board at the local supermarket
 - press and radio editorials and paid advertising were used to inform the community of the Service and to commence recalibration of community norms.
- Internet and online booking tools intentionally not used.
- Business booking process was highly personalised with two phased direct telephone calls generating 88% uptake.
- Use of business advocates in community marketing program and business-specific press editorials, were critical to 'warm' businesses prior to requesting a booking.
- It was a unique feature of this Service that a dedicated water efficiency advisor attended each service (with the plumber) to complete an audit and provide a personalised water efficiency printed plan.



Evaluation and results

Residential

- 85% residential uptake
- 93% residential satisfaction rating
- 37.4 ML per annum, representing a 4.6 per cent saving in total residential water use.

Business

- 88% business uptake
- 93% business satisfaction rating
- 9.5 ML per annum, representing a 5.1 per cent saving in total non-residential water use.
- Post Service research showed preliminary indications of behavioural change. The main reason for taking up the service for both businesses and residents was reported as 'wanting to do their part to help with the long term water shortage'.
- The majority of households and businesses (81 and 88 per cent respectively) found the customised report provided by the Water Efficiency Advisor to be effective as a reminder to conserve water.



Lessons learnt

Despite the no/low cost offering, achieving the high uptakes rates in a remote regional location was challenging. The Service owed its success to:

- its high energy, short, immersion approach that generated great community momentum
- the pursuit of community engagement at all levels, but particularly the use of community leaders (civic and civil) as advocates
- the use of very personalised, low technology, face to face and community based marketing
- an 'on the ground' presence by the project team enabling a dynamic approach to marketing and the establishment of strong relationships with key local stakeholders.
- the deployment of dedicated Water Efficiency Advisors to provide personalised on site advice and collect qualitative water consumption data that was otherwise not available, and
- creative tools and prompts to leave a post program presence.



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