

ICLEI Water Campaign™ Overview

The Water Campaign™ aims to improve water quality and promote water conservation. The Water Campaign™ builds the capacity of local government participants to achieve tangible improvements in local governments water management.

The Water Campaign™ has the same performance based approach that ICLEI-A/NZ has used successfully with local governments in the Cities for Climate Protection (CCP™) Campaign in Australia for 7 years.

In participating in the Water Campaign™, councils commit to progress through five milestones, which will lead towards the sustainable management of our freshwater resources.

The milestones involve:

Milestone 1 - Entering water consumption and indicator data into the online software for a minimum of 2 financial years and completing the water quality checklists.

Milestone 2 - Setting goals for both water quality and conservation for council's own actions (corporate) and their influence on and partnership with the community (community).

Milestone 3 - Establishing a local action plan addressing current and future actions to save water and improve water quality.

Milestone 4 - Quantifying actions to demonstrate that council is moving towards its goals.

Milestone 5 - Conducting a re-inventory to identify the improvements that have been made since council's base-year.

The Water Campaign™ methodology provides a standardised process for water conservation and water quality improvement and for monitoring, measuring, and reporting performance. ICLEI-A/NZ has developed on-line software that considerably eases the analytical work involved and permits quantitative comparisons among different cities in Australia.

There are three modules in the Water Campaign™:

Corporate – What councils can control within their 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 quality.

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

Whilst the corporate and community modules are underway nationally, the Catchment Module is being developed.

This document outlines the key components of the Water Campaign™ for the corporate, community and catchment modules.

Corporate Framework – Water Consumption and Water Quality

The **corporate framework** covers the issues that councils can control within their own operations spanning water consumption and water quality. The consumption side is based on quantitative data obtained from water use patterns managed directly by the council. The water quality analysis is based on qualitative analysis of current management practices within council that can affect water quality and identifies gaps within council that requires attention to achieve improved water quality.

Milestone 1: Inventory

Consumption

Complete a quantitative inventory of water consumption using the ICLEI developed online software.

Quality

Complete the Water Quality Checklist, and identify three priority areas for future attention.

Milestone 2: Set Goals

Conservation

Goals must be set for the corporate water conservation goal for the target year on the base year-levels. For example, to reduce gross water consumption by 20% below 1998 levels by 2010.

Quality

Corporate water quality goals are stated in terms of points scored (and must be a minimum of 50). For example, to achieve 80 points of actions on the Water Quality Action cards.

Milestone 3: Develop Local Action Plan

Conservation

Covers the strategic actions for implementing water reduction initiatives. Consider the use of recycled water in areas where high water consumption is required, e.g. open space. Rationalise the level of irrigation you require, and achieve the best irrigation treatment for your council circumstances. Consider how are these actions integrated across new works and services of council. Utilise the material provided by ICLEI and its partners.

Quality

Covers the strategic actions for implementing water quality improvements. Develop actions to be implemented that will achieve improvement in the selected three priority areas.

Milestone 4: Implement the LAP

Conservation

For your council to achieve Milestone 4 in the corporate module it will need to demonstrate that it has achieved at least 20% of the water conservation goals since joining the Water Campaign™. Council will need to demonstrate that actions have been implemented, measure the result of those actions and record indicators used to measure the actions.

Quality

Budget for, and implement the actions. Milestone 4 requires at least 20% of the water quality goals by actions to have been undertaken since joining the campaign. Implement actions linked with regulatory requirements first. Where planning controls are required, ensure these follow the prescribed legislative procedures for your state.

Milestone 5: Monitor, Review and Report

Conservation

Undertake re-inventory of water consumption. Review strategies to identify gaps or potential changes such as a new management responsibility and review the goals. NB. It assumes that documentation on the first inventory process has been well kept detailing contacts, data consumption process, assumptions and interpretations being made by the officer through the provision of available material by the water retailer.

Quality

Monitor success of actions through the measures report. At Milestone 5, council undertakes a re-inventory using the water quality checklist. This is the stage to identify actions that have not been implemented, and proceed to achieve these if required. Set goals for the remaining 3 sectors and address these as needed.

Community Framework – Water Consumption and Water Quality

Community framework covers the issues that councils can influence through land use planning, regulation and education of their community, which can influence water consumption and water quality. The water consumption component is based on water use patterns that have been developed by ICLEI from available Australian data

sources. The setting of goals and actions for the community should be undertaken in conjunction with your water retailer where one exists, to ensure that the community is given the same message. The water quality component should follow the implementation of best practice methodology to achieve the desired results.

Milestone 1: Inventory

Water Consumption

The water consumption inventory by Local Government Area is supplied by ICLEI and compiled from data supplied by the appropriate water retailer or authority.

Quality

Complete the water quality checklist. This addresses areas that councils can influence through:

- Education of the community;
- Technology introduced for water reduction strategies across LGA; and
- Regulation through local laws.

Milestone 2: Set Goals

Conservation

Where your council has a water retailer, work with them to develop water consumption goals for water use across local government area, to present a consistent position to your community. Where your council is a water retailer, you might want to review the water consumption of a similar LGA and set similar per capita goals if a reduction is identified.

Eg. Set goals for water efficient residential, commercial and industrial land use through the promotion of water efficient technologies and Water Sensitive Urban Design principles. NB. Residential goals may differ between greenfield and infill sites.

Quality

The community water quality goals are also to be adopted by council. For example, to achieve water quality improvement through the implementation of at least 50 points of actions from the Water Quality Action score cards in the three priority areas.

Milestone 3: Develop the Local Action Plan

Conservation

Develop a LAP that considers the position of the water retailer and covers the strategic water consumption initiatives that council can achieve through education and planning. This might include a survey of householders that have had their households retrofitted with a range of water saving devices, demonstrating the cost of these installations, or a competition for the most water efficient household across various categories. The LAP could also include incentive schemes on indigenous plant give-aways, free mulch, and/or rebate programs.

Quality

Develop a LAP that covers the strategic actions, which focus on regulation, education and land use planning to bring about water quality improvements. Eg. The production of some simple fact sheets to all householders and schoolchildren (part of National Water Week) in the LGA can achieve this. Integrate these with other environmental education programs run by your council.

Milestone 4: Implement the LAP

Conservation

For your council to achieve Milestone 4 in the community module it will need to demonstrate that the community has reduced water consumption by a set percentage of their water conservation goal since council joined the Water Campaign™. Council will need to demonstrate that actions have been implemented, measure the result of those actions and record indicators used to measure the actions.

Quality

Budget for and implement the actions. Milestone 4 requires at least 20% of the water quality actions to have been undertaken since joining the campaign.

Milestone 5: Monitor, Review and Report

Conservation

Monitor success of actions through a measures report and undertake re-inventory of water consumption. Review strategies to identify gaps or potential changes e.g. new management responsibility or change of local government boundaries and revise the goal.

Quality

Monitor success of actions through a measures report and undertake a re-inventory of the water quality checklist. Identify actions not implemented and proceed to achieve these if still required. Set goals for the remaining 3 sectors and address these as needed.

Catchment Framework – Water Consumption and Water Quality

The catchment framework covers the issues that a collective group of councils, state and catchment agencies and key stakeholders together identify as priorities for their catchment. The catchment module addresses water quality issues, which reflect national, state or regional goals for water quality and setting actions to achieve those goals. The Catchment module focuses on capacity building for councils to engage in NRM processes occurring in their state and at the catchment level. The catchment module recognises that local governments are key players in NRM, and aims to facilitate their full engagement in sustainably managing resources at the catchment level.