



KEMPSEY  
Shire Council

## **DIRECTOR SHIRE SERVICES SUPPLEMENTARY REPORT**

13th June 2006

<b>DSS11</b>	<b>WATER EDUCATION GRANT</b>
<b>FILE: 900 AMB</b>	<b>{ Folio No. 323502 }</b>

### **SUMMARY:**

Reporting Macleay Water's successful grant application for water catchment education.



### **DESCRIPTION:**

Macleay Water has been actively promoting catchment awareness over the last few years as a basis upon which to build a water demand management program. These education efforts have mostly been focused around events such as water week, the Kempsey Agricultural Show and the 'Made in the Macleay' showcase. Macleay Water has recently been endeavouring to broaden education efforts by participating in water utility 'partnerships' to enable a more efficient program which would result in better utilization of budget allocations.

One such partnership has been provided through the North East Water Education (NEWE) group. The NEWE group involves water utility staff from Hastings to Gold Coast councils meeting quarterly to discuss issues, having an email network for information sharing, listening to guest speakers, coordinating education efforts and sharing promotional costs across councils where possible. Through the NEWE meetings, Macleay Water staff became aware of the opportunities for grants through the Northern Rivers Catchment Management Authority.

The Macleay Water stand at the 2006 Kempsey Agricultural Show trialled a basic interactive model for the urban water cycle. Several years of experience at Kempsey Agricultural Show had indicated that items with 'hands on' interaction are successful educational tools. The information gained from other NEWE members, and particularly those having full time water education officers,

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indicated interaction was definitely a key to success. After successful results at the Show, Macleay Water made application to the CMA for an education program based around the water cycle interactive model.

Macleay Water has just received written advice that our grant application was successful. The grant in the amount of \$14,920 was awarded on the basis that the education program is intended to build upon existing education programs by providing and supporting additional resources, particularly in promoting and supporting whole-of-catchment awareness. The following points outline the factors that the CMA were seeking:

- Increased awareness and understanding of catchments in the Northern rivers region, particularly among school-aged children in terms of whole catchment function and how human activities impact upon health across the region;
- To create generational change in catchment awareness;
- Improved community participation in activities that protect and enhance catchment health;
- Improved links between environmental activities in schools and local government.

The CMA expects the following outputs to be delivered as a result of the grant awarded. The timeframe enables the model to be developed in preparation for water week in October 2006. All items indicated below were costed and included in the grant application.

- Create a pilot model (effectively permits an enhanced version of the model used at Kempsey Show);
- Construction and testing of the model;
- Develop pre-package information program for schools including a school pilot day;
- Setup, delivery, operation and maintenance;
- Feedback and evaluation.

The acceptance of this grant is recommended as a means of furthering the value achieved with the current demand management budget allocations. Acceptance of the grant involves signatory to a contract. This is a standard process for CMA grants.

## **REPORT IMPLICATIONS:**

- ***Environmental***

***This grant is an opportunity to further water demand management identified in the Integrated Water Cycle Management Strategy (IWCMS). The IWCMS identified that to cater for growth into the future and stay within water extraction licence limits successful demand management measures was crucial. The water extraction limits are set as a means of protecting the available water resources and enabling equitable sharing of the resource.***

- *Social*

*Awareness of the catchment water cycle and catchment functions/interactions are fundamental keys to establish warrants for changed attitudes and enable successful water demand management. This grant provides additional resources to further the awareness campaign and trial specific educational tools and programs. These water education tools and programs will be developed and assessed in the school environment with the vision of widening this education program to a 'whole community' education program.*

- *Economic (Financial)*

*Water demand management was established in the IWCMS as a key factor in being able to lessen future water treatment infrastructure costs for Macleay Water customers.*

*This grant finances an educational trial in demand management education.*

- *Policy or Statutory*

*There are no Policy or Social implications arising from this report.*

- *Director's Review*

The grant provides Council with an opportunity to further the public awareness, particularly for school children, relating to the urban water cycle.

**RECOMMENDATION:**

- 1 That the Catchment Management Authority's offer of a grant in the amount of \$14,920 (+\$1,492 GST) for water catchment education program be accepted.
- 2 That the General Manager be the delegated signatory for the contract relating to this grant.

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A P Vermeulen  
DIRECTOR SHIRE SERVICES