

Welcome to the Webinar

- Webinar will be 60 minutes in length with time for questions.
- Audio is through your telephone or computer microphone & speakers.
- The webinar phone line will be muted during the presentation because we are recording.
- Questions can be typed in throughout the webinar and will be answered at the end by the speakers.

Alliance
for Water
Efficiency

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Webinar Speakers

- Mary Ann Dickinson, President and CEO
Alliance for Water Efficiency
- Dr. Stuart White, Director
The Institute for Sustainable Futures
- Heather Cooley, Water Program Director
Pacific Institute

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Purpose of the Webinar

- Present results from the project studying the lessons from Australia's Millennium Drought
- Particularly useful for comparison with drought stricken areas in America's west
- Numerous project partners and funders



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Lessons from the Australian Millennium Drought

Stuart White, Director

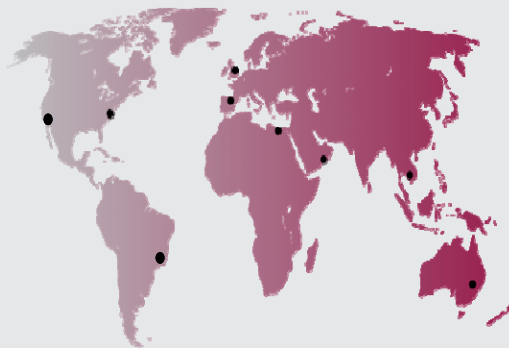


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Overview



- Context
- Planning long term and short term
- The role of the demand side "an ounce of prevention"
- Communications and engagement "speaking and listening"
- A diverse portfolio "hedging your bets"
- Conclusions



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*I love a sunburnt country,
A land of sweeping plains,
Of ragged mountain ranges,
Of droughts and flooding rains.*

Dorothea Mackellar

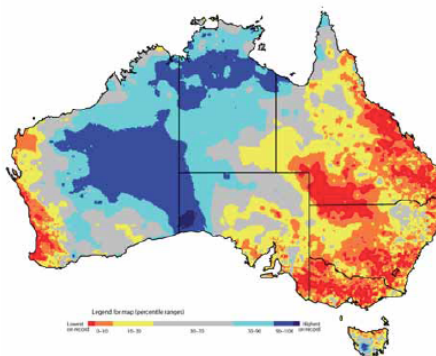


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The Millennium Drought

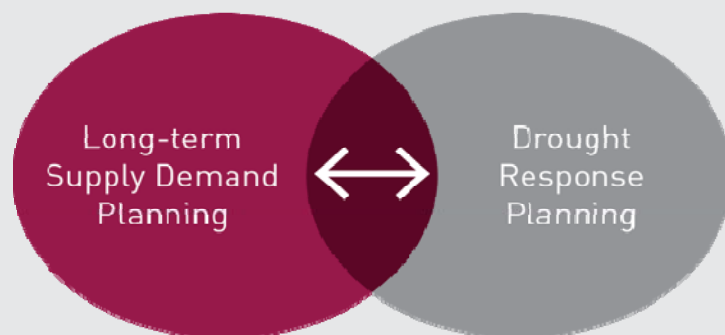


Rainfall from April 2001 to January 2007
ranked against historical records



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Planning: Long-term and Short-term



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The Demand-side & the Supply-side

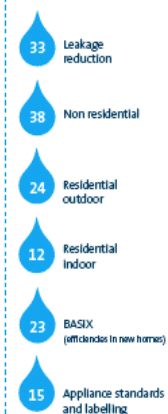


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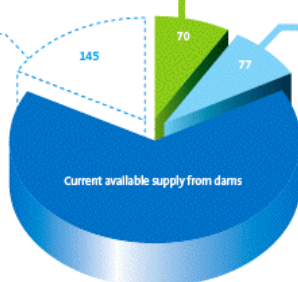
Relative contribution to supply and demand



Water savings 145 billion litres per year



Recycling 70 billion litres per year*

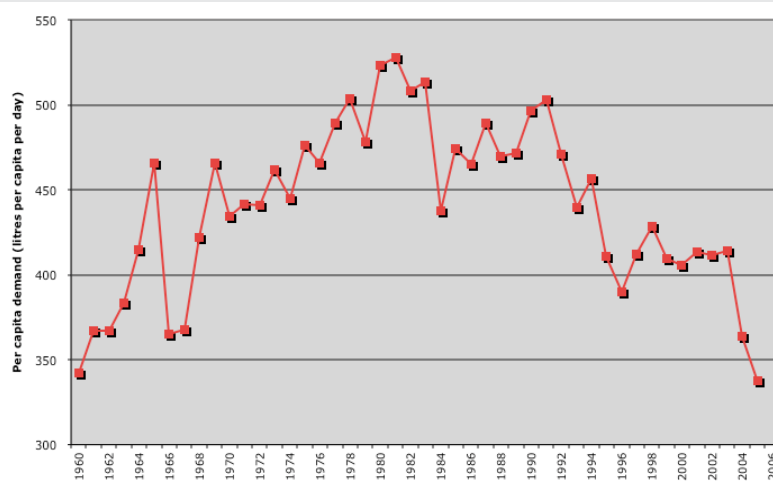


Additional supply 77 billion litres per year



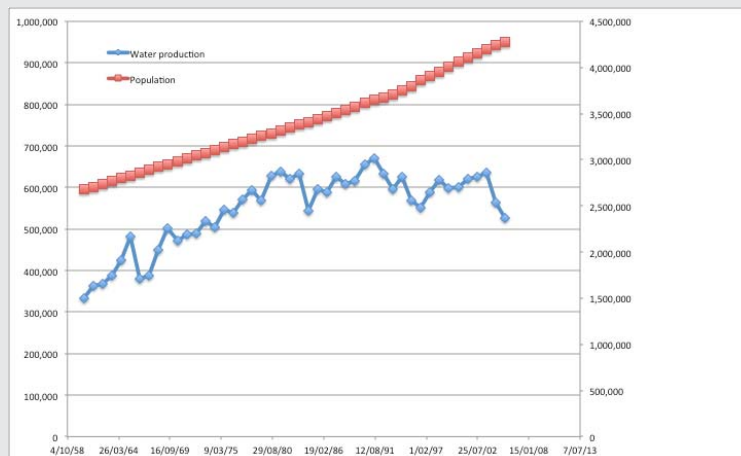
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Sydney water demand



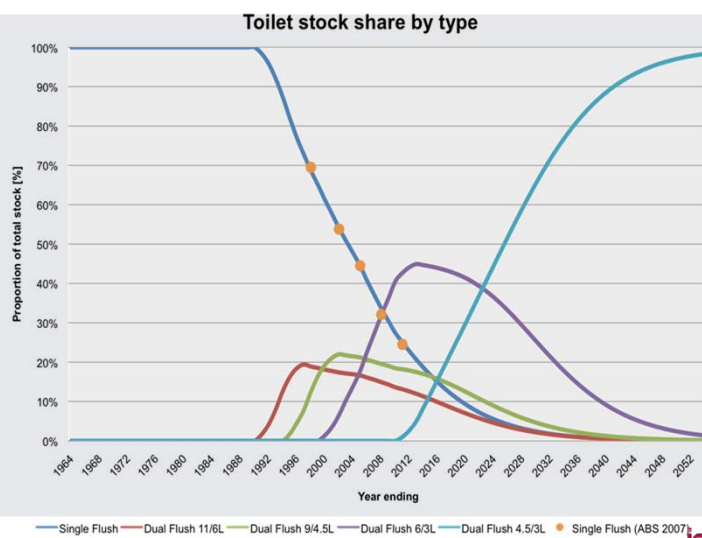
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Sydney water demand



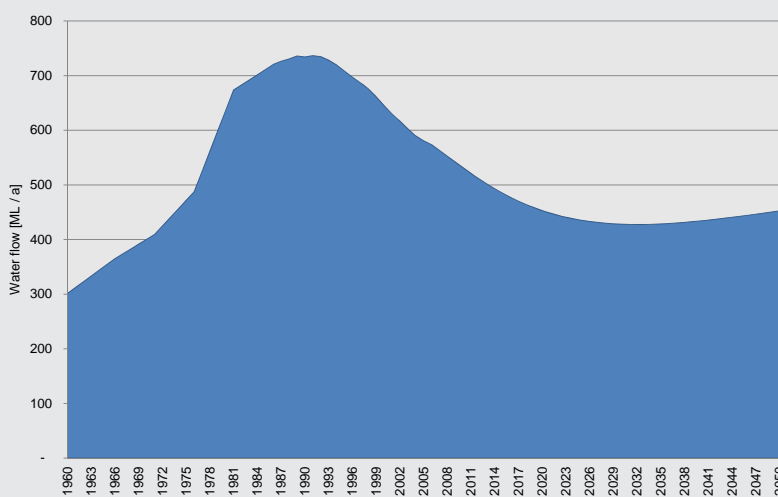
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Stock models - toilets



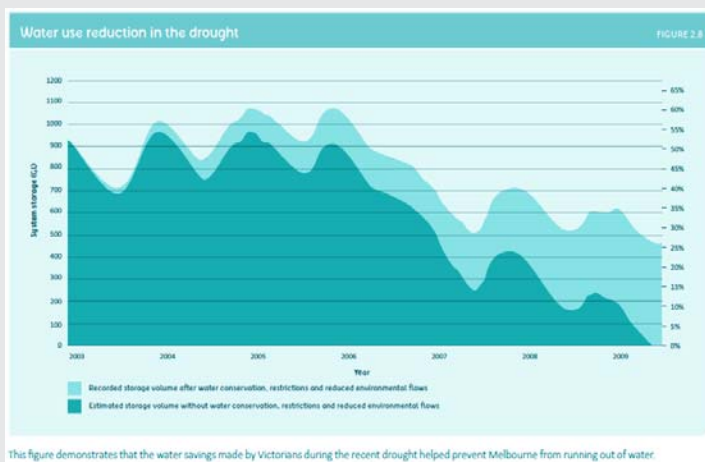
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Toilet water flow



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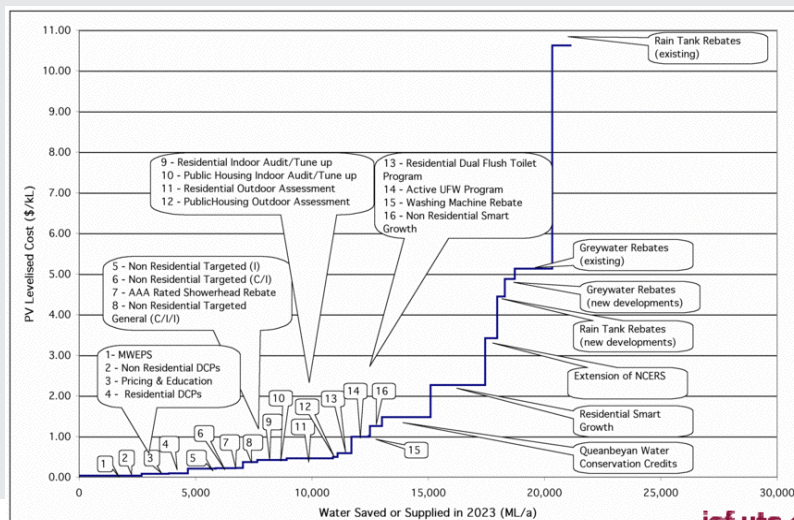
Impact of water use reduction in drought – Melbourne



Office of Living Victoria 2013

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Supply curve of conserved water - Canberra



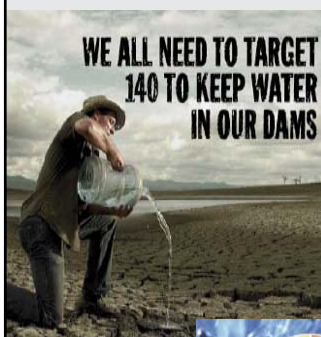
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Communication & engagement



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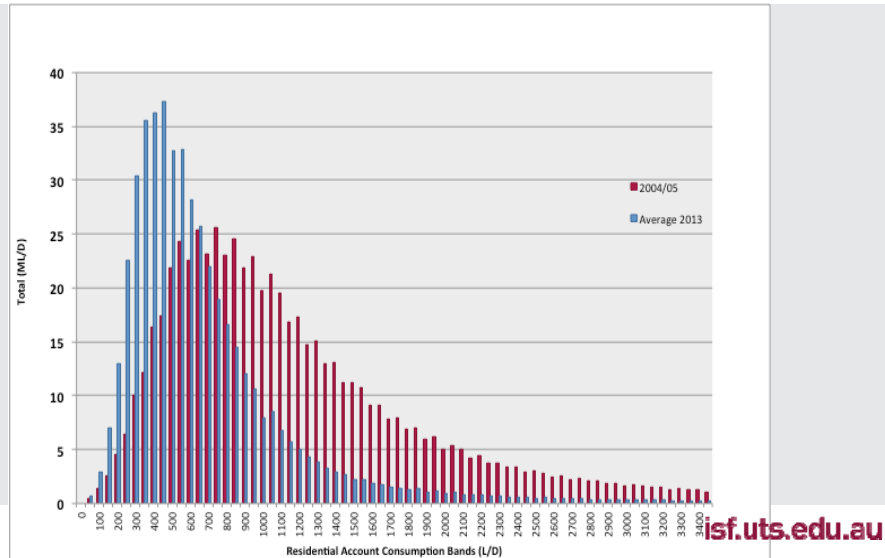
CASE STUDY: SEQ



- Restrictions
- Supply options (desalination, recycling, inter-catchment transfers, storages)
- "Target 140" (reached 125 litres per person per day – 33 gpcd)
- High water users program ("One to One") top 10% of users
- Major investment in water efficiency – all sectors and uses

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Demand by households – before and after drought

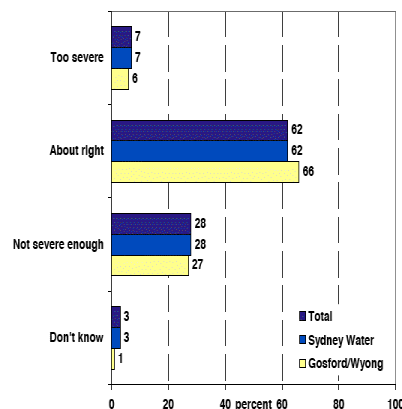


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Restriction levels & public attitudes



Figure 13: Views on current water restrictions

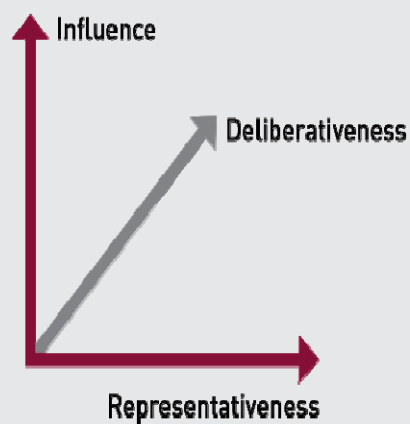


- Almost two-thirds believe that restrictions are about right, over a quarter believe that they are not severe enough.

Source: Taverner Research (2005) "Survey of household water attitudes", report for NSW IPART, February, p44.

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Three ideals for effective community engagement

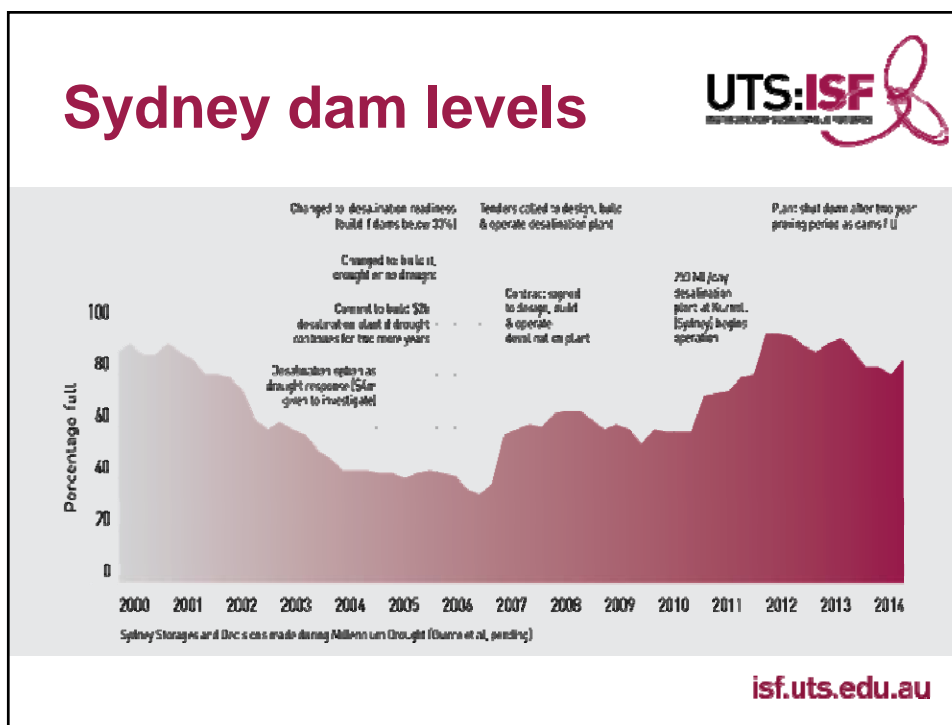
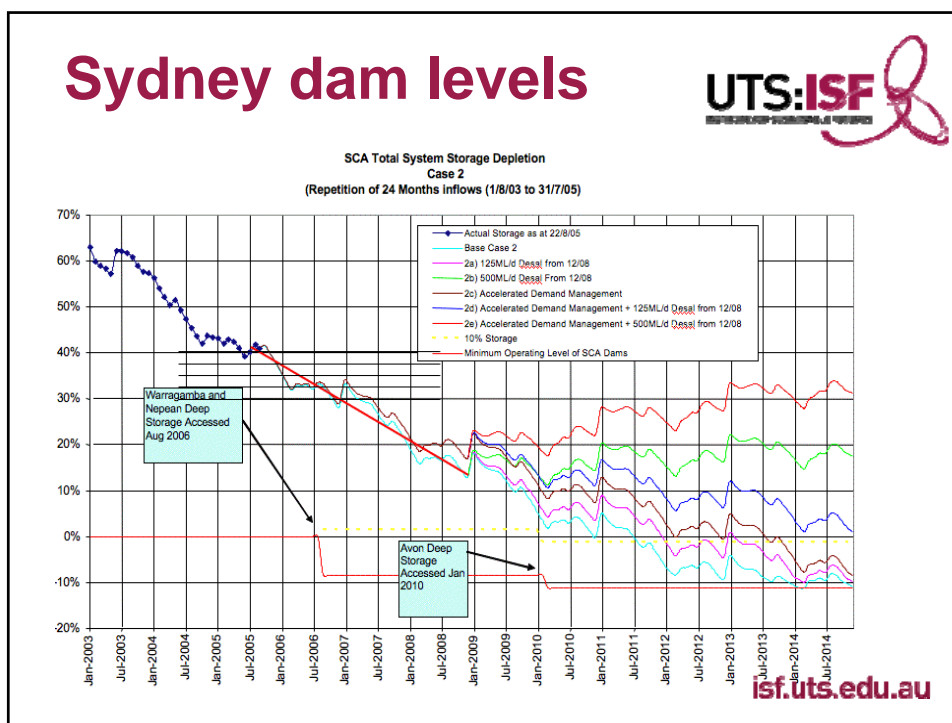


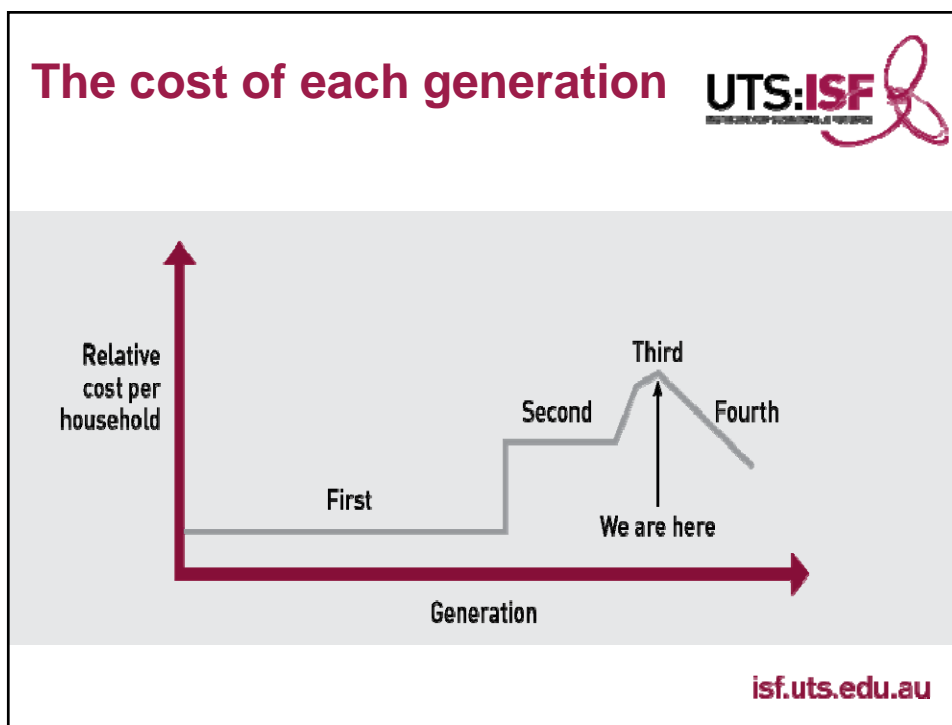
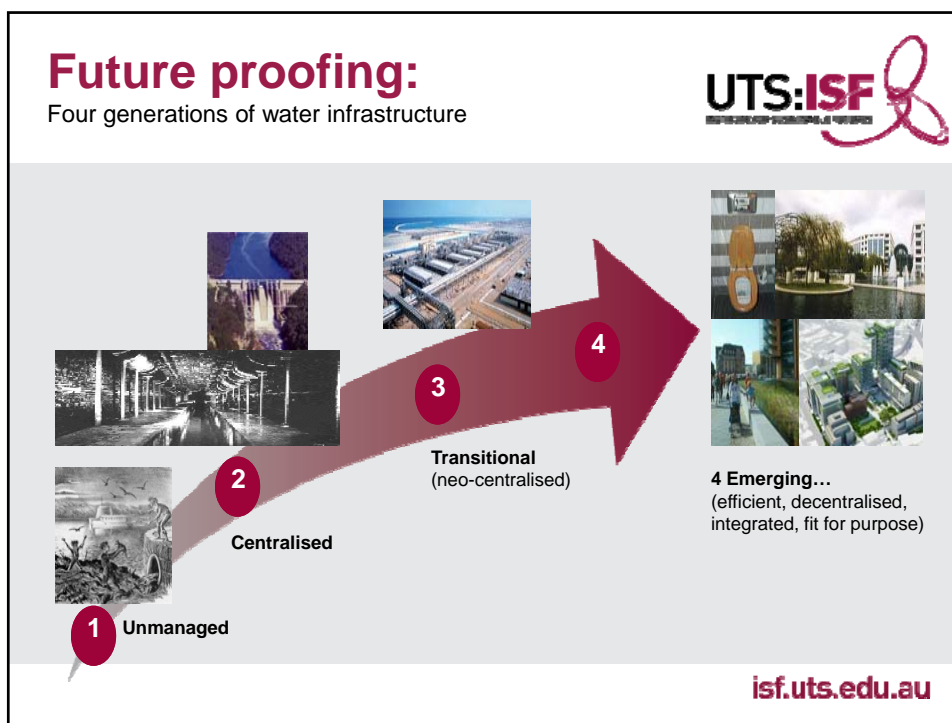
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Modular, scalable & innovative



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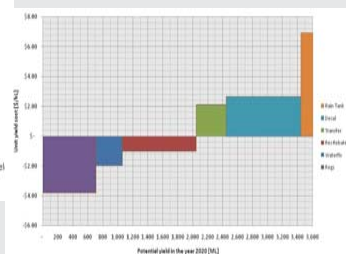
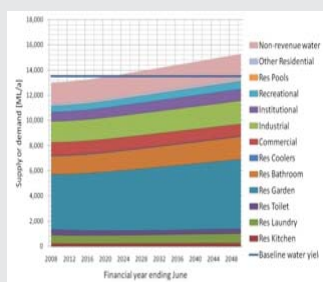


Fourth generation in practice

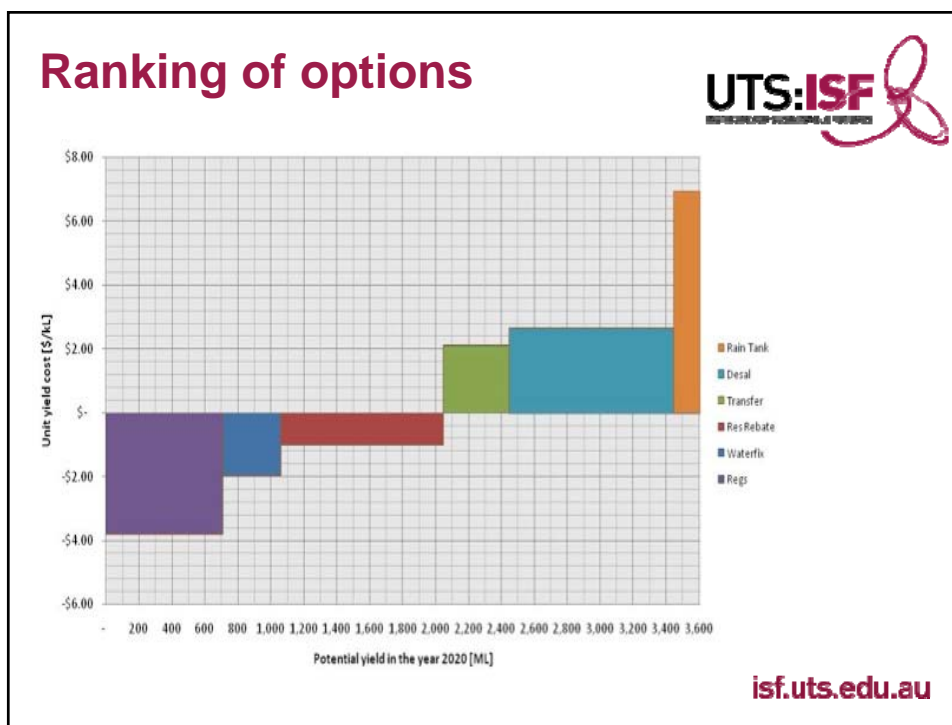
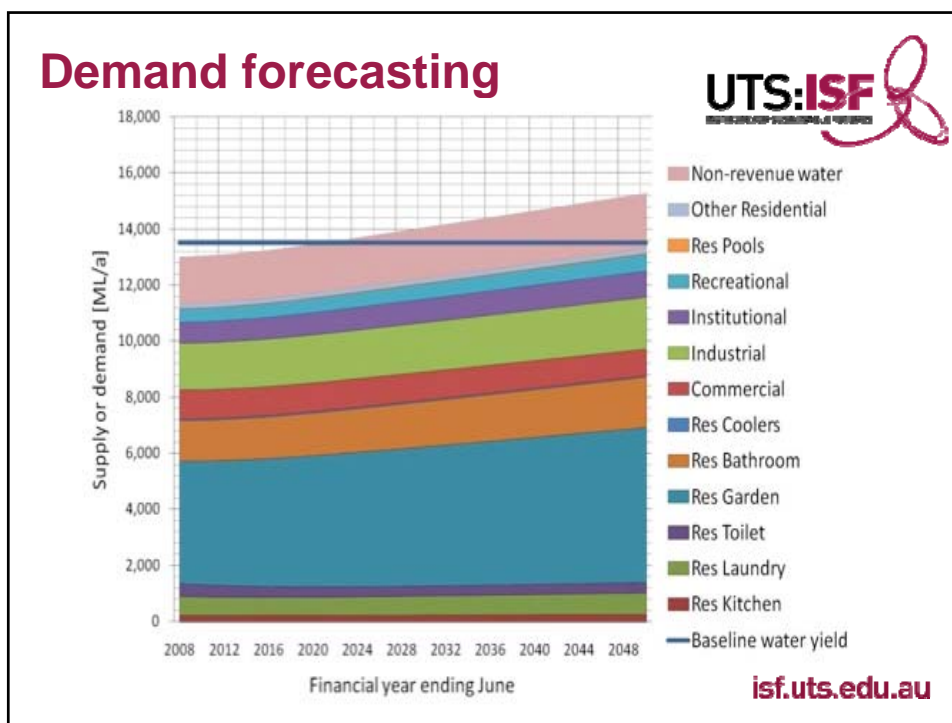


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Data, monitoring and measurement



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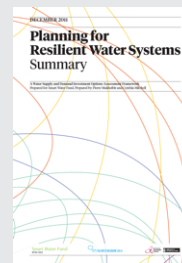


Conclusions



- Integrating long term supply demand planning and drought response
- Demand-side options: cheapest, quickest and biggest
- Speaking and listening
- No-regrets options – future-proofing
- Data, monitoring and measurement

Further information



<http://www.isf.uts.edu.au>

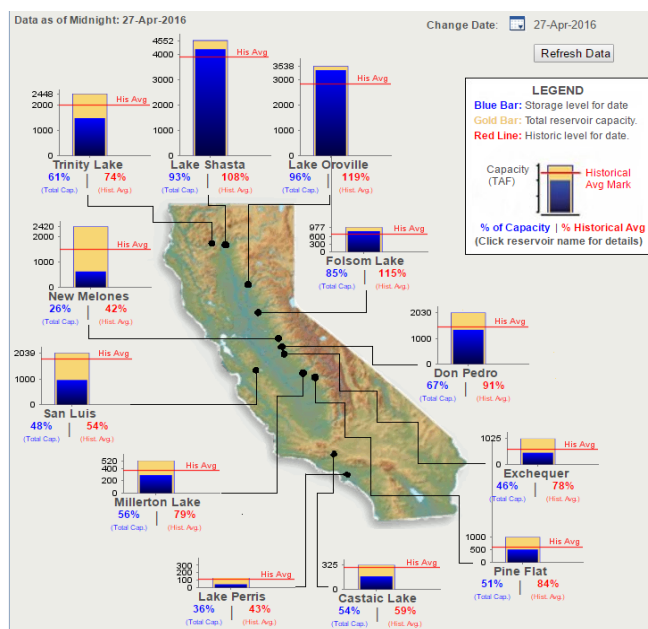
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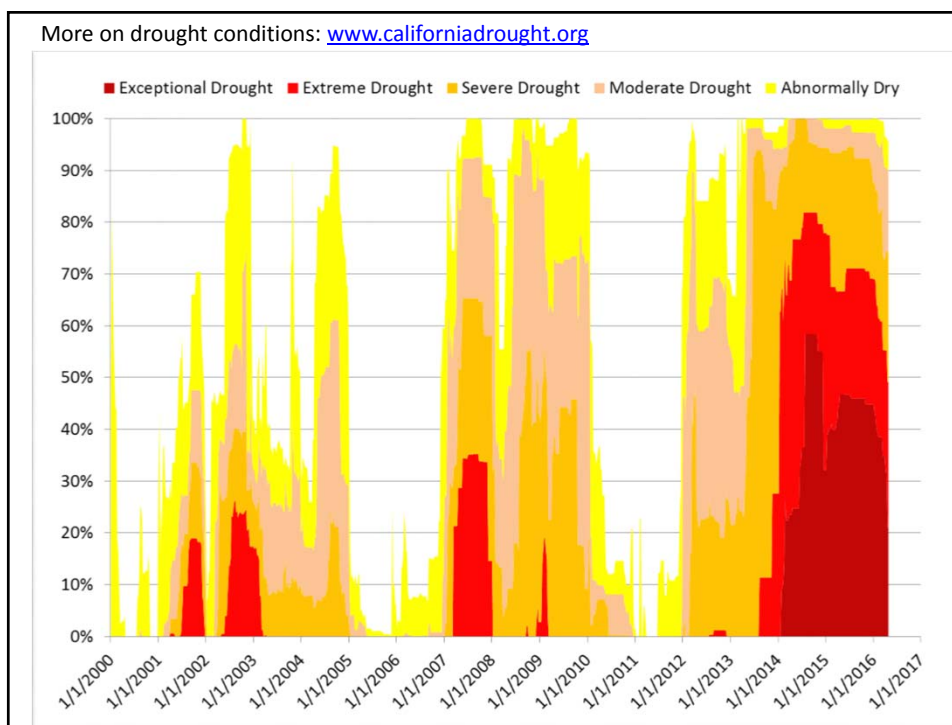
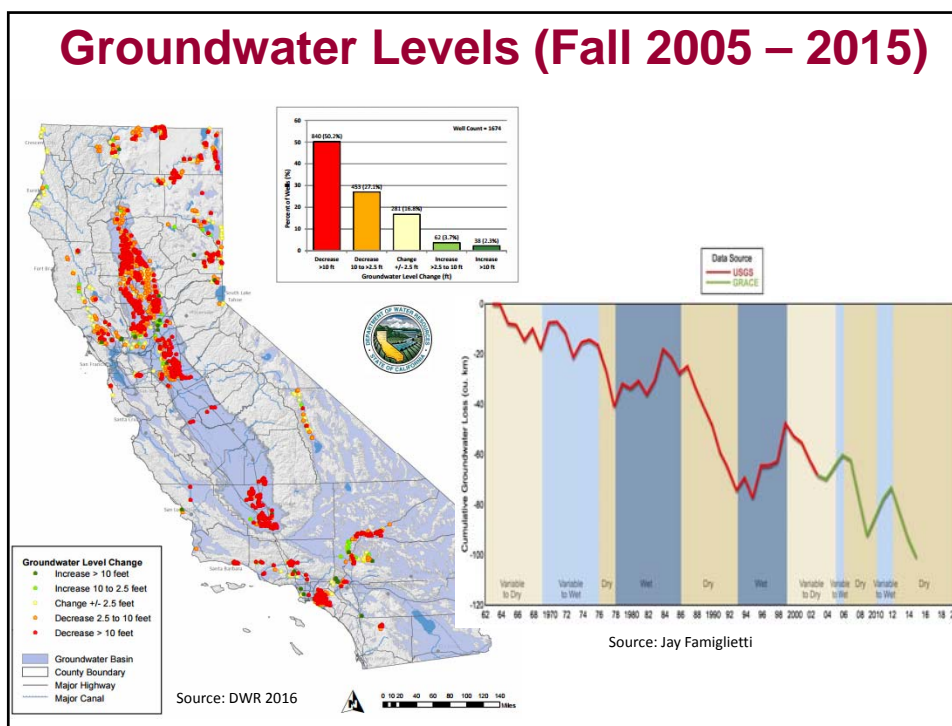
Translating Drought Lessons from Australia to California (and Beyond)

Heather Cooley, Water Program Director
Pacific Institute

PACIFIC
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Surface Reservoir Conditions

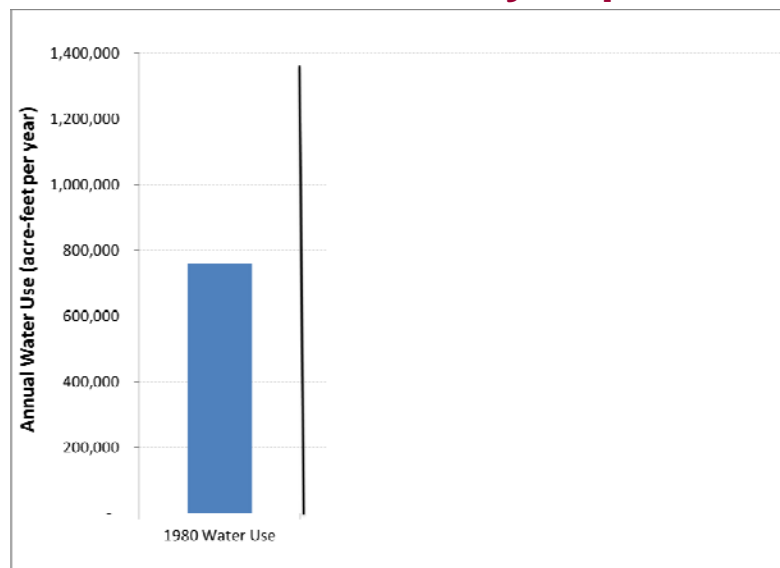




Good Foundation

- National
 - National standards first adopted in 1992
 - WaterSense label launched in 2006
- State
 - First state to adopt water efficiency standards and codes
 - 20% reduction in urban per capita water use by 2020
 - Investment to diversify water supplies and interconnect systems
- Local
 - Programs and investments in water conservation and efficiency, local storage, and new supplies

CA Household Toilet Water Use, With and Without Efficiency Improvements



Lessons for California (and beyond)

- Expand breadth and scale of efficiency programs
- Balance supply and demand management using least-cost planning approach
- Improve integration
- Address pricing and short-term revenue losses
- Improve data, monitoring, and measurement

In Closing...

- Got any questions? Type them in and we will answer them now!
- A PDF of the presentation as well as a link to the recorded webinar will be available within the week.
- Our next webinar will be May 25 in partnership with the EPA's WaterSense program. There will also be a webinar in June 2 on the latest release of the AWE Water Conservation Tracking Tool. Watch for both of them!

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Thank You for Attending the Webinar!



Alliance for Water Efficiency

To promote the efficient and sustainable use of water

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