



4 November

Media Release

TasWater launches water conservation campaign

In a bid to encourage Tasmanians to conserve water, TasWater is rolling out a statewide campaign with the slogan *'If we use more water than we need, it may not be there when we need it most.'*

TasWater, along with the Tasmanian Government, is promoting the message that water supply is valuable and finite, water conservation is everyone's responsibility, and the way we use, or *misuse* water affects other people.

"At TasWater we understand saving water begins with us, so we are ramping up our business as usual processes and investing in towns vulnerable to water restrictions," TasWater Asset Strategy Manager Duncan Sinclair said.

"These areas include Bridport, Swansea, Coles Bay, Orford, Triabunna and Scamander."

"As summer approaches, TasWater staff have been working together to assess supply and demand along with developing contingency plans for critical locations, particularly tourism hot spots in coastal areas."

"We have a dedicated team to monitor water supply in periods of high demand."

TasWater is also encouraging the community to play its part.

"People think Tasmania has a lot of water but in fact, we don't," Duncan said.

"The state's West Coast is wet, but the Midlands and the East Coast are both relatively dry, and Hobart is the second driest city in Australia after Adelaide."

"There has been a significant reduction in rainfall along the East and North coasts of Tasmania over the past two years with last winter one of the driest on record for some east coast towns."

"As part of this campaign, we are asking Tasmanians to conserve water and inspire others to do the same."

The Tasmanian Government, through its Department of Primary Industries, Parks, Water and Environment (DPIPWE) endorses the campaign.

"While the vast majority of Tasmanians enjoy plentiful access to water, there are those in rural communities in drought for whom water is liquid gold.

"When using water this summer, I encourage Tasmanians to be water wise," said Guy Barnett, MP, Minister for Primary Industries and Water.

The campaign will start appearing on TV and social media, along with bus and newspaper advertising from Sunday night, 3 November.

The advertisement for TV and digital outlets can be viewed here <https://youtu.be/O59OXArIX5Q>

Visit taswater.com.au for tips on saving water.

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