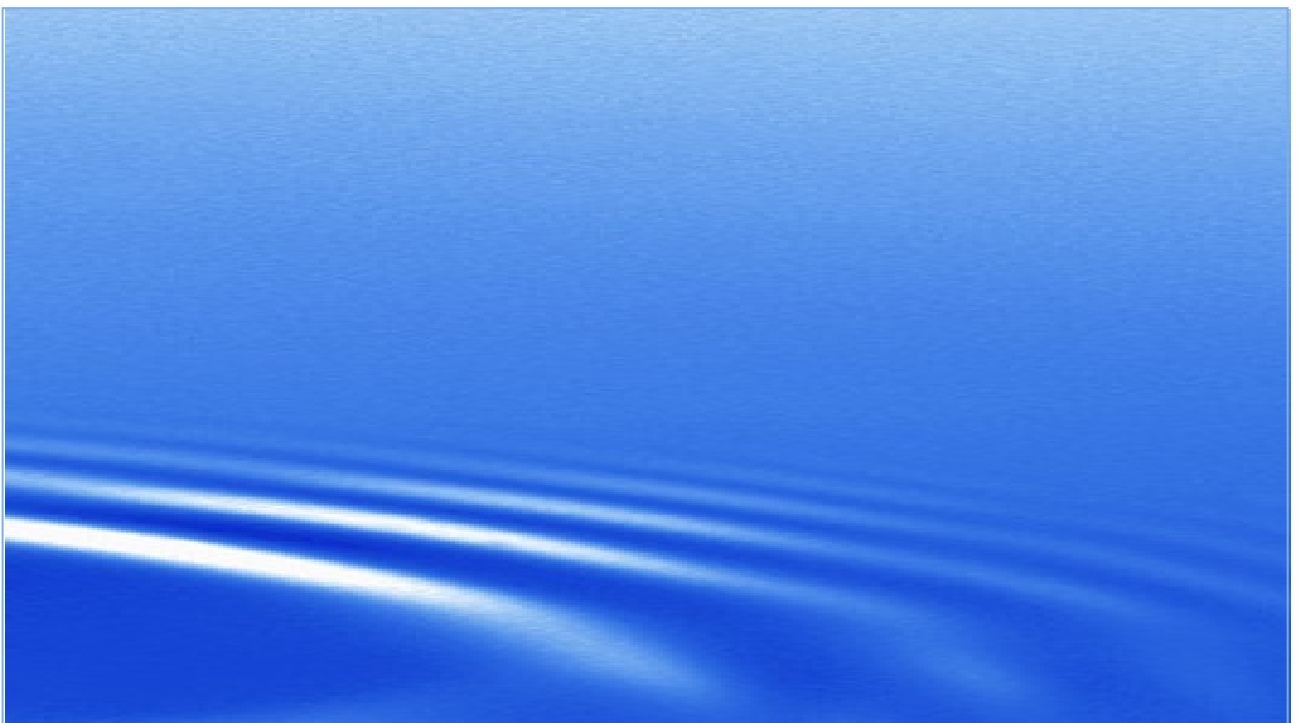


TRC

Water Sustainability Strategy

2011-2014



Mission Statement

Tamworth Regional Council is committed to working with the community to achieve sustainable water use across the region.

Table of contents

TABLE OF CONTENTS.....	2
1.1 INTRODUCING THE STRATEGY.....	6
1.2 THE REGION'S WATER SUPPLIES.....	7
1.3 TRC'S ACHIEVEMENTS TO DATE	10
1.4 LAYOUT OF THE STRATEGY	11
1.5 AIMS OF THE STRATEGY	12
1.6 STRATEGIC PLANNING LINKS.....	15
2.1 PARTNERSHIPS AND COMMUNITY INVOLVEMENT.....	18
3.1 INTRODUCING THE STRATEGY	20
3.2 THE WATER SUSTAINABILITY STRATEGY.....	21
3.3 THE GUIDING PRINCIPLES	22
3.4 KEY THEMES OF THE PLAN	24
3.5 OUR KEY GOALS	26
3.6 STRATEGIC ACTION PLANNING	28
4.1 REVIEWING THE PLAN.....	30
4.2 REPORTING ON THE PLAN.....	31
5.1 INTRODUCING OUR STRATEGIC ACTION PLANS.....	33
5.2 LIST OF STRATEGIC ACTION PLANS	35
DOCUMENT LINKS.....	49

Foreword

This *Water Sustainability Strategy* (WSS) represents Council's plan for water conservation over the next three (3) years between 2011 and 2014, within a context that includes a planning framework, vision and key goals to achieve sustainable water use in the region over the long term.

The strategic plan is underpinned by a strengthening relationship between TRC and the community on the increasingly important issue of water optimisation. The commitment to deliver the *Water Sustainability Strategy 2011-2014* (WSS) aims to continue building a solid regional partnership with industry, schools, and residents – a partnership that will create positive outcomes aimed at securing and maintaining future water supplies.

Management of water is an issue that has received much greater national and global attention in recent years.

The ongoing drought and the potential impacts of climate change, clearly highlight the importance for communities to have the kind of integrated planning inherent in this strategy. Putting this plan in place will empower TRC to sustainably manage the region's water supply now and for the future.

“Water should never again be something taken for granted.”

Water should never again be something taken for granted. Tamworth Regional Council is committed to the WSS initiatives and providing options and actions that will enable the community to incorporate water sustainability into their daily lives and activities.

Through the implementation of the WSS, TRC is providing a solution that meets the community's long term needs for a safe, secure and reliable water resource.

This strategy is submitted to the residents of the Tamworth region as a platform for achieving water efficiency in the region over the next three years and beyond.





Map of Tamworth Regional Council area



1. Introduction

1.1 Introducing the strategy

Council operates seven town water supplies providing services to approximately 20,000 customers in Tamworth, Moonbi, Kootingal, Barraba, Manilla, Attunga, Nundle, and Bendemeer.

Water sustainability is an essential component of Tamworth Regional Council's effective management of regional water supplies. TRC has developed the *Water Sustainability Strategy 2011-2014 (WSS)* as the key coordination document to help achieve a sustainable consumption level for our reticulated treated water supplies across the region.

The Tamworth region, as part of the Murray-Darling basin has recently experienced the worst drought on record, and with dry conditions prevailing since 2002, water supply sources in the Tamworth region have during certain periods become increasingly stressed.

This has been the primary driver for TRC to continue the implementation of a formal water sustainability planning document.

The core focus of preparing and adopting a water sustainability strategic plan is to optimise regional water supplies by setting key goals and actions to help achieve this aim.

The approach initiated in the WSS involves identifying and undertaking a variety of projects related to the goals, over the period of the strategy, with in-built review processes.

This review enables lessons learnt and challenges being faced to be addressed within both the strategy period, and/or a subsequent updated strategy period. The strategy period is for three years.

The strategy has four key interrelated themes that reflect how TRC sees the vision of sustainable water use in the region best being achieved.

These themes are:

- developing an integrated approach
- increasing awareness and understanding
- implementing water efficiency measures, and
- carrying out effective review and reporting.

The WSS has been developed in association with Council's *Demand Management Plan* and *Drought Management Plan*, and obtains its overarching and guiding principles from the *Tamworth Regional Council Management Plan 2010-2013*.

“The core focus of preparing and adopting a water sustainability strategic plan is to conserve regional water supplies”

1.2 The region's water supplies

The history of our water



For thousands of years the indigenous peoples of the Tamworth region, the Kamilaroi, took their water from the different rivers and waterholes in the area. Early European settlers used buckets to scoop and carry water from the Peel River.

As the population grew and the area became a pastoral and agricultural centre, water demand increased and more reliable water supplies were needed.

In 1881, Tamworth Council built its first public water supply. This was a well, about seven metres deep, from which 22,000 litres an hour were pumped into a large overhead tank. Water carriers could then fill their tanks for home delivery. A short time later, pipes were laid to feed water to a public drinking fountain on the corner of Peel and Brisbane Streets.

By 1898 a small dam was completed at Moore Creek. Unfortunately, the amount of silt that built up behind the wall made the dam useless in just twelve years. Following this, a series of drift wells were built on the Peel River Flats to supply the town with water.

Dungowan Dam was completed in 1958 and became the first major water storage facility for Tamworth. But as the population continued to grow, larger water storage was needed.

In 1980 Chaffey Dam and the Water Treatment Plant were completed as part of the Tamworth Water Supply Scheme. This produced large volumes of clean, healthy water available for consumption by Tamworth residents.

The supplies

Tamworth's water supply comes from three sources:

- Chaffey Dam
- Dungowan Dam
- The Paradise Drift Wells (emergency only)

The majority of the Tamworth's water comes from Chaffey Dam which has a capacity of 62,000 megalitres and sits about 44km south of the city on the Peel River. Tamworth also has a supplementary supply from Dungowan Dam which has a capacity of 6,200 megalitres and lies 56km south east of the city.

Council has high security licenses to use 16,400 megalitres at Chaffey Dam, and 5,600 megalitres at Dungowan Dam, to be used for the Tamworth supply. During emergencies and severe drought Tamworth is also able to supplement its intake from the Drift Wells adjacent to the Peel River.

“Towns and villages of the region have their own water supplies.”

Apart from the large Chaffey and Dungowan Dams that service Tamworth, the towns and villages of the region have their own water supplies. Moonbi and Kootingal have groundwater bores and wells adjacent to the Cockburn River. Manilla has the Namoi River Weir and the Manilla River, which has a licence allowing releases from Split Rock Dam. Barraba is supplied by the Manilla River, Barraba Creek, Connors Creek Dam and when level 4 restrictions are in place, two emergency bores in James Street. Nundle has the Peel River and the Oakenville bore. Attunga is supplied by groundwater bores adjacent to the Peel River, and Bendemeer draws on the MacDonald River.



The spillway at Dungowan Dam



The Chaffey Dam wall



Clarifier tank at Calala Water Treatment Plant

1.3 TRC's major achievements to date

TRC has already achieved many of the goals laid out in its *Water Sustainability Strategic Plan 2008-2011*.

It has paid out more than \$330,000 in financial assistance for TRC residents to install 2,592 water optimisation products in and around their home at a projecting saving of 89.7ML per annum. These included rainwater tanks, dual flush toilets, showerheads, pool covers, greywater systems, and 4-star washing machines.

It continued to implement its Large Water Users Reduction Initiative, which included negotiation and agreement of specific water consumption benchmarks for over 60 business and industrial water users.

In coordination with the TRC corporate website redevelopment, various water education and community awareness information was posted and updated including rebates, water sustainability products, dam levels, and links to the Savewater Alliance.



National Water Week, a national awareness-raising event, was celebrated each year with residents and schools and included competitions, distribution of 50014-minute educational DVDs, and students in schools conducting a water audit of their own schools.

A quarterly newsletter was distributed until this information was superseded by the new corporate website.

20 roadside signs with interchangeable waterwise messages were placed on main approach roads in Tamworth and the towns and villages.

TRC's water rates notice was redesigned to include more information in accordance with Federal standards that include: comparative previous and average consumption, and water sustainability tips and information.

TRC in partnership with Caroma Dorf and the Namoi Catchment Management Authority (CMA) has implemented a dual flush toilet exchange program that has installed 315 units at a projected saving of 12ML per annum.

Regular media releases and web stories were used to promote the water sustainability message through various events.

More than 10,000 items of merchandise promoting the water sustainability message was distributed across the region, including water bottles, USB wristbands, shopping bags, hats, and cricket bats.

1.4 Layout of the strategy

The strategy is set out in five main sections as shown in the diagram below.

Section 1 introduces the strategy's purpose and aims, and its focus in relation to seeking to achieve sustainable water use, as well as the link between the strategy and other levels of strategic planning related to water sustainability.

Section 2 expresses the strategy's intent in relation to developing partnerships and alliances, and involving the community in implementing and reviewing the strategy and considering in this regard, some of the achievements to date.

Section 3 introduces our strategic planning framework, including the strategy's vision, key themes and goals and how these are linked to a series of strategic action plans and the review process. A list of the initial WSS action plans is provided in this section.

Section 4 describes the strategy's review and reporting process.

Implementing the WSS is the final section and provides the detailed Strategic Action Plans (SAPs) that have initially been developed to meet the strategy's goals, and achieve the vision of sustainable water use in the region.



1.5 Aims of the strategy

The purpose of the Water Sustainability Strategy is to develop and support an ongoing cooperative approach, as well as a range of integrated actions, to use and manage water in a sustainable manner across the Tamworth region. This strategy is seeking to achieve a number of interrelated and important aims in this regard. These aims are:

1. Provide a framework to effectively coordinate water efficiency programs and actions for Council, community, and government agencies.

2. Secure a common approach and direction for the regional community in order to best provide and manage this water supply.

3. Manage water efficiently and carefully from its supply sources to its return to the natural environment.

4. Reduce reliance on water from dams and rivers, by using emerging technologies for alternative forms of water harvesting.

5. Reduce and alleviate demand on treated water supplies.

The Focus

Council's ongoing commitment

An essential part of this strategy is having the ongoing commitment from all key stakeholders. TRC cannot achieve all the goals of this strategic plan alone. The WSS requires and promotes a committed co-operative approach from TRC, with input from industry and business, schools and residents of the region, and government at other levels.

Effective community partnerships

The strategy is about TRC continuing to work together with other stakeholders, and helping to create and foster partnerships, so that all share the responsibilities, costs and benefits of sustainable water use and management. These partnerships and alliances are vital to enable the collective value of knowledge, ideas, viewpoints and experience to be brought to bear on the challenges faced in terms of water usage and management.

Increasing our future options

Broadening attitudes toward water sustainability, including the range of water sources able to be used, gives us greater adaptability and flexibility for now and the future. In the face of the challenges that drought and potential climate change bring, we need to be open to opportunities, which previously may have been disregarded, and emerging technologies that may have once been seen as unworkable or unfeasible. There is a need to encourage and value creative ideas as well as the rational process of investigating and evaluating them. This strategy encourages both.

Genuine community involvement

Real involvement relies on having a range of meaningful opportunities to participate in planning and creating the future. This strategy establishes and encourages ongoing community involvement in a range of ways. This includes identifying issues and challenges, creating and exploring options, helping decide on courses of action, and evaluate progress towards agreed goals.

Education and public awareness

We need to learn more about water, and ways to better manage our use of this valuable resource. It is important to educate our children and youth, as they are consumers and decision-makers of the future. Therefore, a strong focus on childcare centres, preschools, schools, and educational institutions is a key and ongoing component of this strategy.

A coordinated strategic plan

This strategy sets out in detail all the individual projects that need to be coordinated to achieve sustainable water use in the Tamworth region. The strategy incorporates a common view about the practice of sustainable water use and management. It maps out the general direction and establishes a focus for the future, whilst providing the flexibility to adapt to conditions along the way. The strategy is a necessary and important tool to effectively and efficiently apply the resources available in a coordinated manner to the tasks ahead.

An ongoing challenge

As a regional community we need to search for and apply practical solutions and make necessary changes that benefit our region's water supply. The strategy sets out a clear path towards sustainable water use, and a range of tools. The next phase will be to move forward along the path that has been developed, to meet the challenges and achieve the vision set within the strategy. A key aspect of this involves evaluating the action plans and projects, not only after completion, but also as they are implemented. Actions for improvement and replication of success can be incorporated in subsequent and ongoing programs and projects.



A group of secondary students oversee their school's waterwise program.

1.6 Strategic planning links

Sustainable water management not only has a high priority in the Tamworth region, but also across the state, nationally and on a global level. We are facing serious challenges globally, especially in terms of quality and quantity, with issues such as increasing human population and urbanisation, the demands of agriculture and industry for water, and the emerging issue of climate change. This strategy needs to be cognizant of these issues and is linked to a range of relevant planning initiatives from the national to regional level. These initiatives and actions:

Global

- UNESCO - World Water Day (22 March each year)
- The 2005-2015: International Decade for Action 'Water for Life'
- Agenda 21 (United Nations Rio Summit on Sustainable Development)

National

- The National Water Initiative: National Water Commission
- Australian Drinking Water Quality Guidelines
- Strengthening Basin Communities Program: Dept. Heritage, Water, Arts

State

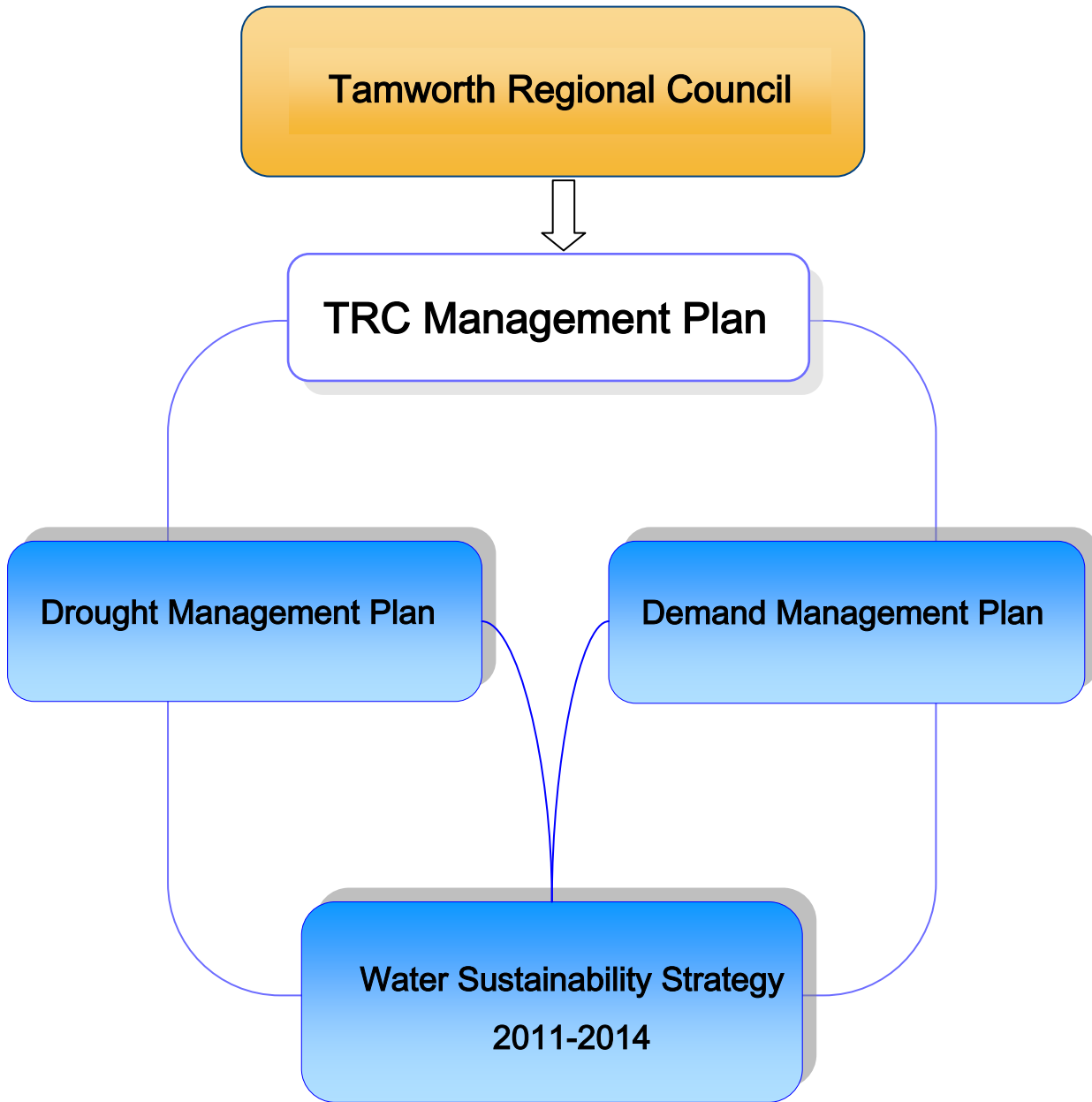
- Integrated Water Cycle Management and Best Practice Pricing: NSW Office of Water (NOW)
- Department of Planning: Building Sustainability Index (BASIX)
- Department of Environment and Climate Change: Recycled water quality, rainwater tank rebates.

Regional

- Namoi Towards a Sustainable Future
- Namoi Valley Catchment Management Plan
- Tamworth Regional Council: Demand Management Plan
- Tamworth Regional Council: Drought Management Plan

TRC's Management Plan

The flowchart below shows how the Water Sustainability Strategy links into Tamworth Regional Council's larger plan for water sustainability, within Council's management planning framework:



2. Working together

2.1 Partnerships and community involvement

TRC is committed to working together and with other stakeholders across the region. The Strategic Action Plans in this document have been designed to work effectively and consistently with four key stakeholder groups within the region.

These groups are:

- Tamworth Regional Council
- Large industrial and commercial water users
- Community residents
- Educational and other institutions

These groups together represent the water users of the Tamworth regional area. The strategy is based on a platform of developing and supporting partnerships and community involvement in the actions necessary to achieve sustainable water use.

Specific action plans have been formulated to encourage and optimise an integrated approach to water use management; to increase consumer and community understanding and awareness, and to formulate programs that assist in the implementation of water efficiency measures across the key groups.

“The strategy is based on a platform of developing and supporting partnerships and community involvement”



A member of the TRC water staff consults a local resident.

The strategy

3.1 Introducing the strategy

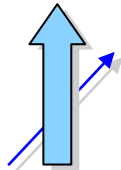
This section sets out the TRC strategy. The key aspects of the plan are:

The Vision



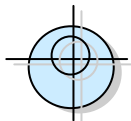
Our intention is to achieve sustainable water use within our natural regional catchment. This intent involves our **vision** for the strategy, the **approach** we are taking to achieve it, and importantly the **commitment** of Council to help make it happen.

Guiding Principles



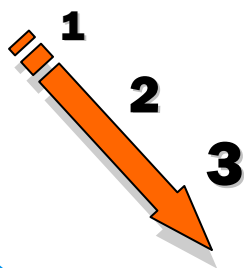
Key **principles** have been identified that are important to always consider in our thinking and actions, in developing and implementing the strategy, to help achieve sustainable water use.

Key Themes and Goals



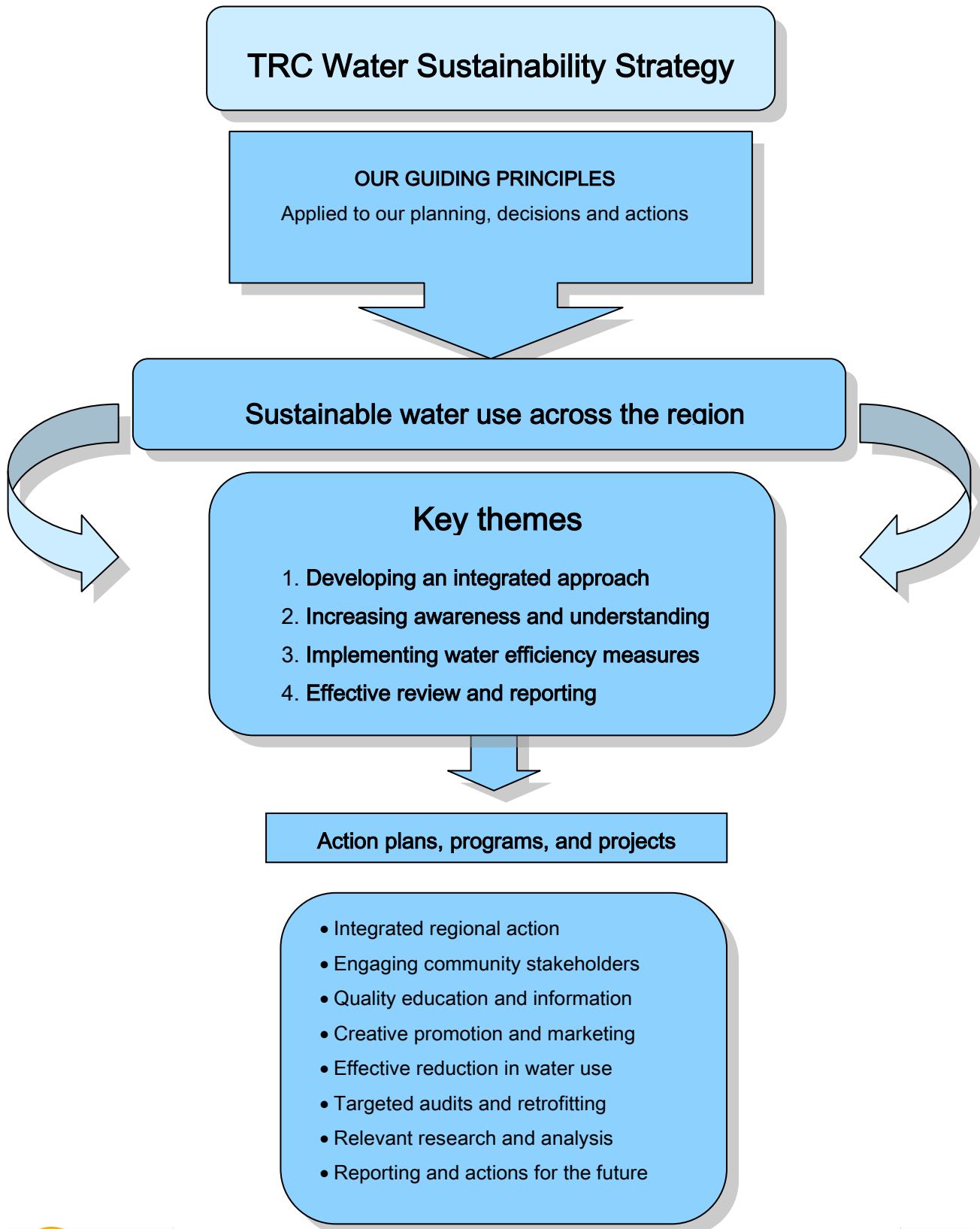
The Strategic Plan has the four key **themes**, with a set of eight **goals**, focused on achieving the vision for the strategy. The goals are inter-linked and all need to be achieved. The strategic action plans developed to meet them help achieve this, and the overall Vision.

Strategic Action Plans



A range of **Strategic Action Plans**, (SAPs) deal with important strategic issues and challenges related to the Themes. Partnerships are identified for the projects and programs in the SAPs, as well as Timelines and Budgets. These actions may need to be adapted due to changing circumstances, and further tasks may need to be added to these Action Plans, at any time in the period of the strategy.

3.2 The Water Sustainability Strategy



3.3 The Guiding Principles

The four key principles below form the basis of our long-term thinking and guide our decision-making and actions taken to help meet our goals and achieve our vision.

1 Applying sustainability thinking

We must ensure that the water we harvest and use doesn't cause detrimental impact to other lifeforms and ecosystems. The costs and benefits and responsibility for managing our water need to be shared equitably by all users. We have a responsibility to ensure future generations have access to quality water supplies and a robust healthy natural environment.

2 Taking an Integrated water cycle approach

We must plan for and manage our water supply, knowing it is part of the total water cycle. Our harvesting and use of water needs to ensure it will be recycled, both by us and back into the natural environment. Maintaining good water quality and near natural environmental flows in our rivers are critical aspects to always consider and work towards achieving.

3 Working together successfully

The success of the strategy depends on active and meaningful community involvement and productive partnerships between government, community interests and water users. The whole community needs to accept and understand the responsibility for using and managing water in an ecologically sustainable manner.

4 Providing responsive, accountable & effective service

It is important in advance to identify constraints and influences which could limit, or enhance, effective, efficient and ecologically sustainable water use and management practice, and to incorporate measures and account for them in supply design, use and management programs.

The Vision

Sustainable water use across the region

The Approach

- **Developing an integrated approach**
- **Increasing awareness and understanding**
- **Implementing water efficiency measures**
- **Effective review and reporting**

The Commitment

Tamworth Regional Council is committed to working with the community and key stakeholders to achieve and maintain water use across the region.



3.4 Key themes of the plan

The following four key themes are the main outcome areas where change needs to occur to help achieve sustainable water use and management in the region. A number of specific goals related to these themes have been established.

Strategic action planning, involving projects and programs, is focused on meeting these goals and supporting the themes. It makes sense to also consider these themes in day-to-day operations and decision-making to support the intent and aims of the WSS.

Theme 1: Developing an integrated approach

An integrated approach involves a strategic framework for combining and focusing planning, decisions and actions on common aims and goals. Strategic and operational elements such as policies and plans, projects and programs can be better coordinated to achieve sustainable water use and management.

It also involves engaging with, and developing co-operation and collective action with key community stakeholders, service providers, and other levels of government. This includes developing and maintaining effective partnerships and alliances, and consulting widely to gain input and feedback.

Theme 2: Increasing awareness and understanding

Increasing community and consumer awareness about the need and how to use water more efficiently is vital to move towards sustainable water management. It is important that people understand key challenges facing us in relation to possible climate change impacts, drought management and environmental management so that our response to these is effective and timely. Useful and up-to-date information and good education materials and delivery are a key to increasing awareness.

Likewise, creative promotion of the vision and key messages of the strategic plan is important, as well as marketing the programs and projects, including what's happening, how to get involved, and reporting progress and success.

Theme 3: Implementing water efficiency measures

Key to the success of achieving water sustainability is the implementation of water efficiency measures across the range of consumers, from residents to large commercial and industry water users, including TRC. Measures to support water efficiency include education, advice, pricing and other policies, and the use of emerging water saving technologies.

This involves regular auditing and liaison with consumers and the both the retrofitting of older buildings, facilities and systems, as well the use of up-to-date technology and systems in new buildings and facilities. TRC is keen to be a leader in this regard and is focusing on its own operations and services to ensure they are water efficient.

Theme 4: Effective review and reporting

To support the successful delivery of programs and projects and the effective implementation of the strategic plan it is vital to carry out relevant research and analysis, including project and program review, looking at current best practice approaches and technology and consulting with key community stakeholders.

Providing timely, meaningful and practical reporting on the results of the research, consultation, evaluation and review processes, enables this review advice and information to be transformed into effective actions for future improvement and ongoing success. It is crucial to build the review and reporting processes into projects and programs as well as into the strategic plan to enable this to occur.

3.5 Our key goals

The strategy has eight goals linked together. These goals reflect key outcomes to be achieved related to the main themes of the strategy. They all need to be achieved to create water sustainability in the region. Connected together, our Goals help to create an integrated approach to focus on achieving TRC's regional vision.

Goal 1 - Integrated regional action

Integrate planning and action with key community stakeholders, including TRC, other levels of government, business and industry, residents and schools, to achieve sustainable water use in the region.

Goal 2 - Engaging community and key stakeholders

Increase our strategic resources and beneficial outcomes by forming cooperative partnerships and alliances to identify challenges and implement solutions, and create a strong working synergy between TRC and community stakeholders.

Goal 3 - Quality education and information

Support necessary behaviour change, focused on a wide-ranging audience, through the use of key education tools including access to relevant and useful information from a variety of quality sources.

Goal 4 - Creative promotion and marketing

Widely promote the strategic vision of sustainable water use through a range of media and products in order to achieve successful outcomes through strong community stakeholder cooperation.

Goal 5 - Effective reduction in water use

Implement water efficiency measures that optimise sustainable water use, through providing information and advice, promoting emerging water-saving technologies and other mechanisms, such as pricing and policy.

Goal 6 - Targeted audits and retrofitting

Implement water efficiency measures that optimise sustainable water use through regular water auditing and retrofitting of existing facilities and services, including residential, commercial, industrial, and Council operations and services.

Goal 7 - Relevant research and analysis

Draw on relevant research and current best practice as well as public consultation, and internal program review, in order to improve and maintain successful delivery of strategic outcomes.

Goal 8 - Reporting and actions for the future

Report in a timely and practical manner, in accordance with good governance, on the implementation and effectiveness of programs, and transform this advice into effective actions for future improvement and ongoing success.

3.6 Strategic Action Planning

A series of Strategic Action Plans (SAPs) have been developed to move towards achieving the goals of our integrated planning approach. Each SAP involves a project or program focusing on one, or a number of the key themes and goals of the WSS.

The projects and programs are implemented in an integrated manner. Some projects and programs are dependent upon, promote or support others, whilst other projects and programs follow on and/or evaluate the others. In this way the range of SAPs work together to help achieve the overall aims of the WSS, and the vision of sustainable water use in the region.

Key considerations in developing the Strategic Action Plans

The following objectives are considered in developing the Strategic Action Plans:

- identifying and understanding key issues and challenges, and seeking realistic options and practical solutions to deal with them
- developing an agreed approach to plan, carry out and manage the required actions.
- identifying key players and stakeholders who should be involved and establishing partnerships and support for proposed actions
- establishing appropriate resourcing and support for the actions, including partner contributions, and an achievable timeline for projects and programs.
- establishing a suitable process of review and evaluation, to learn from experience, and when and where necessary make adjustments to maintain continuous improvement and help achieve preferred outcomes.

The SAPs for the three-year period of the Water Sustainability Strategy 2011-2014 are listed on the following page. Each SAP outlines a project or program, including:

- its purpose and proposed outcomes
- the target-group focus
- key stakeholders to be involved
- a timeline including key tasks
- planned evaluation measures

The detailed Strategic Action Plans are located in the final part of the WSS 'Implementing the WSS: Our Strategic Action Plans.' If this part is not provided with the Strategic component of the WSSP and you wish to access a copy of the SAPs, please liaise with Tamworth Regional Council's Water Enterprises Directorate.

4. Implementation and review

4.1 Reviewing the Plan



The inflow pipes at Calala Water Treatment Plant (WTP)

Each project and program in the SAPs has been designed to achieve a range of multiple outcomes and compliment and/or achieve a range of the strategy's goals.

A method of evaluation and review has been incorporated into these projects and programs to ensure that their proposed outcomes and the goals of the strategy are being achieved. The purpose of this evaluation and review is to:

- identify the degree to which the projects are achieving or have achieved their proposed outcomes and helped meet the Plan's goals.
- identify improvements that need to be made to ongoing programs, and to those that maybe replicated; as well as the projects and features of projects that should be retained, or could be replicated due to their success.
- provide the basis for reporting back on the projects including recommendations, in a manner that supports good governance and continuous improvement, and
- be able to implement actions for the future, and to identify any further Strategic Action Plans that could be developed to enhance and support the aims of the WSS.

The WSS will be reviewed as part of its implementation, through a specific SAP. This review will involve evaluating the outcomes of the other SAPs in terms of progress towards the goals and vision of the WSS, and identifying any adjustments or additions considered appropriate for the following WSS planning period. This may involve new or amended programs and projects, as well as maintaining existing projects and programs.

At an appropriate time period in the future the strategic framework of the WSSP will be reviewed to ensure that the Themes of the Plan and its goals are relevant, and that the Plan is achieving its aims. Council may involve a range of key stakeholders to assist in the review process.

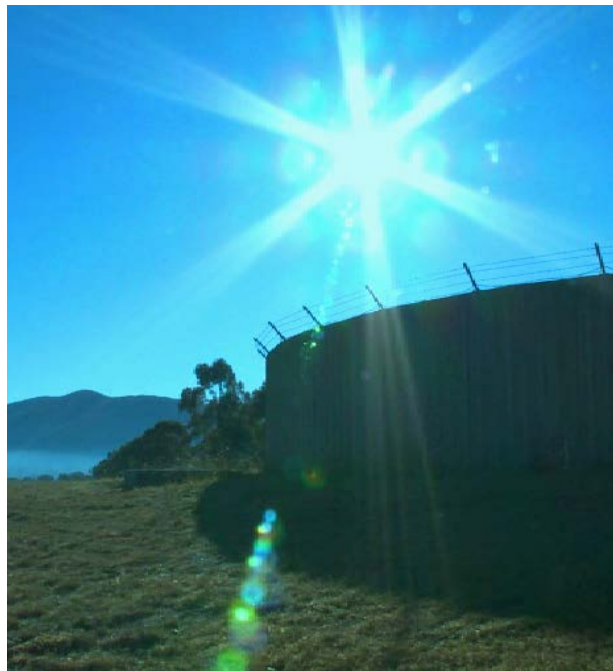
4.2 Reporting on the Plan

As part of the ongoing review process, regular progress reports will be made on the implementation of the WSS to Council. These reports will include the following information:

- the projects currently being undertaken
- the progress of individual projects
- determination of current success, and any actions for improvement, including whilst projects are being carried out.

5. The Strategic Action Plans

5.1 Introducing our Strategic Action Plans



The Calala Water Treatment Plant

Initially, 19 Strategic Action Plans have been formulated for the WSS period 2011-2014. Each Action Plan involves a project or program linked to the themes of the WSS and working to achieve a number of the WSS goals. These SAPs are listed on the following page and included in this implementation section of the WSSP. Each of the SAPs includes the following elements for each project or program:

- key themes the SAP relates to, and the goals of the WSS that it is seeking to achieve
- purpose and description of the project/program
- target groups involved and/or the focus of the project/program
- objectives of the project/program and proposed outcomes to be achieved
- type of stakeholder involvement proposed and whether there are external contributions to TRC being made into the project/program
- a broad timeline including key tasks
- planned measures to evaluate the project/program process and outcomes.

This initial list of SAPs maybe added to or reduced over time, including within the period of this Plan. As programs and projects are completed they maybe replaced, particularly if they are one-off, short term focused projects, or annually-based programs. Likewise some programs and projects maybe extended,

or be repeated both within the strategy period and into the next three-year period of the WSS. This information has been provided in the interests of TRC being open and transparent about its commitment to achieving further water sustainability over the next three years.

5.2 List of Strategic Action Plans

Strategic Action Plans

1. Merchandise and media tools *Tamworth – the waterwise region*
2. *Tamworth – the waterwise region* promotional and public education campaign
3. Large Water Users Water Optimisation program
4. TRC corporate website development and maintenance for water sustainability
5. National Water Week 2011-2014
6. Residential Water Saving Rebate Scheme
7. Early Childhood, Primary, and Secondary schools education program
8. Water audit and retrofitting of TRC properties and assets
9. Survey and data from community on water use
10. Supply water sustainability information and materials to accommodation providers
11. Regular media releases on water sustainability issues and programs
12. Annual water consumption reports
14. Caroma Dorf Dual Flush Toilet Exchange Program
15. Survey and design for internal TRC water optimisation opportunities
16. Research and application for grants and funding
17. Integration with other TRC sustainability bodies
18. Membership of Savewater Alliance
19. Attending industry conferences and workshops
20. Water Sustainability Strategic Plan 2014-2017



SAP 1 Development of waterwise merchandise and media tools: 'Tamworth – the waterwise region'

Project Year	2011-2014
Key WSS Themes:	Developing an integrated approach Increasing awareness and understanding
Key WSS Goals	Integrated regional planning and action Engaging community and key stakeholders Creative promotion and marketing
Project purpose and description:	To continue the 'Tamworth – the waterwise region' brand and maintain the profile of this campaign through the use of merchandise and media tools such as: <ul style="list-style-type: none"> ▪ Hats ▪ Stickers ▪ Water bottles ▪ USB flash drives ▪ Library/shopping bags ▪ Cold drink coolers ▪ Posters ▪ Flyers
Target group:	All users of TRC treated water supplies
Stakeholder involvement:	<ul style="list-style-type: none"> ▪ TRC Media and Public Relations ▪ CDC committees
External	Nil

contributions:	
Planned evaluation measure:	Successful production and distribution of waterwise merchandise.

SAP 2 'Tamworth – the waterwise region' promotional & public education campaign

Project Year	2011-2014
Key WSS Themes:	Developing an integrated approach Increasing awareness and understanding
Key WSS Goals	Integrated regional planning and action Engaging community and key stakeholders Creative promotion and marketing
Project purpose and description:	To continue the implementation of the 'Tamworth – the waterwise region' campaign through the use of merchandising products and television, radio, print, and web media.
Target group:	All users of TRC treated water supplies
Stakeholder involvement:	<ul style="list-style-type: none"> ▪ TRC Media and Public Relations

External contributions:	Nil
Planned evaluation measure:	Ongoing media presence of the 'Tamworth – the waterwise region' message.

SAP 3 Large Water Users Optimisation Program

Project Year	2011-2014
Key WSS Themes:	Developing an integrated approach Increasing awareness and understanding Effective review and reporting
Key WSS Goals	Integrated regional planning and action Engaging community and key stakeholders Effective use reduction programs Targeted audits and retrofitting Reporting and actions for the future Appropriate research and analysis
Project purpose and description:	<p>The Large Water Users (LWU) were originally identified as business, industrial, and institutional water users consuming over 3.5 megalitres per year.</p> <p>In an ongoing process, each of these LWUs is being physically inspected and reviewed by a qualified water audit consultant and having a Water Management Plan (WMP) prepared through negotiation with the LWU, the auditor, and TRC. These plans will then be signed as acknowledgement of</p>

	<p>actions already taken, and agreement of planned initiatives.</p> <p>These LWUs will then be placed on a permanent monitoring system in order to track their consumption. This will potentially be a web-based system, allowing the LWUs access to their own consumption data.</p>
Target group:	Business, industrial, and institutional water users consuming over 3.5 megalitres per annum.
Stakeholder involvement:	<ul style="list-style-type: none"> ▪ Large Water Users in the Tamworth Region ▪ Water & Energy Savers, water audit consultant ▪ Namoi Catchment Management Authority (CMA) ▪ Namoi Local Government Group
External contributions:	<ul style="list-style-type: none"> ▪ Original contributions from Namoi CMA through the NLGG
Planned evaluation measure:	<ul style="list-style-type: none"> ▪ Countersigning of negotiated WMPs by LWU and TRC ▪ Implementation of ongoing consumption monitoring system

SAP 4 TRC corporate website development and maintenance for water sustainability

Project Year	2011-2014
Key WSS Themes:	Developing an integrated approach Increasing awareness and understanding

Key WSS Goals	<p>Integrated regional planning and action Engaging community and key stakeholders Quality education and information Creative promotion and marketing</p>
Project purpose and description:	<p>To continue to add and develop water sustainability information on the Water and Sewerage section of the TRC corporate website. Information will be added and developed under:</p> <ul style="list-style-type: none"> ▪ Water supply information ▪ Conservation and sustainability ▪ Water rebates ▪ Water restrictions ▪ Wastewater ▪ Schools education
Target group:	All users of the TRC treated water supply.
Stakeholder involvement:	<ul style="list-style-type: none"> ▪ TRC IT division ▪ TRC Media and Public Relations
External contributions:	Nil.
Planned evaluation measure:	Ongoing web presence with information updated in a timely manner, and new information added as necessary.

SAP 5 National Water Week promotion

Project Year	2011-2014
Key WSS Themes:	Developing an integrated approach Increasing awareness and understanding
Key WSS Goals	Integrated regional action Engaging community stakeholders Quality education and information Creative promotion and marketing Relevant research and analysis Reporting and actions for the future
Project purpose and description:	National Water Week is held every October and is an annual event that aims to raise public awareness and improve understanding of water issues in Australia. This is the only event that provides a national focus for water issues. TRC will promote the event through various activities that target the following areas on a rotating basis: <ul style="list-style-type: none"> ▪ Residential ▪ Commercial and industrial ▪ Schools
Target group:	All users of the TRC treated water supply.
Stakeholder involvement:	<ul style="list-style-type: none"> ▪ TRC Media and Public Relations
External	Nil.

contributions:	
Planned evaluation measure:	Broad promotion and media penetration of National Water Week each year.

SAP 6 Residential Water Saving Rebate Scheme

Project Year	2011 (Scheduled to finish on February 28, 2011)
Key WSS Themes:	Developing an integrated approach Implementing water efficiency measures Effective review and reporting
Key WSS Goals	Integrated regional action Engaging community stakeholders Creative promotion and marketing Relevant research and analysis Reporting and actions for the future
Project purpose and description:	Financial assistance will be paid out to residents who are connected to the treated supply who install certain water-optimisation products in and around their homes. Rebates will be paid on showerheads, pool covers, washing machines, greywater systems, and rainwater tanks.
Target group:	Residential home owners and renters connected to the treated supply.

Stakeholder involvement:	<ul style="list-style-type: none"> Customer service
External contributions:	Nil.
Planned evaluation measure:	Continued processing of rebate applications and payout of financial assistance.

SAP 7 Early Childhood, Primary, and Secondary schools education program

Project Year	2011-2014
Key WSS Themes:	Developing an integrated approach Increasing awareness and understanding Effective review and reporting
Key WSS Goals	Integrated regional action Quality education and information Engaging community stakeholders Creative promotion and marketing Relevant research and analysis Reporting and actions for the future
Project purpose and description:	To provide structured education materials at the three educational levels for water sustainability. This material will be vibrant, current, and linked to NSW Department of Education outcomes for various subjects.

Target group:	Students and teachers in Early Childhood, Primary, and Secondary schools and institutions in the region.
Stakeholder involvement:	<ul style="list-style-type: none"> Regional schools and education institutions
External contributions:	Nil.
Planned evaluation measure:	Continued implementation of a structured water sustainability education program and provision of relevant education materials.

SAP 8 Water audit and retrofitting of TRC properties and assets

Project Year	2011-2012
Key WSS Themes:	Developing an integrated approach Implementing water efficiency measures Effective review and reporting
Key WSS Goals	Integrated regional action Relevant research and analysis Reporting and actions for the future Effective reduction in water use Targeted audits and retrofitting

Project purpose and description:	<p>1. To conduct a comprehensive audit of TRC assets and facilities connected to the treated water supply by a qualified water audit contractor. This audit will produce a list of measures that are able to achieve corporate water sustainability.</p> <p>2. To submit these recommendations to responsible TRC managerial staff for implementation and inclusion in later budgets.</p>
Target group:	Students and teachers in Early Childhood, Primary, and Secondary schools and institutions in the region.
Stakeholder involvement:	<ul style="list-style-type: none"> Tamworth Regional Council managerial staff
External contributions:	Nil.
Planned evaluation measure:	Production of a comprehensive water audit report of TRC assets and facilities. Implementation of recommendations from this audit.

SAP 9 Survey and data from community on water use

Project Year	2012-2014
Key WSS	Developing an integrated approach

Themes:	Increasing awareness and understanding Effective review and reporting
Key WSS Goals	Integrated regional action Relevant research and analysis Reporting and actions for the future Effective reduction in water use Targeted audits and retrofitting
Project purpose and description:	<p>1. To conduct a comprehensive water audit of TRC assets and facilities connected to the treated water supply by a qualified water audit contractor. This audit will produce a list of measures that are able to achieve corporate water sustainability.</p> <p>2. To submit these recommendations to responsible TRC managerial staff for implementation and inclusion in later budgets.</p>
Target group:	Students and teachers in Early Childhood, Primary, and Secondary schools and institutions in the region.
Stakeholder involvement:	<ul style="list-style-type: none"> ▪ TRC Media and Public Relations
External contributions:	Nil.
Planned evaluation measure:	Production of a comprehensive water audit report of TRC assets and facilities. Implementation of recommendations from this audit.



Document links

1. *Tamworth Regional Council Management Plan 2010-2013*,
<http://www.tamworth.nsw.gov.au/Council/Council-Publications/Management-Plan/default.aspx>
2. TRC Demand Management Plan
<http://www.tamworth.nsw.gov.au/Water-and-Sewerage/Water-Conservation-and-Sustainability/Water-Conservation/default.aspx>
3. TRC Drought Management Plan
<http://www.tamworth.nsw.gov.au/Water-and-Sewerage/Water-Conservation-and-Sustainability/Water-Conservation/default.aspx>