

WATER NIGHT

Adding water
to Australia's
sustainability
conversation.



Water – It's life in every drop
Insights from Water Night 2022



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Summary

In this report we detail the Water Night 2022 campaign and the new and exciting elements we produced, along with results, conclusions, and recommendations for 2023.

Water Night 2022 has been the most successful year so far, some of the key highlights were:

40% increase in registrations from 2021 and an **89% increase in website page views.**

We raised a total of \$102,500 in sponsorship funding

from 12 separate sponsors which was \$10,500 more than the previous year.

The paid social media campaign was overall more successful and had an **80% increase in impressions** from 2021 and had a **26% increase in water literacy.**

The key recommendations moving forward for 2023 are to: increase support significantly to be able to have further national media coverage and reach, to engage schools, universities, and sponsors earlier in the year to drive more awareness and to continue to build momentum on the strategy and call to action.



Water – it's life in every drop.



#lifeineverydrop

Thursday 20 October 2022

5-10pm

waternight.com.au

WATER NIGHT

Background

Founded on Research

We rebranded as The Water Conservancy in 2022, we are the non-for-profit advisory hub for education, facilitation, and adoption of a more conscious and efficient approach to water use in Australia, we are committed to enabling the nation to conserve more and waste less.

We identify experts and gather insights to influence the collaborative development of innovative programs, resources, and research to deliver expertise and facilitation across the nation.

Our vision is for all Australians to be conscious of their relationship with water - valuing, understanding, and using water efficiently to conserve more and waste less.

We undertook a comprehensive research study (Read full report [here](#)) in 2019 into the relationship Australians have with water. Using ethnographic and quantitative research techniques we were able to investigate the perceptions that Australians have towards water, understand their uptake of water efficient products and general water literacy. In 2022 we focused on sustainability and reaching the younger generations.

One main objective is to raise awareness of Australian's reliance on household water, in particular Gen Z / Gen Y as they are the generations that have the lowest water literacy but are most likely to change their behaviour.

36% of people see tap water as separate to the environment.

Those who have experienced drought

and water shortages are more likely to have higher literacy and far more likely to believe that 'tap water' is precious.

53% of Baby Boomers have been affected by water shortages compared to only 24% of Gen Z, which we believe has significant affects in terms of the generational literacy gap.

There is a substantial knowledge gap

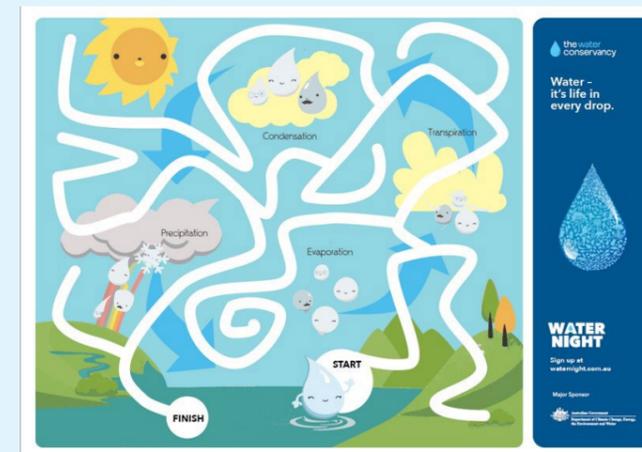
between generations with Baby Boomers having a high-water literacy (65% compared to 14% of Gen Z)

Gen Z

is most likely to care about environmental issues and most open to learning about their water usage despite having the lowest literacy levels.

We found in our research that Gen Z have the potential to be

'water activists'



We know that concern for our environment is largely shared amongst Gen Z / Gen Y as they are seen to be the 'environmentalist generations'. They are the generations most likely to vote in favour of the environment, choose products with less packaging, catch public transport, and consume organic foods. However, this concern rarely extends to water issues such as water waste or dam levels.

Having reviewed the ethnographic and collected quantitative data, we concluded that conscious efficient water use could be achieved using the 3 Es;

Understanding the household water cycle through

Education

Inspiring conscious use through

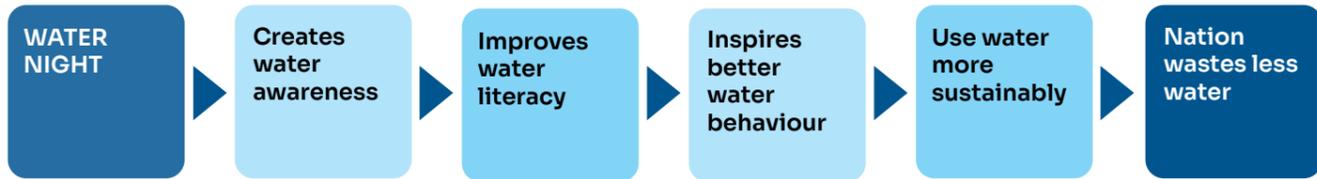
Experience

Growing value of water - respect - through

Endearment

We already know that water behaviours are deeply habitual and that they had not improved in a decade. We surmised that if household water use was a conscious act that Australians would value it more & would want to use it efficiently.

Water Night



For the third year running, we challenged Australian households to sign up for Water Night and not use their taps from 5-10pm on 20 October during National Water Week. No taps, no showers, no running water.

The focus of the event is on 'tap abstinence' as opposed to 'survival without water'. We know that even the most water efficient and conscientious environmentalists have a 'water using autopilot'.

Many of us use water mindlessly and underestimate how often we reach for the taps. Water Night encourages us to practice 'water mindfulness' and to be self-aware when reaching for the tap.

Water Night gives every Australian an opportunity to see for themselves just how often they reach for the tap and learn new ways they can be more sustainable when it comes to their water usage.



Water Night Strategy

Strategic Approach

The strategy for 2022 was to focus on water use in relation to climate change and how to act more sustainably. This year, we knew that in order to engage the target audience – generation Z, we needed to bring water into Australia's sustainability conversation.

We host Water Night during National Water Week (NWW) as it is perhaps, the only time during the year that the nation is asked to think about their water use. This year the theme for NWW was 'Our Water Stories' which aligned with our 'Water Reflections' section of our campaign, both messages focused on the importance of community coming together to better conserve and connect to our water.

This year, we changed the event duration to run from 5-10pm as opposed to the previous year of 12 hours from 12pm-12am. The change in the time of the event occurred after feedback was given that 12 hours proved to be too difficult and made people not want to participate, along with the fact that majority of people are in bed long before 12am. The change to 5-10pm is also a peak time for people using water which makes the event a good challenge.

Objectives

The main objectives for Water Night were to increase registrations, overall awareness (reach/ impressions) and literacy levels. We encouraged households to register online by filling in a form and a small optional survey.

We know the event itself would challenge the participants perception of water, however, survey data would help us to see the impact the event has regarding literacy, behaviour, and attitudes. We also measured the success of our campaign through analytics and insights of our digital and traditional media outlets. This year we had a predominant focus in the digital space and used the following platforms: Instagram, Facebook, TikTok, Twitter, LinkedIn, YouTube, Cinema, Radio & Blogs.

Campaign Theme

The theme for Water Night 2022 was 'Water – it's life in every drop' we chose this as it encapsulated the essence of how intricately connected water is to all forms of life, without it, nothing can survive.

Highlighting the value of water and connecting it as life itself was a strong way to enable people to reflect on just how important water really is. The call to action (CTA) for people was to 'Join a nationwide community supporting stronger action on climate change and water awareness'. This CTA highlighted the importance of community and shared understanding that climate change inevitably will affect our freshwater resources, and for us to learn how to value it more and waste less.



Objectives of the theme

The objective with the theme, Water – it's life in every drop was to:

Increase value of water as a precious commodity

Encapsulate the interconnectedness of water

Create a visual stimulus to drive engagement and awareness

Act as an Australian centric theme that would create a sense of pride and community

Visual approach

This year, we wanted to make Water Night more visual to help engage people with the campaign and event. The approach was to focus the core message into a visual graphic of a water droplet. The main design was a water droplet filled with graphics of native Australian flora and fauna to represent how all forms of life depend on water. This image was used on all our digital and printable assets. We then took the droplet into the digital space by creating an interactive version on the website which was full of supporter's testimonials as to why they care about water and their reasoning for signing up to Water Night. To complete the thread of our life in every drop story, we produced a 60 second video to further highlight our CTA and messaging.

Focusing on the 'Why'

Why should people care about our household water supply? Thinking about water whilst La Niña and extreme flooding is occurring in parts of Australia in 2022 may have seemed pointless, however, it can be easy to forget that Australia is in fact the driest inhabited continent on Earth and just a few years ago Australia had its worst bushfires in history.

Science has proven that climate change brings with it more frequent and severe natural disasters which inevitably puts pressure on our freshwater resources. The earth has a finite amount of freshwater, in fact less than 1% of the earth's water can be used for human consumption. Whilst saving water on Water Night is not an objective of the event, one of the goals is to re-connect people back to their tap water, in the hope they learn to value it more and therefore waste less - this is 'The Why'.

Climate Change

With the change in suggested edit: Australian Federal Government leadership in May 2022, and it being dubbed the 'Climate Election', there was a new wave of hope for the environment. In July, the *State of the Environment* report was released which displayed a damning picture of the Australian landscape and showed that our environment is deteriorating. It is clear in the report that climate change is affecting every aspect of the environment and that only with immediate action, innovative management and collaboration will things be able to turn around.

Some of the key takeaways from the *State of The Environment* report that align with our message are as follows:

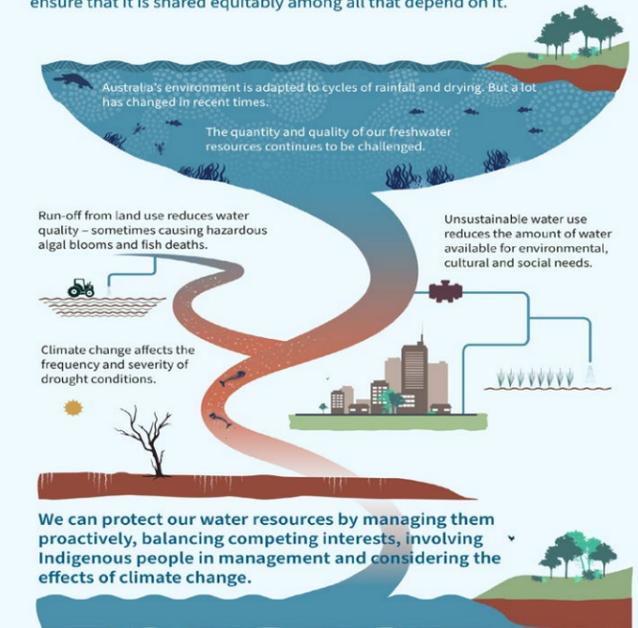
Water sustains life

'Access to adequate, good-quality water is vital for our environment, communities, economy, and culture. The [outlook under a changing climate](#), in which severe droughts are projected to occur more frequently and last longer, extreme events to become more intense and cool-season rainfall to continue to decrease, will impact both the

Water management isn't just for times of drought and flood

Water sustains life – it is vital for our environment, communities, economy and culture.

Changing how we think about, value and manage this resource can help ensure that it is shared equitably among all that depend on it.



environment and the economy.'

Climate change threatens our water resources

'The outlook for inland water in the 2016 *State of the Environment* report was positive: the millennium drought had ended, and Australia had returned to above-average rainfall. However, since then, Australia has experienced its lowest 24-month rainfall period on record, which has significantly affected inland water environments, which had not recovered from the millennium drought. [Both surface-water and groundwater ecosystems were affected](#), and several major fish deaths occurred.'

Water use, especially irrigation is a major pressure on Australia's water

'Although [water use has decreased since 2016](#), this is mainly as a result of the dry conditions (and, in turn, decreased water available for

allocation) rather than changes in use. The dry conditions also meant that less water came from surface-water sources, and more came from groundwater and desalinated water. [Pressure on groundwater sources is expected to increase with climate change and will require specific management approaches.](#)'

The new federal government commitment and action on climate change provided clear alignment for the *Department of Climate Change, Energy, the Environment and Water* to come on board as the major sponsor for Water Night 2022.

Whilst the flooding through the majority of Australia during October did provide obstacles with showcasing Water Night in the media, it also presented a unique opportunity to further educate the public on how important our reliance on tap water is, even in times of flooding. A Gen Z media publication, *Zee Feed* wrote a compelling article for Water Night which you can read [here](#).

Sponsorship

Overview

The partnership with the Australian Government was a symbiotic choice as we had aligning values and messaging around the importance of water.

We had a total of 13 sponsors and 21 promotional partners this year.

Despite in 2021 having more support (18 sponsors and 23 promotional partners) we were able to raise more money* (\$102,500 vs \$92,000) and have a greater reach with less partners in 2022. This year was the first time we had a major sponsor which generated a large sum of the income for the event, however, with less supporters and sponsors this year, we did not get as much coverage in smaller pockets of Australia as we had the previous year.

We would like to acknowledge all sponsors and promotional partners:

Sponsors

Department of Climate Change, Energy, the Environment and Water

WSAA

TasWater

Tamworth Regional Council

Lawn Solutions Australia

Power and Water Corporation

MidCoast Council

Dubbo Regional Council

Tweed Shire Council

WaterUps

Hoselink

Wannon Water

Water Corporation

Promotional Partners

University of Melbourne – Sustainability Department

Lower Murray Water

Riverina Water

Vegepod

Wobble-Tee Sprinklers

Water Directorate NSW

Irrigation Australia

WaterAid Australia

Richgro

Barwon Water

South Gippsland Water

Rous County Council

Department of Resources QLD

Townsville Council

Reckitt Benckiser

Central NSW JO

Hidden Sea Wine

Four Pines Brewery

Bosch

AirGarden

SokaTub

*See appendix 8.1



Opportunity

Sponsors who supported Water Night were able to deliver on corporate, social and environmental promises, be aligned with the only national water awareness event in Australia, play a part in helping increase Australia's water literacy levels & be a part of our national media coverage, in return we offered the following to our sponsors -

Logo on the Water Night website

Full campaign collateral & assets

Listing on the Water Directory & Education website page where appropriate

Thankyou posts on our social media channels

Insight into participants water attitudes

Testimonials from participating households

Access to evaluation and reports

Cross promotion of aligned campaigns via social media channels

Campaign Elements

Water Droplet – Logo

The main visual element in the campaign was the water droplet logo to accompany our core message of 'Water – It's life in every drop'. This logo was used to create a whole new set of collateral and widely used on social media and across the website. The design & strategy of the water droplet was to represent all life being dependant on water, it features Australian native flora and fauna, as well as people interacting with water in various ways. It was important for us in the design process to showcase only native Australian wildlife as we wanted our audience to feel a sense of connection. The droplet was designed to hold the viewers attention by including a variety of elements representing different forms of Australian life, the diversity of shapes and figures guide the viewers eye across each element.



Water Droplet – Interactive

We created a digital, interactive water droplet for the website that hosted individual video testimonials from supporters. The droplet acted as a unique and interesting focus for the landing page and supported the core message. The droplet became the literal symbol of life in every drop and highlighted the CTA of being a part of a nationwide community. We had a total of 26 video testimonials in the droplet, all with unique reflections as to why water is important to them. The digital droplet was a great way to engage with supporters and sponsors.



Beyond the Tap

We created a new section for the website called 'Beyond the Tap', the objective for this page was to have a place people could go to after or during the event to continue their educational experience. Featured on the page was a selection of interactive and fun resources for anyone to use. The page included the following elements:

Updates on our Giveaways and how to enter

Updates on our Live events and where to watch them

A tailored '4-minute shower song' playlist on Spotify to help people save water

Links to social media channels

Links to SAWM water efficient products

Link to 'Blue House' an interactive and educational video that shows you how to save water in the home

Link to the Water footprint calculator

4 x Water documentaries to watch for free via YouTube

We also created a page for people to submit their 'Water Reflections' to be included in the interactive droplet along with a Launch Event page that showed the highlights from the evening.



Life in every drop Video

To further the visual experience, we produced time a 60 second video for the first introducing the campaign. This video became a centrepiece for the social media strategy and was shared widely amongst supporters, sponsors, and the public. The goal for the video was to encapsulate the essence of the core message and the value of water in Australia. The video begun with a line inspired from the famous 'My Country' poem by Dorothea Mackellar, "Australia, the sunburnt country" The video was a light-hearted and thought evoking piece of film that left the audience feeling a deep sense of connectedness and responsibility to conserve our most precious resource – water.

*"Australia, The sunburnt country,
where every drop of water is precious as life itself.
Each and every time we turn on that tap,
it brings with it the promise of new adventures in life
and is the source of so much joy.
We lead with the knowledge that our daily actions of today,
will be responsible for our quality of life for tomorrow.
So, while you're living your best life
don't forget to do it in a sustainable way.
Cause every small drop of action,
Goes a long way.
Water Night - Life in every drop."*

Communication Strategy

The communication strategy for 2022 was different to the previous two years.

The focus was predominantly within the digital space to effectively target the Gen Z audience.

The droplet was designed to hold the viewers attention by including a variety of elements representing different forms of Australian life, the diversity of shapes and figures guide the viewers eye across each element. The campaign period was live from 1 September with the main communications campaign kicking off from 15 September which was a month longer than the previous year.



"We cannot wait for the well to run dry before we realise the worth of our water. Initiatives like The Water Conservancy's Water Night can highlight the value of life sustaining water for the Australian community. Small actions like participating in Water Night can go a long way to reminding us all how much we take for granted, safe, reliable water."
 The Hon, Tanya Plibersek

Launch Event

As a part of the partnership with the *Department of Climate Change, Energy, the Environment and Water* we co-hosted an event to launch the Australian Government's support of Water Night and their commitment to acting on climate change. The aim of the event was to showcase the campaign, generate excitement of Water Night and connect in person with sponsors, supporters and the public. The event was initially scheduled to be hosted at Parliament House in Canberra during sitting week where government officials and supporters of Water Night registered to attend. Unfortunately, due to the mandatory two-week mourning period for the late Queen Elizabeth II we were forced to reschedule the event to be held in Sydney on 5 October just a few weeks out from Water Night. The Minister for the Environment & Water, Tanya Plibersek delivered a heartfelt virtual announcement that further displayed the federal government's commitment and sincerity towards water conservation and education. See full video [here](#)

Over 80 people attended the launch which was held at the Bangarra Dance Theatre, in Sydney Harbour. We had guests from federal and state government, local environmental businesses, retailers, influencers, council members and water night sponsors & supporters attend. The MC for the evening was Dr Anita Van Dyke and guest speakers Chris Philpot, CEO of The Water Conservancy, and Roch Cheroux, Managing Director of Sydney Water and Chair of WSAA. Minister Plibersek, Roch Cheroux and Chris Philpot all spoke to the importance of coming together as a national community to preserve and protect our most valuable resource.

The event was live-streamed across Facebook and Instagram and in itself generated additional media attention through the help of the campaign influencers. Collaboration was the main theme for the evening, with people from various sectors coming together under a common cause. We were also fortunate enough to have two sustainable brands provide beverages for the evening, The Hidden Sea Wine who remove 10 plastic bottles from the ocean and recycle them with every bottle sold, and Four Pines Brewery who are a part of *1% for the planet* initiative that donates 1% of annual profits to charities in need, along with their commitment to using less water than industry standard for beer. Overall, it was a successful and entertaining evening.



Cinema Campaign

This was the first year we had used cinema as a way of advertising Water Night. Cinema was fantastic for spreading awareness on a national scale, due to the engaged, captive audience. The video was screened in major cinemas in every state and territory in Australia for 4 weeks which included public and school holiday periods.

The total reach was **224,433.**

The top two performing movies that the advertisement screened before were: *DC League Of Super-Pets*, *Paws of Fury & The Legend of Hank*. Both movies were animated children's films which suggests that our ad was predominantly reaching young families.

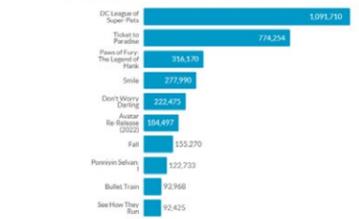
We also produced a digital poster which was displayed in Metro cinemas in Sydney, Canberra, Melbourne, Brisbane, Adelaide, and Perth which reached 134,359 people*.

* Refer to appendix 8.5

Market Breakdown

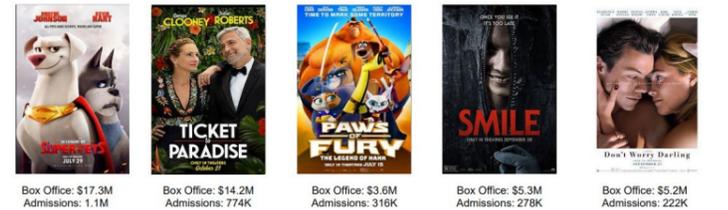


Top 10 movies

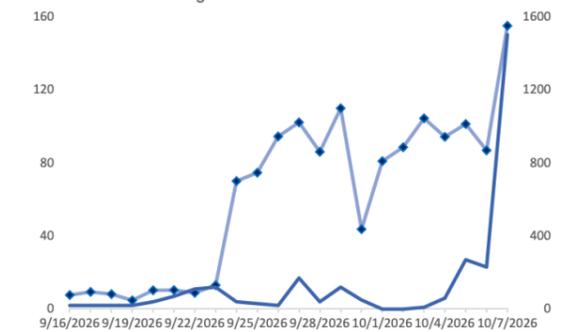


Campaign Timing Top Performers

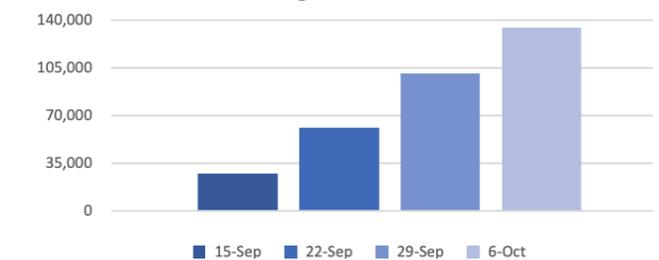
Over the campaign period, we saw an array of genres sitting within the top performing titles. Cinema allows clients to have access to a multitude of demographics that are proven to pay attention. DC League of Super-Pets has taken the throne as the top performing title of the campaign period with a strong Box Office performance to date.



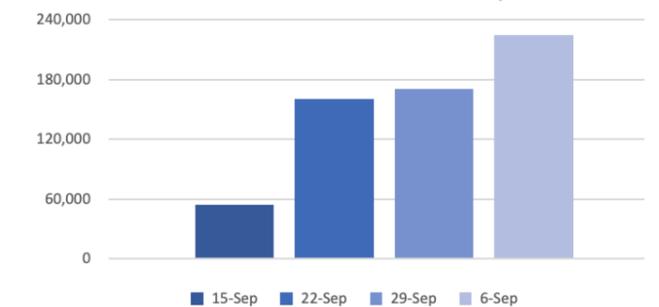
Impacts of Cinema - Registrations & Website views



Digital Poster Reach



Cinema Ad Viewership



Ambassadors and Influencers

Costa Georgiadis has been the Water Night ambassador for three years in a row. Costa is known for his regular segments on ABC Gardening Australia and hosts the annual Water Night Live events. This year Costa hosted the two Water Night live events, one on his Instagram platform and the other across multiple social media channels including Facebook, YouTube, and LinkedIn. Costa supported us through sharing social media posts to his (314K followers) talking about Water Night during various events he attended and did live radio segments with the ABC.

"If you want to become more water aware, join me for Water Night!" - Costa Georgiadis



We partnered with *12 Social Media Influencers this year as opposed to 3 last year to help spread the message to various groups and communities across Australia. Our strategy this year focussed on working with a majority micro influencers (less than 10K following) with a select few macro influencers (more than 50K following).

Our select micro influencers provided great brand awareness in the months leading up to Water Night however we found that levels of engagement were limited. We collaborated with macro influencers closer to the event date which proved effective in boosting final registrations.

We would consider investing in multiple posts on Water Night in future years as opposed to one post per influencer in the lead up to the Water Night, we would also look for more unique and creative content to be developed from influencers to ensure their followers retention rate remains throughout the whole video.

Year	Followers	Total Budget	Engagement	Reach
2022	12 Influencers = 2,220,000	\$12,017	21,391	684,717
2021	3 Influencers = 2,900,000	\$27,500	38,800	238,000

2022 Influencers



Chantel Mila
1.3M



Costa Georgiadis
314K



Dr Anita Van Dyke
90.2K



Laura Wells
83.4K



Ashley Dobson
36.8K



Kaylah Cane
329.6K



Annelise Hall
11.2K



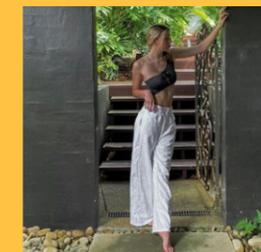
Eliza Stott
9K



Mandy Spooner
6K



Tahnee Victoria
1.4K



Charlotte Fowlstone
7.4K

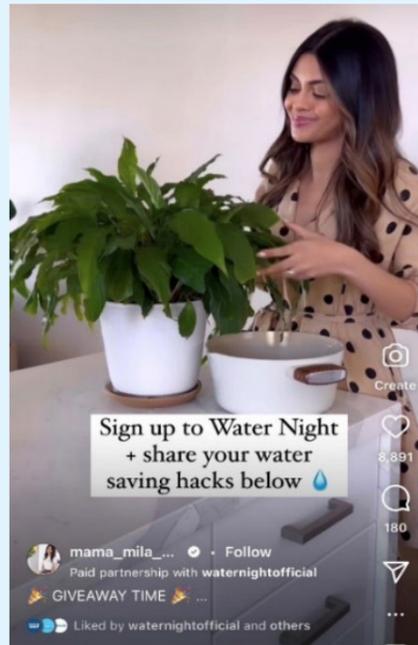


Sarah Tait
12.9K



India Rose Thomas
18.1K

Case Study – Influencers



← Chantel Mila

Chantel Mila is an influencer with 1.3 million followers on Instagram. Chantel asked her audience to share their best water saving hack in the home to win the major giveaway prize on Water Night. This proved to be an excellent way to boost the engagement & social media following.

Total reach: 681,076

Likes: 8,891

Comments: 180

Shares: 1,810

Saves: 1,801

Plays: 709,206
Accounts Engaged: 11,250

↑ Dr Anita Van Dyke

Dr Anita Van Dyke is a Rocket Scientist, Doctor (MD), author and sustainability influencer with 90 thousand Instagram followers. Anita has been a fantastic supporter of Water Night who has helped share the message to her followers across her platform on multiple occasions, she also was a part of the Instagram live on Water Night and MC for the launch event in Sydney.

Anita shared her favourite water saving hacks on her Instagram and asked her audience to join the cause! Anita's support has proven to be an excellent way to boost our awareness and share information in an easy to digest manner.

Instagram Post

Total reach: 12,900

Likes: 377

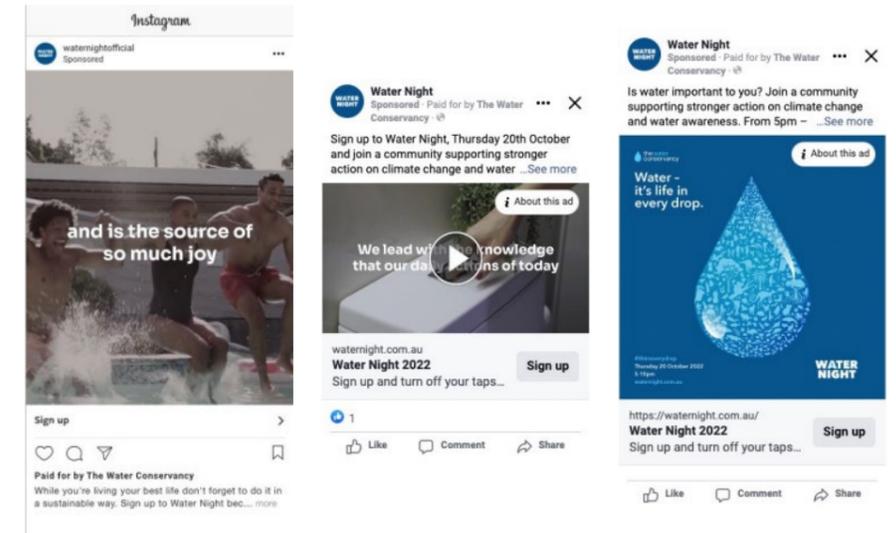
Comments: 11
Accounts Engaged: 414

Organic social media

We created Water Night Official accounts on both Facebook and Instagram this year. The reason for creating Water Night official pages was to keep the communications separate from other events and programs that The Water Conservancy conducts. In under 3 months we grew the Instagram page from *0-520 followers and the Facebook page from 0-224 followers and 168 likes. In creating separate Water Night social platforms, we generated organic growth & can track of specific analytics and engagement for Water Night socials year on year.

Some of the highest performing organic social media posts included reels, 'Water Reflections' & collaborating with Costa. One post with Costa gained 26,400 views, 1,043 likes and 30 comments across Instagram and Facebook. Another post that had high engagement was with politician, Zali Stegall who also shared a Reel to her Instagram page which had 1,599 views, 50 likes and 3 comments. We found that the lowest performing posts were static photos of the campaign logo & generic pictures of taps, water etc.

*Refer to appendix 8.7



1. Instagram brand awareness

2. Facebook brand awareness

3. Facebook/Instagram Traffic campaign

Paid social media

We created 3 unique ads to be amplified across Facebook and Instagram. There was a 63% increase in impressions for 2022, along with a 325% increase in link clicks a 181% increase in Average CPM and a 182% increase in video views, despite a 38% decrease in reach when compared to 2021.

The traffic campaign (Image 3) performed well, driving the highest number of clicks to the Water Night landing page, followed by the 15-second manifesto video which was the most engaging asset, reaching the highest number of people and finally the targeting shows that the social media channels and key message resonated most with the younger demographic and the target audience (18 – 34-year olds).

The target demographic was changed for both the brand awareness campaign (45 – 65+) and the traffic campaign (25 – 65+) on 13 October as a test to see if this

would increase registrations. The campaigns reached a total of 97,761 users during this time, this is 25% of the reach of the entire campaign. However, as indicated above the social ads performed best among the younger demographic.

Through the search campaign we found that it performed best among the older demographic 35 – 65+ and looking at previous search campaigns for Water Night we can see that the CTR this year was higher at 1.17%, which indicates that more people were clicking through to the landing page to find out more and register.

The paid search campaign had a total of 129,150 impressions, 1,515 link clicks and an average CPM of \$1.33*.

(Reach refers to the total number of unique accounts that have seen your post or story. Impressions measure the total number of times users saw your post or story.)

*Refer to Appendix 8.8

Paid Social 2020	Paid Social 2021	Paid Social 2022
Reach 127,406	Reach 636,666 (+400%)	Reach 392,785 (-38%)
Impressions 181,110	Impressions 788,433 (+335%)	Impressions 1,288,865 (+63%)
Link Clicks 6,700	Link Clicks 4,547 (-32%)	Link Clicks 20,522 (+325%)
Video Views 45,198	Video Views 212,435 (+370%)	Video Views 600,465 (+182%)
Average CPM \$17.15	Average CPM \$10.18 (-40%)	Average CPM \$0.48 (-181%)



Instagram Filter

In keeping with making Water Night more visual, we chose to create an educational and fun AR (Augmented reality) quiz filter for Instagram. The filter was seen to help further engage and educate the Gen Z/Y generations via social media.

The filter was a simple design with participants asked to answer right or wrong by tilting their head left or right. The questions were simple but made to make people have that 'Aha!' moment of insight and curiosity around water. The quiz had over 193 people participate and is an asset that can be used all year round as it is not specific for Water Night 2022.

Water Night filter designed and created by 'Word of Mouth Agency' WA, Australia.

193

Opens

The number of times that people have opened your effect in the camera.

97

Captures

The number of times that someone took a photo or video with your effects. Captures don't include live videos.

159

Impressions

The number of times that your effects were on-screen in stories, posts, and reels on Instagram, and in stories and posts on Facebook.

28

Saves

The number of times that people took a photo or video with your effects and saved it.

Giveaways

This year we hosted two separate giveaways in the weeks leading up to Water Night to generate awareness and further registrations. The giveaways were delivered across both Facebook and Instagram aiming for the largest reach possible. In the final week leading to Water Night, we had an unexpected third giveaway which was promoted through radio advertising through CADA network and on social media. The Giveaways were a great way to raise awareness of the water efficient products that carry the Smart Approved WaterMark (SAWM) label including AirGarden, SokaTub and WaterUps.



Our first giveaway was in collaboration with SAWM licensee and Water Night sponsor – WaterUps. This giveaway ran from Tuesday 4 October – Saturday 8 of October, there was a total of 21 WaterUps prizes to be won for 21 individuals. There was great engagement from this giveaway which helped raise awareness of Water Night. The prize winners were from various parts of Australia including NSW, VIC, ACT, SA, WA & QLD. The first prize had a total of 366 reach and 145 content interactions across Water Night social media

The second giveaway was our 'Major' prize which consisted of three water efficient products (1x AirGarden, 1xSokaTub and 1xBosch Dishwasher). Our 'Macro' influencer, Chantel Mila who has 1.3 million Instagram followers posted to her social media to encourage her audience to register for Water Night and have the chance to win our major prize. The prize was announced during our Instagram live on Water Night to the Winner, Sharyn from QLD. The second prize had a total of 8,129 reach and 555 content interactions across the Water Night social media accounts.

"I feel really blessed to have won all these wonderful prizes and am so grateful. They have made our lives a little easier and we are all so thankful" - Sharyn, QLD

The third giveaway was two sets of Jabra wireless headphones that were donated from partnerships with the media agency team, Team Lewis. These headphones had a combined value of \$400 and were promoted through a 3-day radio advertising space through CADA network. The strategy behind the headphones was to help increase registrations and particularly entice younger generations who would be interested in such a prize to learn about Water Night and sign up. The third prize had a total reach of 89 accounts and 21 content interactions. The winner of the headphones was Natasha from TAS.

Water Night Live Events

Water Night Live events were hosted by Costa Georgiadis across Instagram from 7-8pm AEDT, and then again across Costa's Facebook, Twitter, LinkedIn & YouTube pages from 8-9pm AEDT.

Instagram Live

The strategy for this year's Water Night was to increase Instagram engagement and following. We did this through co-hosting the live event from the Water Night official Instagram page and using the 'Rooms' feature to have up to 4 people at one time be on the live.

We invited influencers, and sponsors to partake in the event. Some learnings from this were to keep the number of guests joining to a minimum as Instagram live only allows you 60 minutes airtime which didn't give each guest a huge amount of time to speak. The Instagram live had 1,078 views, and 22 likes and 3 comments. Guests for the Instagram live were:

- Mandy Spooner** – Influencer and Water Night participant QLD
- Dr. Anita Van Dyke** – Influencer NSW
- Simon Holloway** – SAWM licensee and Business Owner of Vegepod
- Joe Rogers** – SAWM licensee and Business Development Manager of Lawn Solutions Australia
- Chantel Mila** – Influencer and announcer of Major prize giveaway winner

View the live event [here](#)



Facebook Live

During the Facebook live, we had 4.4K views, 234 comments and 252 likes. Overall, this live event was more successful and engaging than the Instagram live. Costa streamed the live across his multiple platforms which helped us have such a huge reach. The event went for 1 hour and 20 minutes as opposed to last year's event which ran for 2 hours. We had significantly less views than 2021 which had 7,000. Guests for the Facebook live event were:

- Chris Philpot** – CEO of The Water Conservancy
- Roxy Rogan** – Water Night Campaign Manager – The Water Conservancy
- Zoe Palmer** – Brand and Communications Manager – The Water Conservancy
- Michelle Thompson**, Account Manager for The Water Conservancy and Family participating in Water Night
- Cail Rayment**, Water Demand Coordinator & Remote Customer, Strategy and Regulation – Power and Water Corporation. (NT)
- Emily Hollister**, Media and Public Relations Specialist – TasWater (TAS)
- Kirralee Donovan**, Water Sustainability Officer – Rous County Council (NSW)
- Robert Scott**, Director of Infrastructure and Engineering Services – MidCoast Council (NSW)

View the live event [here](#)

The Water Night Live events were a great way to connect with families participating in Water Night, sponsors, supporters, and the general community!

In the future, we would consider new ways to engage and structure live events and include more educational content.

PR and Broadcast Media

The widespread flooding across some parts of Australia hit its peak during the week of Water Night. This posed a challenge in garnering PR and syndication of our story across broadcast networks as news centred around flood emergency alerts and supporting towns in crisis.

We secured media coverage with KIIS FM, Zee Feed, 3AW 693 and Eco Voice.



If You Turn Off Your Water For 5 Hours, You Could Literally Win Jabra Earbuds!

Z Feed

Water Scarcity: It's Flooding Now, But Australia (& The World) Still Faces A Water Crisis

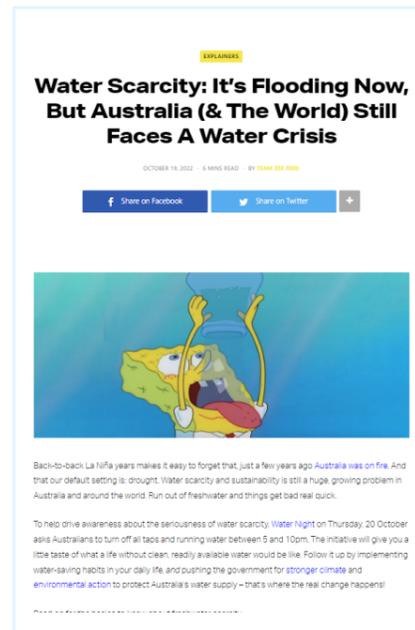


Timing of 'Water Night' called into question



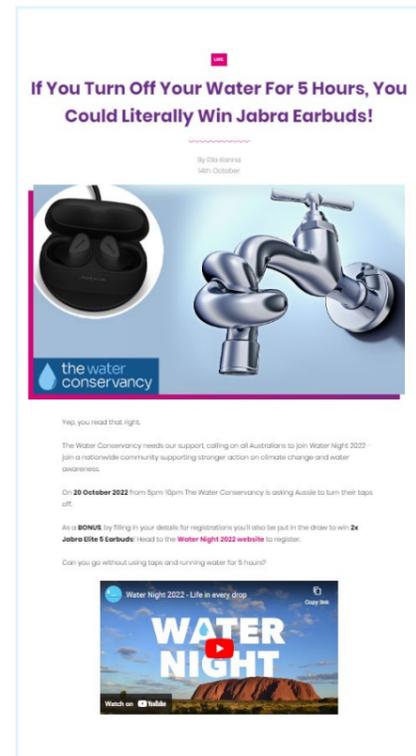
Minister adds water to the climate c launch of Water Night 2022

Even though Water Night is not a water saving activity or that climate change was being demonstrated at that very time the news media steered clear of the story out of respect for flood victims across the nation. Of course, the story would have helped people to see how proactive behaviour rather than reactive behaviours can help the nation manage water better. It would have also been timely to talk about how household water was critical to the flood victims, how hard the industry would work to keep them hydrated, how they'd have to increase treatment efforts



to make water safe for drinking and how it would have overwhelmed dams and reservoirs and bores nationwide making supply impossible for many regions. Not to mention the importance of water in the clan up to keep disease at bay and to make homes liveable again.

Increasing the outreach and education around the connection between climate change and our water resources continues to be a challenge and something we endeavour to improve on in the following years.



Email & SMS

Email marketing proved again this year to be successful. We sent a series of 8 Water Night emails from 1 September – 20 October to various groups including to stakeholder subscribers of The Water Conservancy, consumer e-news subscribers and Water Night registrants.

Key takeaways from the EDM data are as follows*:

EDM lists accounted for nearly a third (31%) of total Water Night registrations - this is consistent with current open rates (approx. 30%).

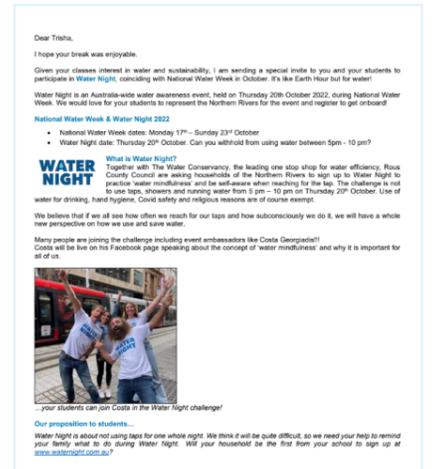
The Water night EDM campaign gained 392 registrants in 2022 which increased from 2021. 891 registrants were attributed to another channel.

This year, the EDMs for Water Night played a pivotal role in garnering Water Night registrations and was critical to achieve the target of over 1,000 sign ups.

Water Night promotional partners and sponsors also delivered newsletters and emails to their customers, members, and staff to generate awareness and drive traffic to the site. One case study of successful EDM reach was through, Lawn Solutions Australia who delivered a newsletter which gained great traction and was one of the top referrals to our website*.

We also delivered a SMS campaign through ClickSend which was sent out to 550 participants intermittently to remind them about Water Night and direct them to the website where they could learn more.

*Refer to appendix 8.9



Email from Rous County Council to local schools about Water Night

Radio

We invested in live reads on the CADA network (previously EDGE 96.1) to promote Water Night for 2022. The live reads occurred for Breakfast, Morning, Afternoon and Drive to their 18+ audience from Monday, 17th October – Wednesday, 19 October. A total of 24 spots across the three days. We used the Jabra headphones to help incentivise registrations through the radio ads.

The 24 ad spots required a low buy in of \$5K and achieved significant reach of 45,000. In addition to the radio ads, ARN also secured social media posts on the KIIS and CADA networks which had a combined reach of 83,475 people. The Jabra earbuds as the prize was a great incentive for CADA's younger demographic.

*Refer appendix 8.10



(AP stands for All People and Frequency refers to the number of times the ad was heard by the average person throughout the campaign period. In this case our ads were heard 1.77 times on average.)

“Here’s a bit of a challenge, how long can you go without turning on a tap? This Thursday, October 20th, it’s Water Night. All you need to do to take part is turn off all taps and running water from 5-10pm. The idea behind Water Night is to increase our water awareness and maybe lead to some long-term changes. Register now at Waternight.com.au and you could be in with the chance to win some great prizes including 2 pairs of Jabra Elite 5 earbuds. Turn off your taps this Thursday for Water Night, life in every drop.”

Sponsor & Supporter Promotional Activity

DCCEEW

- Internal EDM
- Social media posting
- Co-hosting physical launch event in Sydney
- Media relations
- Extension of launch event invites
- Development of signage for events
- Ambassadorial promotion

Power and Water Corporation

- Provided footage for our video ‘Life in every drop’
- Social media posting
- Was a part of our Facebook LIVE event

Bosch

- Social media posting
- Provided one dishwasher as a part of our major giveaway

Hoselink

- 3 social media posts

TasWater

- Internal engagement of WN with staff
- Social media posting
- Created a video for our website droplet

Lawn Solutions Australia

- EDM
- Social media posts
- Was a part of our Instagram LIVE event

Tweed Shire Council

- Tweed Link stories (Council newsletter in the Tweed Valley Weekly newspaper) – 21 Sep, 19 Oct, 12 Oct
- The Echo newspaper story – there is more coverage that I will hunt for
- News article in Inside Local Government & The National Tribune
- Facebook posts x 18
- LinkedIn posts x 2
- Sustainability and Environment e-newsletter story
- Digital marketing screens at THAO, MCCC, Tip Shop x 4 weeks for Water Night and x 1 week for Water Week
- Water Bill inserts – Aug to Oct
- Bushfire Resilience Workshops x 2 – stall and presentation
- Kinship Festival stall
- Staff Weekly stories x 4
- Posters in staff areas x 2 hits – Tweed Heads Administration Office and Murwillumbah Civic and Cultural Centre
- Staff computer splash screens x 2 hits

Water Services Association of Australia (WSAA)

- Newsletters
- Social media posting

Soka Tub

- Social media posting
- Donated one Soka Tub for our major giveaway

AirGarden

- Social media posting
- Donated one AirGarden for our major giveaway

Mid Coast Council

- Item in quarterly billing newsletter, sent to > 40,000 properties
- Item in weekly email newsletter sent to > 1250 recipients
- Email to 50 schools across the LGA
- Email to Integrated Water Cycle Management Strategy advisory group
- Short video explaining concept of Water Night that was shared on Instagram, Facebook and internally
- Two Facebook posts
- Executive management team endorsement shared internally and on LinkedIn
- Mentions in two National Water Week media releases
- Messaging on roadside variable message sign boards during National Water Week at the entrance to major urban hubs of Taree and Forster-Tuncurry

WaterUps

- Donated 21 prizes for our WaterUps giveaway
- Email to Main Home Customer Database. Approx 1700 contacts
- Blog on website
- Facebook, Instagram and LinkedIn posts

Vegepod

- Instagram post & story
- Was a part of our Instagram LIVE event

Wannon Water

- 16 social media posts across Facebook, Instagram, Twitter and LinkedIn
- 2x Intranet posts, 1x staff post, 1x school email
- 2x newsletters

Australian Water Association (AWA)

- Added the initiative to the Event listing on the National Water Week website.

Melbourne University (Sustainability Sector)

- Contributed a video to our website water droplet
- Social media posting

Water Corporation

- Internal staff engagement/EDM

Riverina

- Article in Wagga Wagga by the Australian Community Media

Water Directorate NSW

- Newsletter/Member engagement

Sydney Water

- Social media post
- MD, Roch Cheroux was a guest speaker at our physical launch event in Sydney

Rous County Council

- Social media posting
- Schools outreach
- Newsletter
- Media release on website
- Internal staff engagement / edm
- Article in the Echo
- Article on the Rous website
- 10 trees planted for every household registered in the Rous area

Costa Georgardis

- Hosted both of our Water Night live events on Instagram & Facebook
- ABC Radio, Melbourne
- Gardening Australia blog
- Garden talks in Griffith
- Shared Instagram post
- Facebook posts

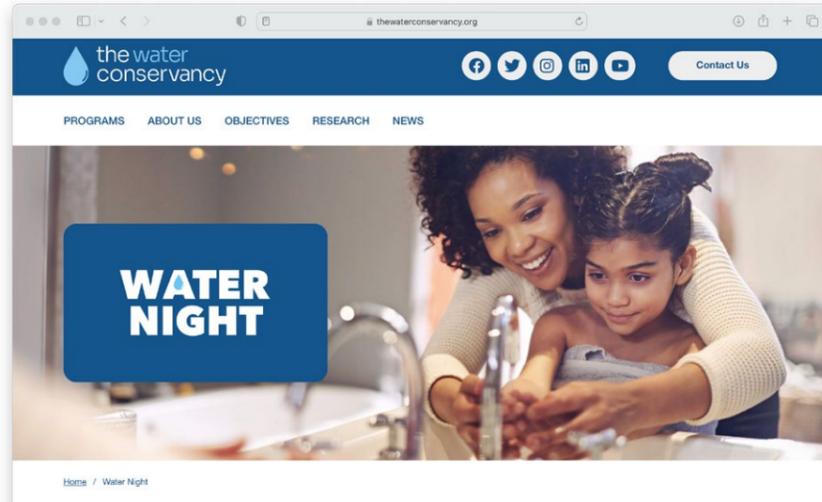
Dubbo Regional Council

- Emails to all staff
- Posters on lunchrooms and toilet doors
- Email to all Schools in area



Results

Website



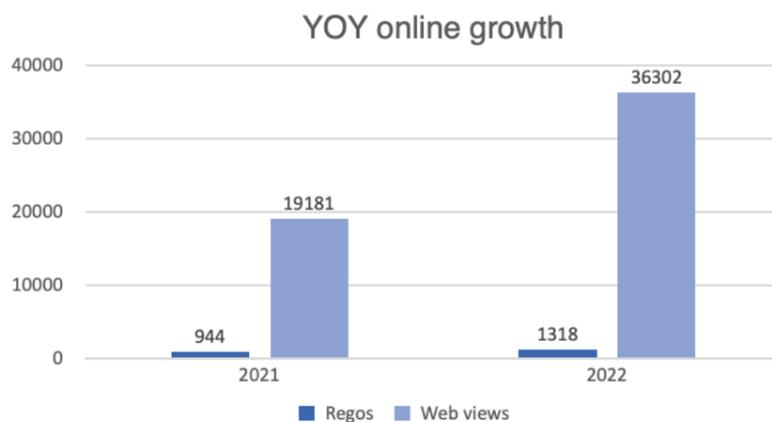
We invested in a more dynamic and interactive landing page that housed the additional campaign elements previously mentioned. There was a total of 36,302 page views on the Water Night website which was an 89% increase compared to 2021 (19,181 views) which suggests that our paid media, campaign, and outreach had a greater impact than in 2021.

From the google analytic data we can see we had 26,329 website users in total; 17,480 (66%) through direct (straight to www.waternight.com.au) 2,574 (10%) social; 1,509 (6%) through paid search and 1,112 (4%) through third party referrals which included the KIIS 106.5 and AWA National Water Week sites and linktree. (Linking service through our Instagram bio) and the remaining 14% came from a combination of supporter and sponsor activity.

However, there was a decrease in the conversions between page views and registrations which was at 3.6% for 2022 and 5% for the previous year in 2021. Some feedback we received was that the registration form was too long, and our website load time was slow, therefore both factors could lead to people leaving the site before signing up.

93% of individual pages viewed this year were for the home page, followed by the 4% for the resources page. The FAQ's and the new Beyond the Tap pages received 1%. Of the 27% of people who did download materials, the factsheets took the lead with 11% of downloads, followed by our social media tiles at 4% and the Water Night poster at 3%

*Refer to appendix 8.4



Registrations

One of the main goals for Water Night was to grow the number of registrations each year. We achieved this goal with a total of 1,318 registrations (vs 944 in 2021) which is 40% more than 2021, equating to 2,762 adults and 955 children vs. 2021 822 adults and 593 children*.

Despite the flooding that occurred throughout the majority of Australia during September/October, it was encouraging to see registrations and website views increase in every state (ex QLD)*. We can also see in the graph below that each year every state has grown in registrations (ex QLD & WA).

This year we also had an encouraging 11% increase in Gen Z registrations, but an 30% decrease in Boomer registrations. This reflects the strategy and the communications platforms we selected to engage the younger generations. We can see below a steady increase in Gen Z over the past 3 years and a decline in Boomer engagement could be due to misaligning messaging, algorithm, and key words.

*Refer to appendix 8.3

YOY Household Generations



YOY State Registrations



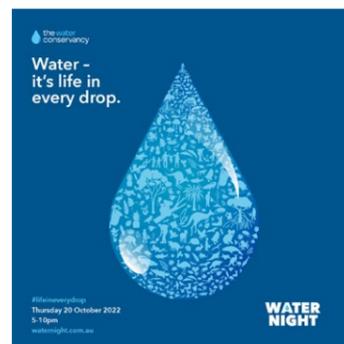
Water Night – Total Reach

The total reach for Water Night was 12.5% higher than last year, this is mainly due to our social media and cinema campaign.

Our paid social, WN Live and PR however were all significantly lower, which we believe was due to difficulty garnering media attention during the floods. However, it has been a successful year and has shown that it has the ability to grow.

(Reach refers to the total number of unique accounts that have seen your post, story, or ad)

Total Reach 2021	Total Reach 2022
Social Media 238,000	Social Media 1,010,717 (+362%)
Paid Media 636,666	Paid Media 392,785 (-38%)
PR 759,767	PR 128,782 (-83%)
Water Night Live 7,000	Water Night Live 5,478 (-21%)
Website 19,181	Website 36,302 (+89%)
N.A.	Cinema 358,792
Total 1,661,291	Total 1,869,856



Water Literacy

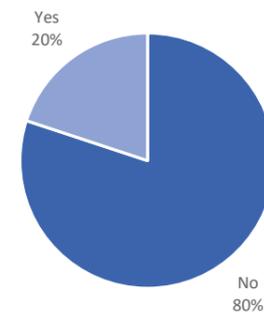
To measure water literacy we conduct two surveys, the first (blue) is prior to Water Night when people register via the website. The second is the post event survey (yellow) that is sent out immediately after the event to all people who register.

Of those 1,318 Registrants, 70% (922) completed the full survey (2021 had 75% of people complete the full survey.) Of those 1,318 Registrant, 27% (358) completed the Post Event Survey, (2021 had 22% complete the Post Event Survey.) which suggests that this year had similar survey engagement to 2021

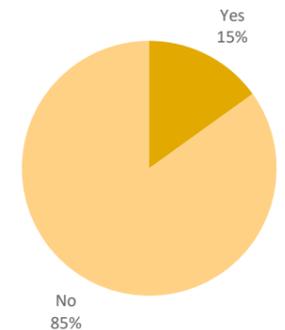
Overall we have seen a great 26% increase in water literacy.

(this is calculated by adding together the percentage increases for each of the seven water literacy questions below.)

Is our supply of drinkable water unlimited? PRE

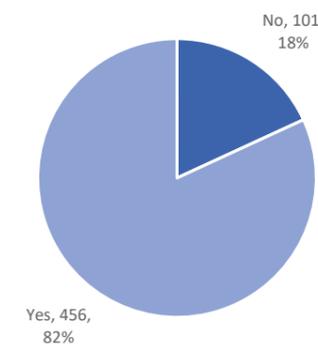


Is our supply of drinkable water unlimited? POST

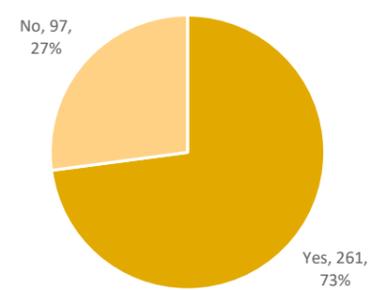


Encouraging to see awareness that drinking water is not unlimited increased by 5% after the event.

Do you know where your tap water comes from? PRE

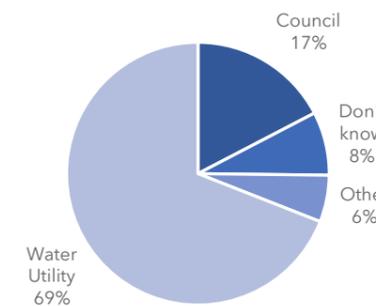


Do you know where your tap water comes from? POST

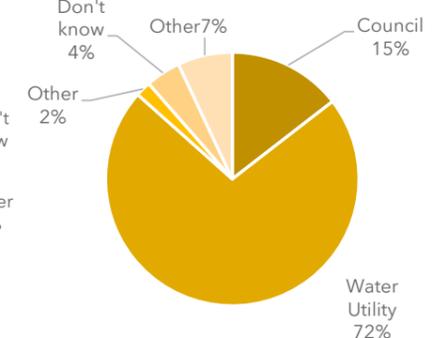


Unfortunately we see a 9% decrease in people who don't know where their tap water comes from, this indicates to us we need to improve and increase our education amongst participants during Water Night.

Do you know who provides your tap water? PRE



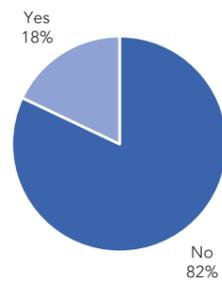
Do you know who provides your tap water? POST



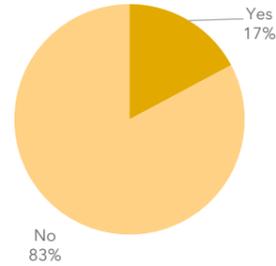
Great to see a 4% decrease in people who didn't know who provides their tap water

Great to see that most people knew the correct answer to this at registration, seeing a 1% improvement on this point after the event.

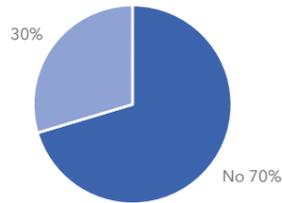
Is domestic wastewater and stormwater carried through the same pipes? PRE



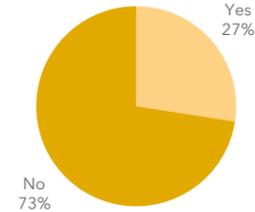
Is domestic wastewater and stormwater carried through the same pipes? POST



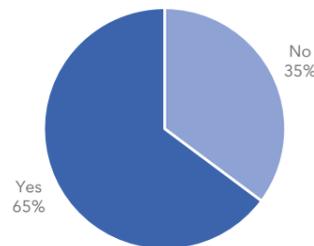
Is stormwater from roofs and roads treated to remove pollutants before entering waterways? PRE



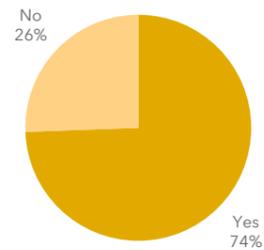
Is stormwater from roofs and roads treated to remove pollutants before entering waterways? POST



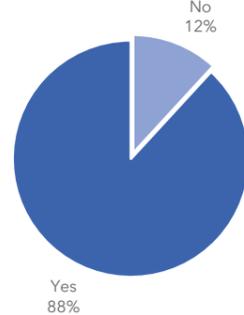
Does wastewater from your bathroom and laundry get treated before entering waterways? PRE



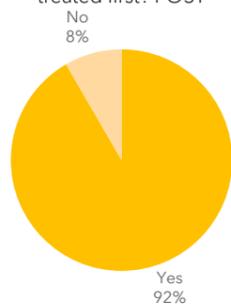
Does wastewater from your bathroom and laundry get treated before entering waterways? POST



Is the water that comes out of your tap treated first? PRE



Is the water that comes out of your tap treated first? POST



A 3% increase in literacy on this point post event.

A 9% improvement in this point above after Water Night.

A 4% improvement in this point after Water Night.

Water Behaviour

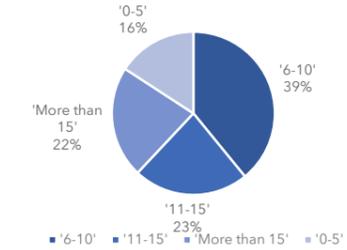
We can see that after Water Night, people's perception of just how many times they do reach for the tap has changed.

20 people reported using taps 6-10 times - as per the average on any night.

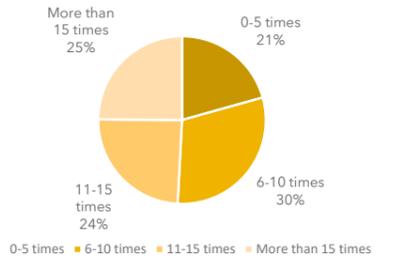
We see a 6% decrease before and after Water Night of people answering 'yes' to rinsing their plates before using the dishwasher which is a great outcome for the event.

39% of participants touched their taps on Water Night and claimed to have only used them 0-5 times during the 5 hours with a great **61% of participants claiming they never touched their taps during the night.**

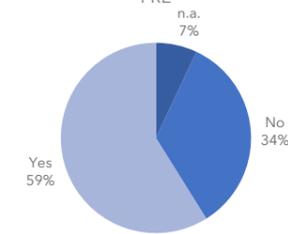
How many times a day do you use a tap? PRE



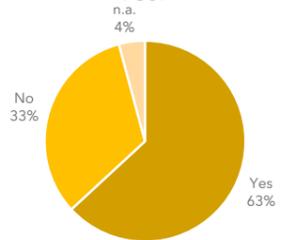
How many times a day do you use a tap? POST



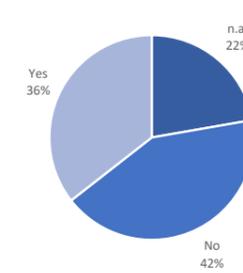
Do you water your garden with a hose? PRE



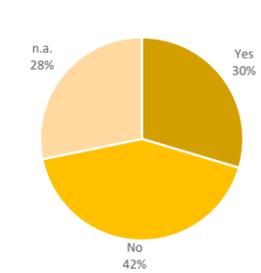
Do you water your garden with a hose? POST



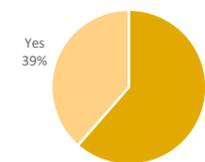
Do you rinse plates before you put them in the dishwasher? PRE



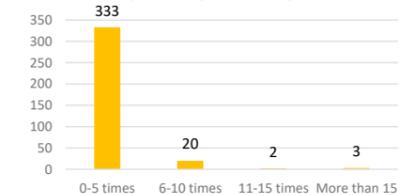
Do you rinse plates before you put them in the dishwasher? POST



Did you touch your taps on Water Night?



How many times did you use your taps during Water Night?



Awareness of water used for everyday tasks

For a third year running, participants were asked to confirm which of the following water using tasks would equate to a standard bucket approx. 10L of water. True or false.

	Right Answers Pre	False Answers Pre	Right Answers Post	False Answers Post
Half Flush	60%	40%	71%	29%
Half Load Dishes	53%	47%	18%	82%
Load of Laundry	57%	43%	89%	11%
One Min Shower	30%	70%	50%	50%
Tap for 2 mins	60%	40%	26%	74%

1 bucket is **NOT** equal to a half flush – a dual flush toilet with a four-star water efficiency rating use just 4.5 litres for a full flush and 3 litres for a half flush.

1 bucket **IS** equal to a half load of dishes – A full load of a dishwasher uses approx. 20 litres.

1 bucket is **NOT** equal to a load of laundry – A full load of laundry uses approx. 50-150 litres.

1 bucket is **NOT** equal to a 1-minute shower – a 10-minute shower uses 90 litres so 1 min is 9 litres.

1 bucket **IS** equal to a running tap for 2 mins – a running uses about 5 litres of water per minute.

Reassuringly most people improved their knowledge regarding flushing and laundry with many of them interpreting our shower stats with more vigor after the event. You could be forgiven for thinking a shower could be a bucket of 9-10L and go either way.

Interestingly we see those that completed the POST event survey changed their minds with this multiple-choice question. 64% thought a half load of dishes was no longer equal to 10L. 48% more thought a tap running for 2 minutes was no longer equal to 10L.

Testimonials

"It's very interesting how often we turn a tap on... Awareness works! Great campaign."

Lyn.G

(Hardest part) "It was difficult in a good way! I have 2 little ones whose dinner/bath/bedtime routine is all before 7pm so being prepared before was crucial"

Jen.M

"Appreciate the event, it was very useful and helpful to the environment."

Sugath.H

(Hardest part) "Just remembering to keep shower under 3mins! :)"

Helen.K

"It was very well organized and notified frequently which kept us committed to it. Looking forward to participating in the event next year!"

Koushik.M

"The symbol of life in every drop was brilliant and beautiful – the printable materials were great."

Robyn.B

(Hardest part) "We decided to flush the toilets, otherwise it would have made it harder. Washing dishes was a challenge, washing the hands while cooking, between raw meat and veg, onion, garlic. Luckily we have showers in the mornings but the kids needed the knees clean after school, that was difficult too. Very interesting experience, it made us appreciate what we have and how easy we get it, the kids were very keen too."

Jimena.H

"A terrific venture to remind us of the importance of water conservation."

Amanda.S

(Hardest part) "Breaking the habit of turning the tap on on a whim."

Des.H

"Well done to you all for your promotion & message of water conservation. It gave me a shake up, not to be so complacent and thank about not reaching for the water tap every time I need it."

Margaret.J

(Hardest part) "not using the tap to wash hands"

Michelle.V

"Love to save water & your encouragement is wonderful!"

Patricia & Richard. D

(Hardest part) "Making a conscious effort not to go and turn on the tap to rinse a plate or fill a bottle. You do it without even realising how often you go to use water."

Suzanne. H

"I have learnt so much from this experience and still don't know enough! I chat to my grandchildren about water conservation and feel it should be put more into schools."

Petronella.V

(Hardest part) "Not being able to shower"

Elizabeth. S

"It was fantastic and very rewarding."

Angela.O

(Hardest part) "Ensuring younger family members remembered to adjust their water consumption behaviour"

Alec.R

Key Conclusions and Recommendations

Feedback

Using feedback collated using participant post event surveys and individual feedback from sponsors and supporters, we have the following insights and opportunities for 2023.

Greater promotion nationally (TV, Radio, Newspapers, social media)

More promotion and reminders about the event

Call for ongoing focus on water, to have multiple or group events throughout the year

Answers to the Water Night survey questions be shown as soon as you answer

Shorten the registration form and surveys

Stronger call to action and clear messaging

More accessibility for people with special needs

User-friendly web experience

Get into schools earlier and incentivise

More prizes/greater incentives for registration

Water droplet fridge magnets, stickers, or other merchandise to act as reminders

Conclusions

Water Night 2022 showed that the initiative can be grown and that there is interest to continue this event annually.

With the introduction of sustainability and climate change focused messaging, we saw an increase in engagement from our Gen Z/Y target audience and a 40% increase in registrations

(despite most of Australia experiencing La Niña and flooding). Paid and organic social media, influencers, website visits, registrations and sponsorship were higher than in 2021. Whilst 2022 has built momentum from the previous year, there is still room for lots of improvement and has shown that to effectively engage the nation, widespread advertising and significant support and funding is essential.



The findings from the event indicated that by experiencing Water Night, participants realise how reliant they are on their taps, how subconsciously they reach for them and how they can be in turn more sustainable. Participants find out more about water, where it comes from, and then can change their behaviour.

Overall, Water Night continues to be a significant annual event that all Australians can benefit from. There continue to be great learnings with regards to its promotion for everyday Australians and the media. Natural disasters such as flooding presents challenges for gaining airtime but also provides opportunity to further educate the public on the interconnectedness of climate change and our water resources. Furthermore, this initiative will continue to make a difference to the way Australians regard their relationship with water.

We believe this is due to our core messaging, effective and thorough social media campaigning and strong call to action.

Key Recommendations

The biggest opportunity lies in gaining national coverage on a large scale.

This needs to be done across the board through broadcast media, TV, radio, print and social media if we are to gain the participation of the nation.

Appropriate corporate sponsorship

to fund the initiatives amplification.

Developing and growing partnerships

with regional, rural, and indigenous communities and businesses to ensure water literacy levels are increasing across the nation.

Continue to work with the federal government

to promote the campaign nationwide.

Promote Water Night all year round to increase brand awareness

and to make more impact re water literacy, climate change and water awareness.

Appendix

The full appendix can be supplied to all Water Night Sponsors and Supporters on request info@thewaterconservancy.org

Acknowledgements

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Australia's Relationship with Water Report 2019

The Water Conservancy (previously known as Smart Approved WaterMark) surveyed 2,077 Australians with a nationally representative sample weighted against ABS statistics for age, gender and location. The study was run by research specialist Pollinate. The data was independently reviewed by Institute for Sustainable Futures, University of Technology Sydney.



Billions of Water - Using Minutes Report 2021

The study was conducted by YouGov online between 2-6 September, 2021. The sample comprised of a nationally representative sample n=1,044 Australians aged 18 years and older. YouGov designed the questionnaire. Following the completion of the interviewing, the data was weighted by age, gender and region to reflect the latest ABS population estimates.