



Proposal

Water Night 2023

WATER NIGHT

Helping Australians value
water amidst climate change


the water
conservancy

ABOUT US

WHO IS THE WATER CONSERVANCY

We are a **not for profit** that is leading the way as an independent knowledge resource and advisory hub for the education, facilitation, and adoption of a more conscious and sustainable approach to water use in Australia.

WHAT IS WATER NIGHT

Water Night is national event that occurs every year during **National Water Week** to help raise awareness of how often we use tap water in Australia. Our aim is for all Australians to become more conscious of their water use and to increase education, understanding and sustainability efforts to help conserve our most precious resource – Water.

Water Night campaign goals

Help Australians become more aware of the links between their water use and **climate change**

Encourage Australians to use water more **Sustainably**

Motivate Australians to **'Take Action Now'** and break the habit of unconscious consumption

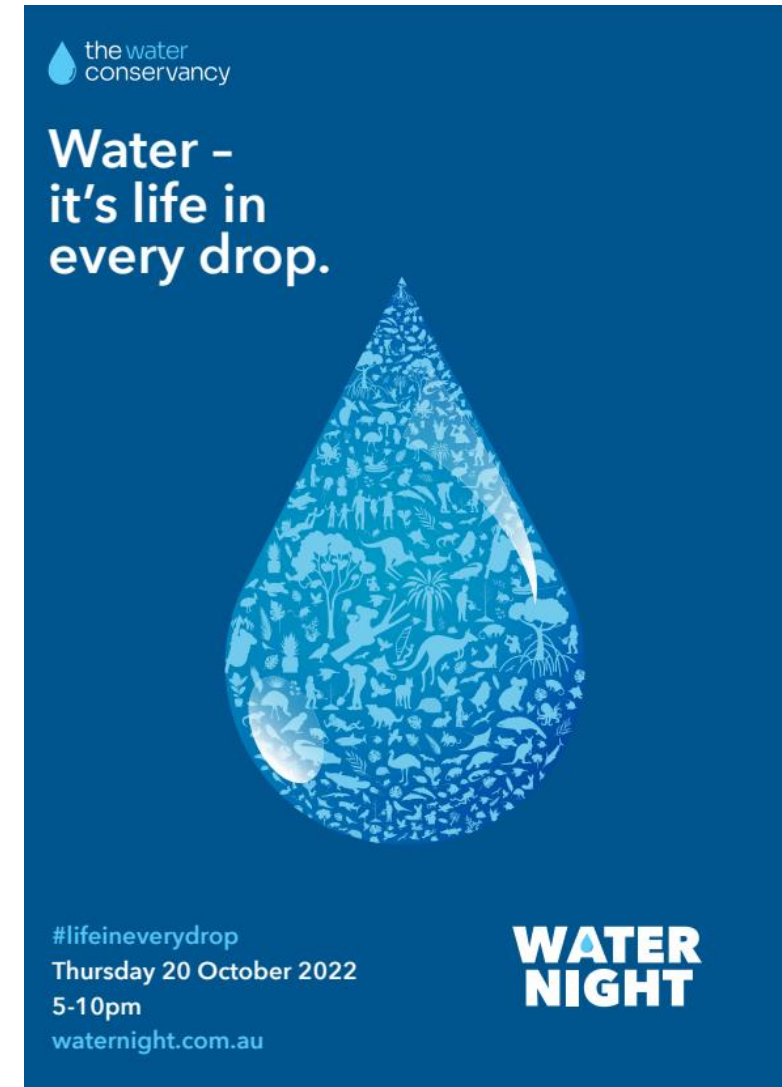
Drive awareness of Water Night and encourage participation.

Increase education and the perceived value of water

Reach **9 million households** across Australia

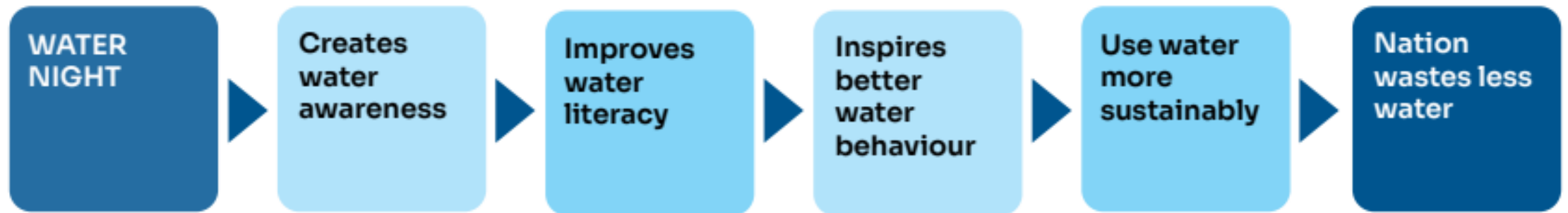
We are encouraging Australian households to not use their taps from 5pm to 10pm on Thursday 19 October this National Water Week 2023

**WATER
NIGHT**



The Water Night journey

Water Night is just the first step in the journey to enable an individual/household to use water efficiently. The Water Night experience provides a window of opportunity to become aware of our water use, possibly for the first time ever, becoming more receptive to learning about water and how to use it more sustainably. Collectively, as more people sign up to Water Night, the nation wastes less water.



The rules

Similar to *Earth Hour*, **Water Night** is a symbolic event to help raise awareness of water conservation in Australia. Water Night takes place during *National Water Week* which runs through the third week of October every year.

We are encouraging Australian households to not use their taps from **5pm to 10pm on Thursday 19 October** during National Water Week 2023.

- No taps, no showers, no running water.
- Participants can fill empty bottles for drinking prior to event.
- Use of taps for religious & hygiene reasons exempt.
- Toilets can be used during the designated period, but reduced flushes are encouraged.



Target audience - Gen Z

Gen Z demonstrate the least interest in using water mindfully, the most wasteful and have low levels of water literacy.

On the flip side they are the most open to making changes in their behaviour when it comes to the environment and sustainability.

40% say if they had access to easy steps to conserve water at home and to save money on bills they would be very likely to try to try to reduce their consumption.

So they are most likely to change their behaviour with a little knowledge and experience!



Highlights from 3 years

- ♦ Evolved to bring water into the climate change conversation
- ♦ Participants use their taps 10% less after the event
- ♦ Campaign total reach has increased each year
- ♦ 5,679 households have participated
- ♦ Raises water literacy levels by 24%
- ♦ 18% increase in water knowledge
- ♦ Supported by the Australian Federal Government
- ♦ Attracts regular global interest
- ♦ 58% of participants in 2022 were Gen Y or younger
- ♦ Strengthens local water utility campaigns and messaging



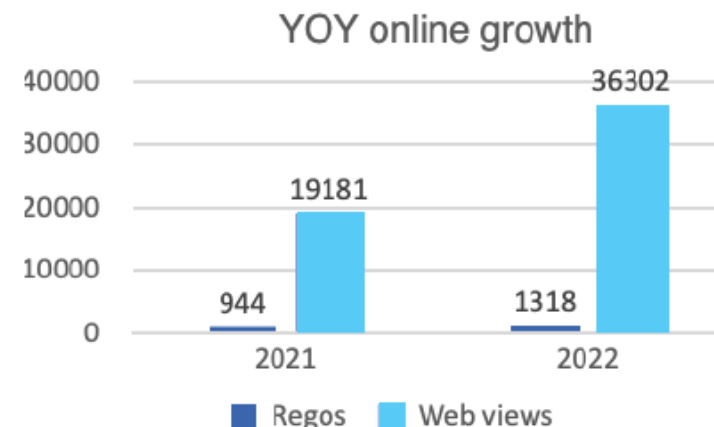
Water Night 2023 campaign growth goal

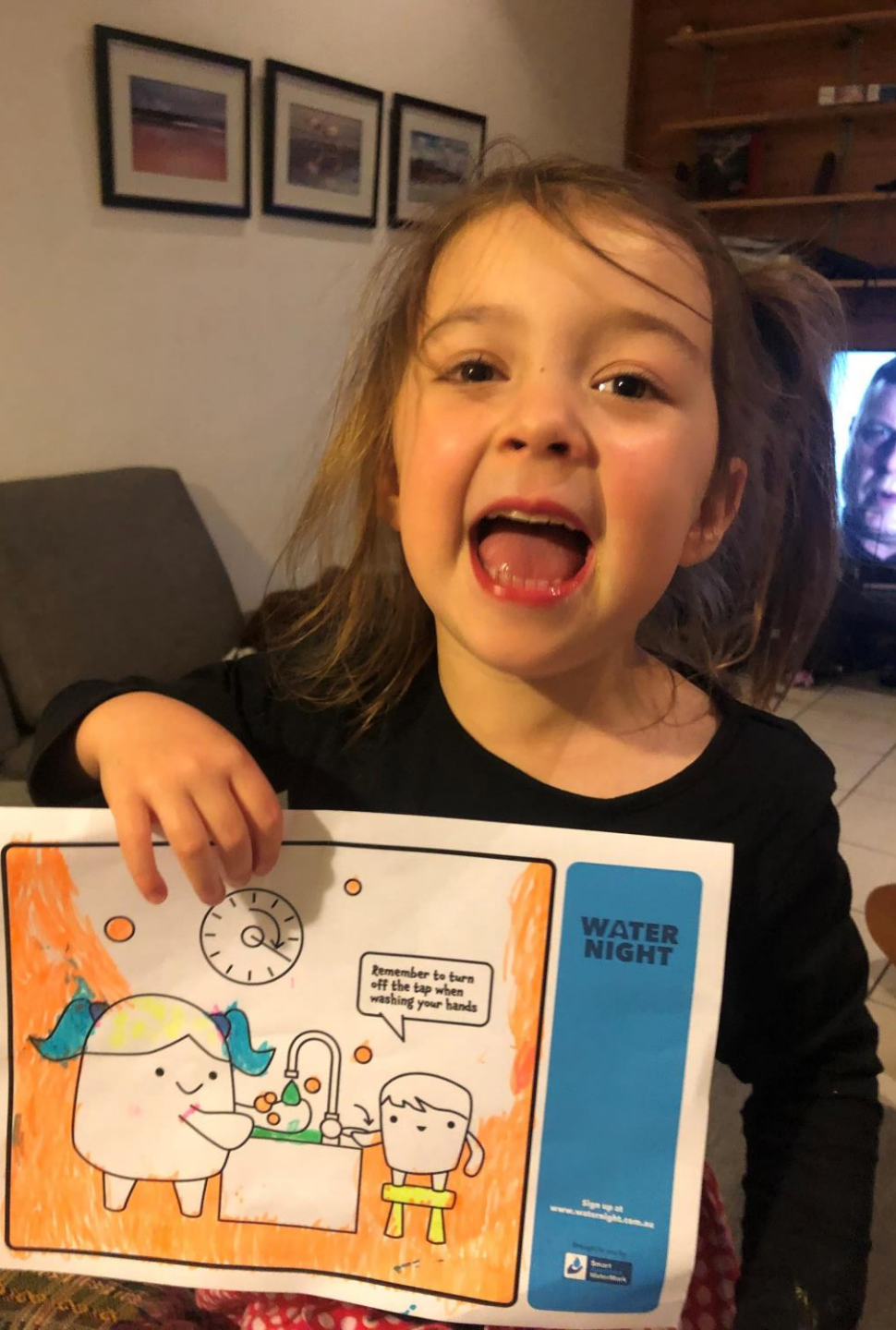
In 2022 we had a 40% increase in registrations, an 89% increase in website page views and an overall reach of 1.8 million people – which is an 12.5% increase on 2021.

This increase was in the context of extreme rainfall and flooding across the eastern seaboard meaning paid media, Water Night Live and PR reaching significantly lower than 2021.

In 2023 our goal is to grow the overall campaign reach by 60%.

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 Night 2023 communications goals

- ◆ Emphasis on 'why' water is important rather than how, what, where
- ◆ Building on the very successful 2022 campaign - 'Water - it's life in every drop'
- ◆ Continue to add water to Australia's sustainability and climate change agenda. Acknowledge 'Preparation for Future climate' with an emphasis on the changing climate in Australia - Drought vs Floods.
- ◆ Build the connection between freshwater in the environment and water in our homes.
- ◆ Connect people back to water as a precious resource by increasing water literacy and awareness.
- ◆ Engage Gen Z/Y with strong, emotive content.
- ◆ Increase participation across Australian schools and universities
- ◆ Include the Indigenous perspective/rural communities, not just 'city centric' phrases/visuals

Campaign strategy 2023

In 2023 we will deliver the campaign elements seen to have been successful in previous years including:

- Continue to build the awareness campaign using 'Water - Its life in every drop'
- Traditional PR and media placement
- Social media campaign including paid and influencer content
- Cinema advertising
- Water Night website hub and registration form, and literacy content
- Host a Water Night launch event in the lead up to Water Night
- Strongly collaborate with *National Water Week* & continue to be the biggest event during this time
- Increase water literacy and awareness throughout Australia



New elements for 2023

Subject to sponsor funding in 2023 we will:

- Conduct a key piece of research exploring how we use water to be used as the focal point of Water Night PR and activities.
- Co-produce engaging television commercials and national media assets
- Placement of train station/bus shelter advertising
- Increased paid social media spend and influencer relationships
- Make Water Night more visual through city street banners, water artworks, light display
- Plant trees for every registration of Water Night through our government partnership
- Develop 'Beyond the tap' content to drive Water Night engagement all year round
- Produce a water documentary, branded Water Night

Water Night research

Existing research shows that the way we use water in our homes is very different to how we think we use it. The Water Conservancy would like to conduct a key piece of research exploring how we really use water in our homes. The research would be used to launch Water Night 2023 and form a key part of the campaign with clear synergies with Water Night aims and objectives.



Sink sense – people's kitchen sink habits caught on camera

Observing the kitchen sinks of Australian households for 2 weeks. Sample size (15-30 homes subject to sponsor funding)

Using motion-sensitive cameras to capture actual behaviour.

With video depth interviews to explore the relationship between actual and reported behaviour.

Why Sponsor Water Night?

**Be a leader
in the
Water
Community**

**Deliver on
sustainability
& corporate
responsibility
promises**

**Help reach
9 million
households**

**Be aligned
with the
ONLY
national water
awareness
campaign in
Australia**

**National
media
coverage**

**Play a part in
increasing
your
community
water
literacy**



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

Previous Sponsors and supporters 2022

Principal Partner - \$75K

- ◆ Recognition as the only 'Principal Partner' for Water Night 2023
- ◆ Branding on the Water Night Live Event held on Water Night across social media
- ◆ Host of the in-person Water Night partnership launch event with key stakeholders
- ◆ Broadcast media attention and branding
- ◆ Branding across all Water Night assets including website, social media and campaign collateral (Begins 1 Sept 2023)
- ◆ Paid social media posts
- ◆ Thank you posts on social media
- ◆ Access to all rebranded campaign collateral and assets
- ◆ Be seen as supporting the biggest event during National Water Week
- ◆ Access to all reports and findings from event (including raw survey data and insights)
- ◆ Your logo and an article on the Water Night website and across all communications
- ◆ Listed on the Water Directory

WATER NIGHT

Major Partner - \$45K

- ◆ Branding across all Water Night assets including website, social media and campaign collateral (Begins 1 Sept 2023)
- ◆ Broadcast media attention and branding
- ◆ Thank you post on social media channels
- ◆ Inclusion in social media and PR campaigns
- ◆ Article in TWC consumer & stakeholder eDMs
- ◆ Access to all rebranded campaign collateral and assets
- ◆ Listing in the Water Directory
- ◆ Access to all reports and findings from event (including raw survey data and insights)
- ◆ Be seen as supporting the biggest event during National Water Week

There are three opportunities available as Major Partner. This category would suit a water industry consultant, corporate, large business or bank with a desire to position itself as environmentally sustainable within the water sector.

WATER NIGHT

Water Warrior – \$5K-\$15K

- 💧 Your logo on the Water Night website as a sponsor
- 💧 Full campaign collateral and branding
- 💧 Listing in the Water Directory
- 💧 Thank you post on social media channels
- 💧 Insight into participants water attitudes
- 💧 Access to all case studies of participating households
- 💧 Access to evaluation and reports
- 💧 Article in TWC consumer & stakeholder eDMs
- 💧 Be seen as supporting the biggest event during National Water Week

Water Warrior sponsorship is suitable for small businesses or Water Utilities and is priced fairly based on the number of water connections.

<25,000 - \$5,000

25,000 - 100,000 - \$10,000

>100,000 connections - \$15,000

Sponsor a campaign element

Help us by sponsoring a specific element of the Water Night campaign

Water Night 'Sink Sense' research - \$40K

Paid social media/influencers - \$5K-10K

National radio placement - \$5K-\$10K

Cinema advertising - \$10K-\$20K

Bus shelter advertising - \$25K

We understand that some organisations would prefer to fund a specific element of the Water Night campaign. Here are some examples of activities that you could support. Your brand will be promoted specifically in association with this element.

In-kind supporter

Being a promotional partners is a mutually beneficial relationship - you help us, we help you! Here are some examples of what we expect from a promotional partnership

- 💧 Promote Water Night through your organisation's newsletters
- 💧 Encourage your stakeholders and staff to sign up to Water Night through social media
- 💧 Display Water Night banners on website
- 💧 Post information on Water Night to your website / socials

In-kind support benefits you by:

- **Increasing your brand's sustainability awareness**
- **Providing a channel to cross promote aligned campaigns via Instagram stories**
- **Obtaining access to Water Night evaluation and reports**

Ambitions for Water Night

Our goals over the next 2-5 years are to:

- ◆ Build Water Night to be an acknowledged and respected event within Australia
- ◆ Strongly collaborate with *National Water Week* & continue to be the biggest event during this time
- ◆ Increase participation across Australian schools and universities
- ◆ Host in-person events in the lead up to Water Night
- ◆ Increase water literacy and awareness throughout Australia

Our ultimate long-term goal is to be recognized on a global scale alongside events such as Earth Hour.



**Be a part of Australia's
ONLY National Water
Awareness Campaign.**

**BECOME A SPONSOR
TODAY!**

**WATER
NIGHT**

To sponsor, email:
chris.Philpot@thewaterconservancy.org

