



# WATER NIGHT EVALUATION 2025

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# A WORD FROM THE CEO

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Since 2020, Water Night has grown from a one-night challenge into a nationally recognised event that engages households, school students, businesses, and the water sector in building water knowledge and awareness. Each year during National Water Week, participants are invited to go five hours without using tap water to prompt reflection on everyday water habits and foster stronger water literacy.

Over the last six years, 54,306 individuals have signed up, with many returning annually. The campaign has reached millions through digital channels and earned media, and participation remains high.

Evaluation shows Water Night improves water literacy by an average of 24% and water awareness by 58%. The experience is designed to be fun and inclusive for families.

In 2025, the water sector's support was stronger than ever, with increased in-kind contributions and sponsorships. The Water Industry giveaway incentivized industry representatives to participate and highlighted the initiative's value.

New initiatives in 2025 included the Tap Guardians competition, which brought the "From Habit to Hero" theme to life by encouraging creative superhero mask designs, and public buildings across Victoria, Northern Territory, and Western Australia were lit up blue to mark the occasion.

As part of the 2025 focus on everyday habits, we commissioned a new national study, "Turning Off The Tap: Inside Australia's Water-Smart Habits." The research examined how Australians think they use water versus what they actually do, with a focus on shower length, daily use and knowledge of household water sources. Findings show a clear gap between concern and behaviour: many people say they care about climate and try to save water, yet still take long showers, underestimate their use and often don't know where their water comes from.

This evaluation brings together what worked, what didn't, and what was learned, to guide decisions on strengthening public trust, supporting the water sector's reputation, and delivering greater impact in the years ahead. For those interested in participating in Water Night 26, contact details are available for further engagement.

**CEO Chris Philpot**

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# EXECUTIVE SUMMARY

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2025 marked the sixth annual Water Night event, delivered by The Water Conservancy.

This report summarises the 2025 campaign, new creative and channels, and key learnings to inform 2026.

Water Night 2025 continued the strong momentum of previous years, with thousands of Australians once again switching off the taps to boost water awareness.

## HIGHLIGHTS:

**+10.8%  
INCREASE IN  
WATER  
LITERACY**

**TOTAL  
CAMPAIGN  
REACH OF  
OVER 5.9M**

**NEW  
RESEARCH  
LAUNCHED**

**META PAID ADS  
DELIVERED A  
+72% INCREASE  
IN REACH AND  
A +8.5%  
INCREASE IN  
IMPRESSIONS  
COMPARED  
WITH 2024**

**WEBSITE  
ENGAGEMENT  
RATE INCREASE  
BY +19.7%**

**30 ENTRIES IN  
THE INAUGURAL  
TAP  
GUARDIANS  
COMPETITION**

**832 ADDITIONAL  
SIGN-UPS FROM  
WATER-  
CONSCIOUS  
HOUSEHOLDS VIA  
THE SMART DROP  
CERTIFIED  
GIVEAWAY**



# SPONSORS

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**Australian Government**

**Department of Climate Change, Energy,  
the Environment and Water**



**MIDCOAST**  
council

**SHOWERSTAR®**



**PowerWater**



Thank you to Water Night 2025 sponsors. Without the phenomenal support of councils, utilities and organisations across Australia, we could not have seen another successful year of Water Night.



# CREATIVE STRATEGY

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## #FromHabitToHero

This year's theme, From Habit to Hero, highlights how small shifts in everyday water habits can turn ordinary people into "water heroes". The superhero framing feels contemporary, hopeful and relevant, tapping into a familiar, family-friendly idea of everyday heroes at a time when many Australians are thinking about climate, cost of living and what they can practically do at home. Water Night became a moment for households to pause, notice how often they reach for the tap, and boost their water literacy together.

Through the Tap Guardians concept, hero masks and family-focused creative, we framed participation as a fun challenge rather than a sacrifice — helping to drive sign-ups, encourage repeat participation, and turn awareness into simple, tangible behaviour changes that support Australia's long-term water security.



# GIVEAWAY INCENTIVE



## FIRST 200 REGOS

Garmin Vivomove Sport Smart Watch

## NATIONAL

Bosch Series 4 Dishwasher

Woolies \$100 eGift card

Amazon Echo Show

De'Longhi Nespresso

Coffee Machine

Disney+ Premium 12-month subscription

Nutribullet 900W Mega Pack

Beats Earphones



## INDUSTRY

Bosch Series 4 Dishwasher

WaterGroup Smart

Metering Data Logger



## SCHOOL

WaterUps Wicking Garden Project



## TAP GUARDIANS COMPETITION

1. Nintendo Switch 2
2. Amazon Kindle
3. Playmax Gaming Pack

## SMART DROP CERTIFIED

Mineral Magic Lawn & Soil Conditioner

Terracottem Soil Conditioner

Wobble-Tee Sprinkler

ShowerStar Device



In 2025, we again used targeted giveaways to incentivise registrations and deepen engagement. Prize draws were promoted via paid, geotargeted ads, keeping interest high across the campaign and driving digital sign-ups.

We also launched two new initiatives: the Tap Guardians Competition, inviting households and schools to create “water hero” masks and stories, and the Smart Drop Certified Giveaway, rewarding water-conscious households and showcasing partners. Together with existing prizes, this made 2025 the biggest prize pool we’ve ever offered for Water Night.



# DIGITAL STRATEGY

## META ADS

Building on the strong performance of Meta ads in previous years, we increased investment in this channel for 2025. The focus was to continue lifting campaign awareness while converting interested audiences into Water Night registrations, with Meta remaining a primary driver of both reach and sign-ups.

Meta Reach

762K

Meta Impressions

1.5M

Increase from 2024

+72%

+8.5%

Metric / Year	2021	2022	2023	2024	2025
Reach	636,666	392,785	125,099	441,919	762,127
Impressions	788,433	1,288,865	215,615	1,406,080	1,526,172
Link clicks	4,547	20,522	2827	19,570	6742
Regos	944	1,314	4,124	5,368	4,206

CPC 2024 vs. 2025

-13%

ERR (engagement rate by reach)

6.7%

Meta was again the core digital channel in 2025, with increased spend reflecting its strong performance in reaching and converting target audiences.

It delivered a 72% increase in reach and 8.5% increase in impressions year-on-year, with lower average CPC and solid engagement across key ad sets, while a better balance of awareness and registration campaigns supported both visibility and sign-ups.

As with previous years, Meta's algorithm concentrated delivery among audiences most likely to engage. Males accounted for the highest impressions and reach across all age groups, with 35–44 and 55–64 emerging as the most engaged brackets overall.

## LINKEDIN ADS



In parallel with Water Night, we ran a tightly targeted LinkedIn campaign for the Australian Government Department of Climate Change, Energy, the Environment and Water (DCCEEW) to promote the WELS scheme and the NCRA, focusing on industry, policy and professional audiences as well as households.

Creative and targeting aimed to build awareness, drive clicks to key information pages and position DCCEEW as a leader in water efficiency and research, supporting broader water literacy and sector engagement.

Paid Clicks

64

Paid Impressions

4716

Average CTR

1.36%



## SPONSOR META ADS PERFORMANCE

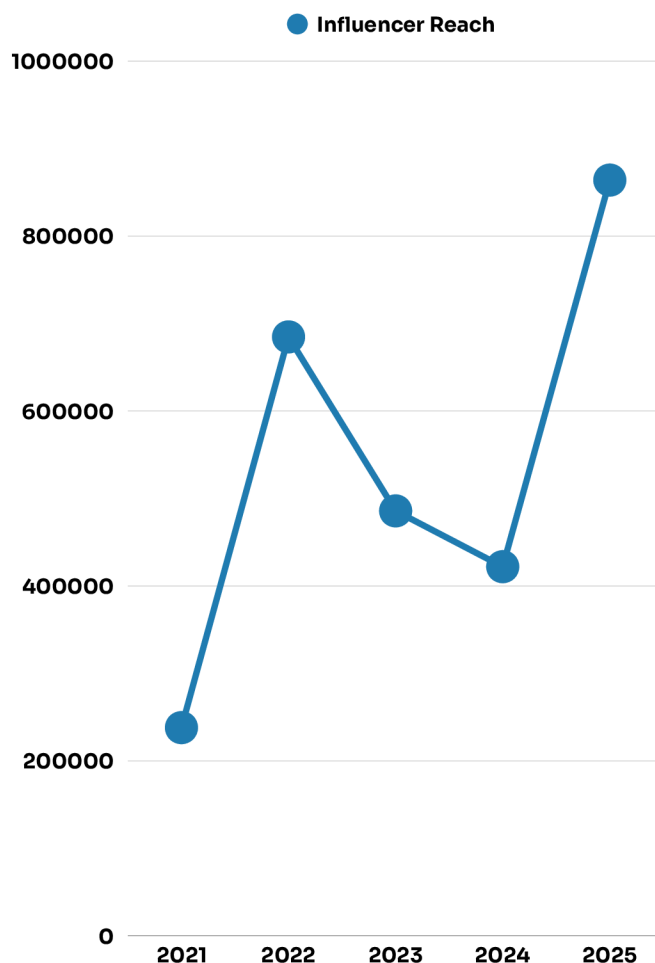
Sponsor/ Region	Reach	Impressions
Midcoast Council / Midcoast	17,644	46,469
Power & Water Corp / NT	11,747	35,728
Dubbo Regional Council / Dubbo	9,008	32,159
Tamworth Regional Council / Tamworth	22,121	53,015
Lithgow City Council / Lithgow	8,939	25,639
Goulburn Valley Water / Shepparton	9,428	30,476
ShowerStar / WA	8,838	21,438
DCEEW / Australia-wide	122,392	149,506

We also ran multiple paid social posts targeted nationally to capture registrations outside sponsor regions. These promoted the theme and key campaign details, highlighted the national giveaway to spark interest and sign-ups.



# INFLUENCERS

Year	Followers	Spend	Reach	Followers to Reach
2021	3 influencers: 2.9M	\$27.5k	238k	8%
2022	12 influencers: 2.6M	\$12.1k	684.7k	26%
2023	2 influencers: 692.2k	\$7.2k	485.8k	70%
2024	2 influencers: 826.9k	\$9k	422k	86%
2025	3 Influencers: 14.2M	\$15k	864K	6%



In 2025 we focused on three niche creators to reach distinct communities:

- Sydney Plant Guy – tapped into a gardening/sustainability audience, linking water use with plant care and outdoor spaces.
- The Blackman Family – brought a family lens, showing how Water Night fits into everyday household routines.
- Veronica B – reached younger, lifestyle-focused followers on Instagram with short, personality-led content.

For 2026, we should continue with niche creators (ideally with a light/comedy tone) and support their content with modest paid spend to extend reach and build familiarity with Water Night.





Jan created a playful, plant-focused Reel for Instagram, tying indoor plant care to water-wise habits for Water Night. With a strong following of plant lovers, home gardeners, and sustainability-minded Millennials, his Reel helped drive awareness among an engaged, eco-conscious audience.

**@SydneyPlantGuy**

Instagram Views  
**76.8K**

Followers  
**586K**

**@JeraldineJeronimoJette**

Views  
**780K**

Followers  
**11.8M**

Jeraldine and her kids created a family-focused Reel around the Tap Guardians Competition, showing how children can be “water heroes” through small everyday habits and helping build awareness of Water Night among young families. The content felt fun and wholesome, matching the campaign’s family-friendly tone.



Veronica B shared Stories on how she’d tackle Water Night at home, while promoting the main giveaway and encouraging followers to join in. A follow-up Story reflected on her own Water Night experience, keeping the campaign relatable for her young, lifestyle-focused audience.

**@VeronicaB\_**

Story Views  
**6.5K**

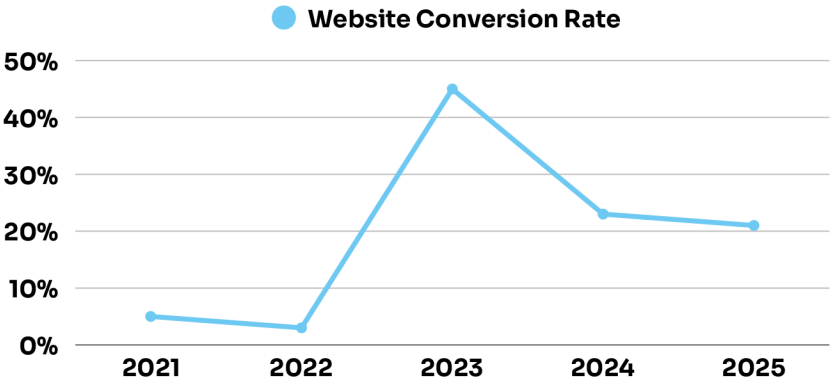
Followers  
**857K**

# DIGITAL STRATEGY

## WEBSITE

21%

### Conversion Rate

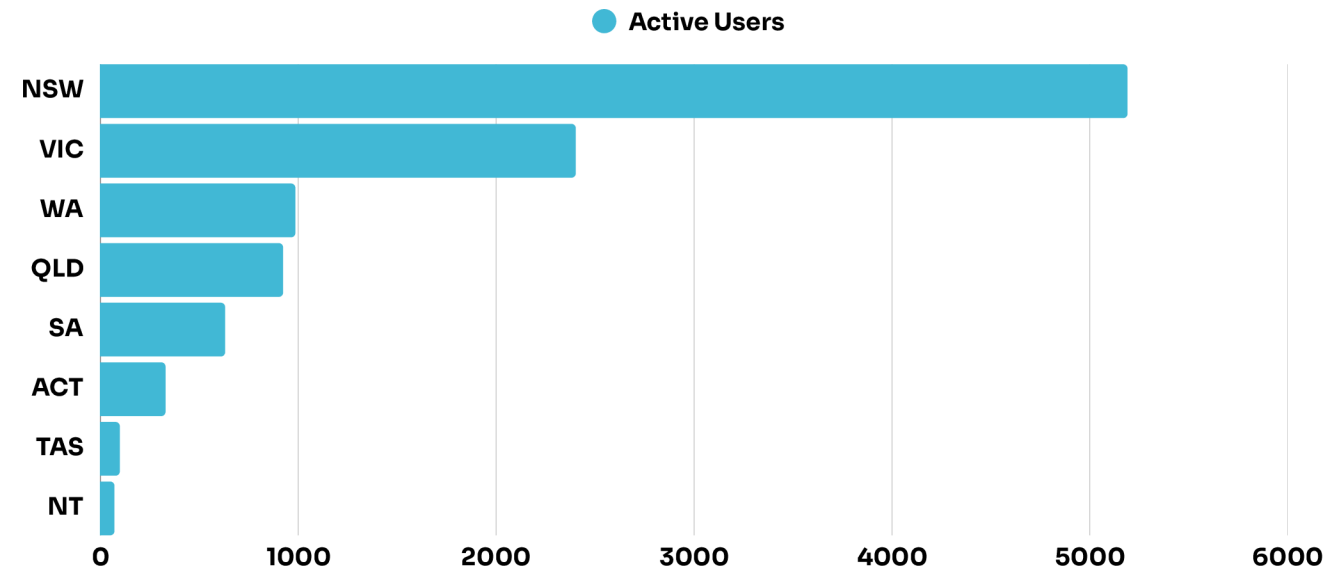


The 2025 website conversion rate remained broadly in line with 2024 (23%), while GA4 engagement rates increased by 19.7%, suggesting more visitors were meaningfully interacting with Water Night content before registering.

A screenshot of the 'Water Night Registration 2024' form. The form is titled 'Water Night Registration 2024' and includes a 'REGISTER' button. The form fields include: First name, Last name, Email, Mobile number, Postcode, Where did you hear about Water Night? (dropdown), No. of people in household (dropdown), Age groups (checkboxes for 78+, 59-77, 43-58, 27-42, 12-26, and Under 11), Are you signing up with an organisation? (dropdown), and two checkboxes for agreeing to terms and conditions. A 'REGISTER' button is at the bottom right.

+19.7%

### Engagement rate increase from 2024





# DIGITAL STRATEGY

## EDM

In 2025, eDMs again played a central role in driving registrations and updating key audiences on Water Night.

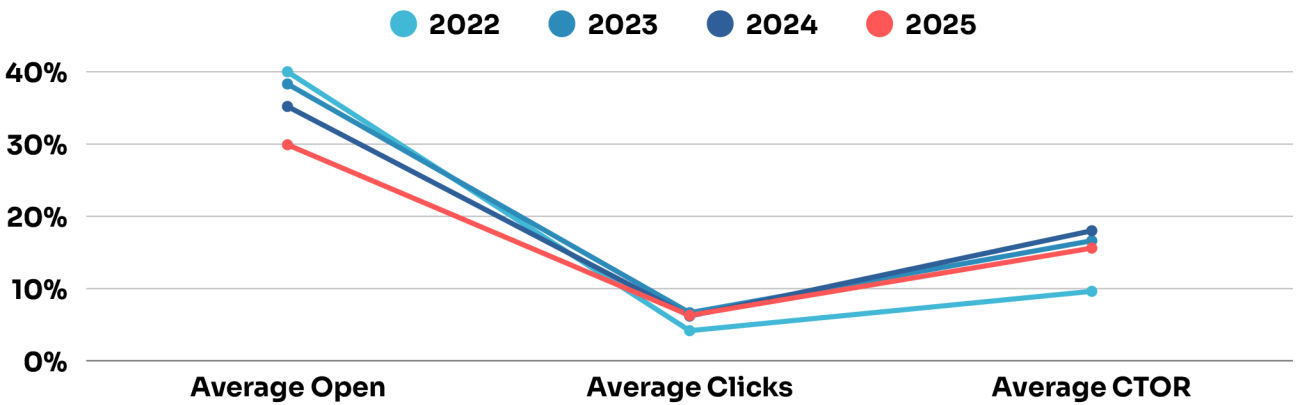
We focused on three main segments – consumers, previous Water Night registrants and stakeholders – reaching around 26,000 contacts with a planned pre-, during- and post-event send schedule.

Early in the campaign, we used email to promote limited giveaways and the new Tap Guardians Competition, which helped generate early sign-ups and repeat participation from past registrants.

A dedicated post-event eDM invited households to complete the water literacy survey, forming a key input into the 2025 evaluation.

Throughout the series, we continued to highlight sponsors and partners in every send, with the day-after Water Night eDM again performing strongly in terms of opens and clicks and delivering high visibility for stakeholders.

Metric / Year	2022	2023	2024	2025
Avg Open Rate	40%	38.31%	35.2%	29.9%
Avg Clicks	4.17%	6.66%	6.2%	6.3%
Avg CTOR	9.62%	16.62%	18%	15.6%





eDMs Performance Metrics			
eDM	Audience	Opened	Clicked
Reengagement	10,399	36.9%	9.8%
Stakeholder: Giveaway	466	64.7%	50.3%
Customer Giveaway	16,822	27.9%	1.4%
Stakeholder: Invitation	1,100	17.8%	3.6%
Water Literacy emails	25,826	avg 25.2%	avg 1.2%
Consumer: Livestream	24,752	23.6%	0.6%
Stakeholder: Day before Water Night	1,048	24%	2.1%
Day After	3,440	42.8%	7.5%
<b>Average</b>	<b>5,156</b>	<b>33.96%</b>	<b>10.76%</b>

# COMMUNICATIONS STRATEGY

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## AMBASSADOR - COSTA GEORGIADIS



Followers

# 347.4K

Costa Georgiadis has remained a much-loved Water Night ambassador in 2025, with his long-standing support continuing to lend credibility, warmth and familiarity to the campaign. As an instantly recognisable Aussie icon, he resonates particularly strongly with Gen X and older audiences, as well as families who know him through his gardening and education work.

His broader focus on environment, sustainability and gardening aligns closely with The Water Conservancy's mission, making him a natural and trusted face for Water Night.

Whenever Costa is featured in our materials or updates, we see clear enthusiasm from the community – comments frequently highlight excitement at his involvement and appreciation for his advocacy on water and the urban water cycle. His continued association helps sustain awareness, reinforce the campaign's credibility and keep Water Night connected to a well-loved, values-aligned public figure.



# LOCAL ACTIVATION

## CENTRAL COAST COUNCIL - TERRIGAL BEACH

The Terrigal activation, delivered in partnership with Central Coast Council and supported by SydneyPlantGuy, successfully brought Water Night into the community through an engaging on-site presence.

The activation attracted strong interest from locals, who participated in filmed Q&As, discussions about everyday water habits, and interactive water-saving challenges.

The setting at Terrigal Beach created a highly visible touchpoint, enabling us to capture authentic conversations about water literacy, local water supply knowledge, and practical ways to become water-wise heroes. The content gathered provides valuable storytelling assets for post-campaign social media and future education initiatives.

### HIGHLIGHTS

- Strong community participation in filmed Q&As and water trivia
- Highly visible location at The Esplanade in Terrigal encouraged organic foot traffic
- SydneyPlantGuy's presence increased approachability and engagement
- Positive audience sentiment, with many locals expressing surprise at their own water habits

### KEY LEARNINGS

- Using multiple-choice and myth-busting questions kept conversations light and engaging
- On-camera prompts encouraged locals to share real habits and stories
- CCC's local water knowledge helped ground the campaign in community relevance
- The CCC prize wheel and council freebies drew in locals of all ages.





# SCHOOL STRATEGY



The Water Conservancy continues to support the education sector in boosting water literacy, with Water Night as a key program.

In 2025, the From Habit to Hero theme and Tap Guardians concept were extended into schools, with resources to support learning about the urban water cycle, everyday water use and simple actions students can take at home.

Sponsors again contacted primary and high schools in their regions, encouraging them to use the website resources, run Mufti Days or hold other Water Night-aligned activities. To reward participation, we ran a national school giveaway for the school with the highest percentage of registrants, thanks to supporting partner WaterUps.

Partnering with schools remains a powerful way to engage students in climate- and water-wise action and empower future generations - with Miranda Public School named the 2025 Water Night winning school.



# OOH

## REGIONAL BUS ADVERTISEMENTS

In 2025, bus advertising was again used to build brand awareness for campaign sponsors in key regions.

As part of the sponsorship package, one bus route in each sponsor area carried Water Night creative featuring the From Habit to Hero theme for 4 weeks, providing regular, high-visibility reminders as buses moved through local suburbs and helping to keep the campaign visible alongside digital and PR activity.

Reach

90K

Impressions

251.9K

Suburb	Estimated Reach	Estimated Frequency	Reach	Impressions
Lithgow	48%	3.0x	6,195	18,610
Dubbo	48%	3.0x	21,485	64,540
Forster	48%	3.0x	13,285	39,908
Tamworth	34%	2.1x	21,958	44,898
Shepparton	48%	3.0x	27,958	83,982
Total			90,098	251,938



# WATER NIGHT

TURN OFF YOUR TAPS  
on 23 October 5 - 10 PM  
and join Australia in changing  
how we value water

BE IN THE DRAW  
TO WIN



[WATERNIGHT.COM.AU](http://WATERNIGHT.COM.AU)



DO NOT SCAN WHILE DRIVING

Sponsored by



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DO NOT SCAN WHILE DRIVING



# NEW INITIATIVE

## TAP GUARDIANS COMPETITION

The Tap Guardians Competition was launched in 2025 to bring the From Habit to Hero theme to life as a simple, family- and school-friendly activity. It attracted 30 entries from households and schools, with participants ranging from early childhood through to adults in their 60s, and many entries sharing heartfelt, wholesome hero stories as well as sharing their everyday water-saving habits.

While entries represented only 0.7% of total registrations, the quality and creativity were high, giving us a strong foundation to build on. For 2026, there is clear potential to grow Tap Guardians by simplifying the entry process, promoting it earlier, and integrating it more directly into the sign-up journey and schools pack.

# 30

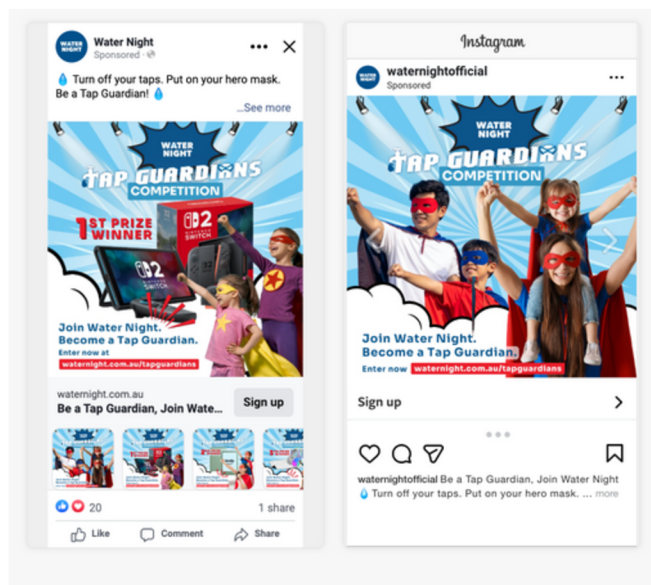
Entries Australia-wide



The Tap Guardians Competition was promoted through a mix of organic posts, paid Meta activity and influencer content.

Water Night channels shared posts and Stories explaining how to enter, supported by boosted ads to reach families and schools in key regions.

This was complemented by the influencer, @JeraldineJeronimoJette's Reel, which showcased the competition to their engaged community which included young families.



## HIGHLIGHTS

- Successful first-year pilot: With around 30 entries, the Tap Guardians Competition launched strongly for its first year, showing clear interest and room to grow.
- Creative and thoughtful submissions: Entrants produced colourful, imaginative masks paired with heartfelt everyday-hero stories that aligned well with the From Habit to Hero theme.
- Appeal across ages: Entries came from both children and adults, demonstrating that the activity resonated beyond just a single demographic.

# 1.78K

## Paid Link Clicks

## KEY LEARNINGS

- Clear submission instructions matter: Several entries had to be excluded due to non-mask photos. Next year's comms should emphasise what is required for a valid entry.
- Earlier promotion drives better participation: The short lead time meant some households only learned about the competition after Water Night. A longer runway could significantly increase submissions.
- Multiple submission pathways worked well: Both public social posts and private uploads were used regularly, showing flexibility is important.

## OPPORTUNITIES FOR 2026

- Introduce age categories, e.g., 5–10, 11–17, 18+ to recognise more winners and encourage broader engagement.
- Provide a downloadable School Pack, including classroom instructions, worksheets, and bulk submission options for teachers.



# TAP GUARDIANS COMPETITION



Meet our  
Tap Guardians  
+ more!



# NEW INITIATIVE

## SMART DROP CERTIFIED GIVEAWAY

832

SDC Registrations

49%

Conversion Rate

26K 55K

Paid Reach

Paid Impressions

1.6K

Paid Link Clicks



The Smart Drop Certified Giveaway was introduced in 2025 to reward water-conscious households and showcase Smart Drop Certified products as practical ways to turn everyday habits into “hero” actions. Open to eligible Water Night registrants nationwide, the giveaway offered water-efficient products as prizes and was promoted to audiences interested in gardening, sustainability and water saving.

The giveaway attracted 832 valid entries, with paid Meta activity delivering 26K reach, 55K impressions, around 1.6K link clicks and a 49% conversion rate, providing a solid baseline for future Smart Drop Certified campaigns.

### HIGHLIGHTS

- 832 entries from water-conscious households across multiple states
- Strong fit between prizes and campaign message (water-efficient, Smart Drop Certified products)
- High completion rate among those who clicked through to the entry form

### KEY LEARNINGS

- Targeting interests such as gardening, sustainability and water saving helped reach the right audiences

### OPPORTUNITIES FOR 2026

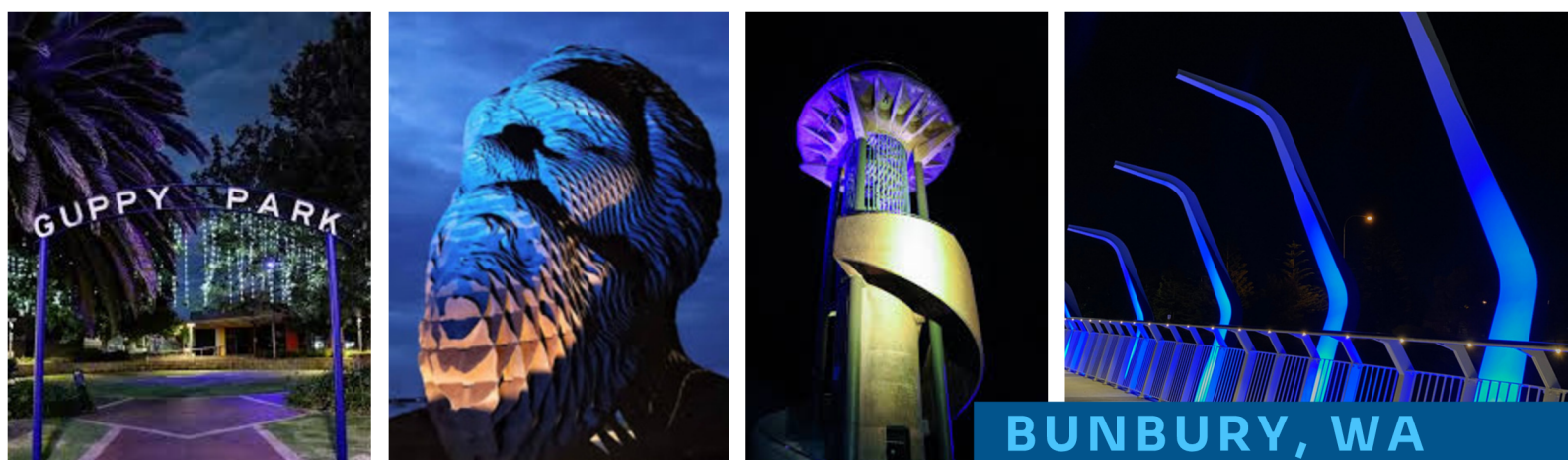
- Involve a greater number of Smart Drop Certified licensees as prize partners and promoters to broaden reach and showcase product diversity

# NEW INITIATIVE

## FEATURE LIGHTING

As part of Water Night 2025, several Bunbury, WA and Shepparton, VIC landmarks were lit blue in support of the campaign.

With support from Goulburn Valley Water and Aqwest, the coordinated feature lighting created a strong visual cue across both regions, signalling Council and utility backing and sparking curiosity and conversation in the community. These activations also provided high-impact backdrops for social content and photography, helping to extend Water Night visibility beyond the event itself, and there is strong potential to expand this approach further in 2026.



Marlston Hill Lookout, Wardandi Boodja sculpture, Guppy Park and Koombana Footbridge.



Fryers Street building, Victoria Park Lake, Riverlinks Eastbank, the Monash Park Tree, Tatura Water Tower and Mooroopna Water Tower.



# WATER NIGHT UK



Water Night UK, delivered by Waterwise, is the UK's version of Australia's Water Night, built around the same From Habit to Hero theme and also held on Thursday 23 October 2025.

Households, schools and communities across the UK can sign up for the evening challenge, tap into a big suite of free resources, join "Wear Something Blue" at school, visit blue-lit landmarks and enter a £200 Love2Shop prize draw – turning one night into a fun, collective reminder that everyday habits can make you a water hero.

**1,800**

**Registrations**

**5K**

**Website sessions**

**4.5K**

**Resource downloads**

**69**

**Posts**

**11.5K**

**Engagements**

Total Instagram,  
Facebook and X  
metrics

**10K**

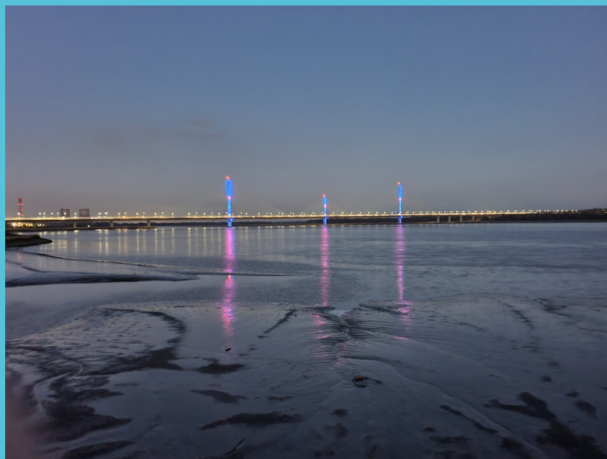
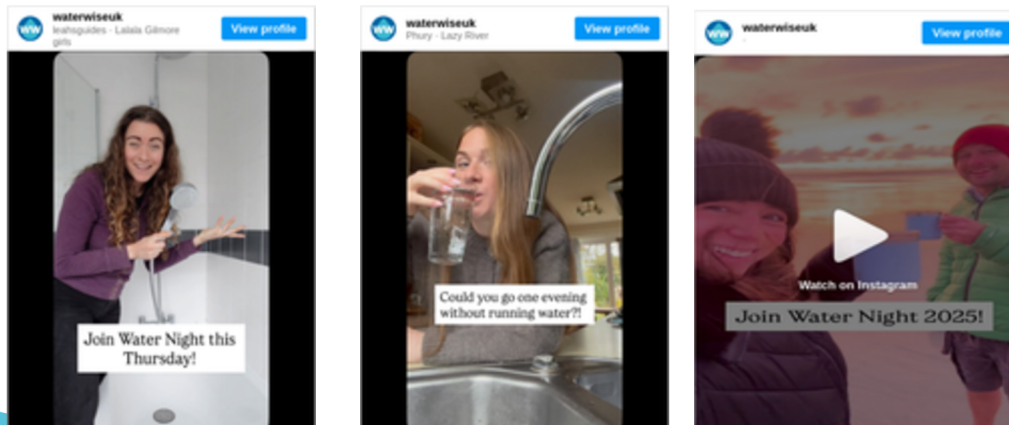
**Reach**

**75K**

**Impressions**

In their second year, Water Night UK continued to build momentum in 2025, with 1,800 sign-ups, around 5,000 website sessions, and an impressive 4,500 resource downloads across 28 resources – showing that participants were not only registering, but actively engaging with the content.

Social activity was strong, with 69 posts, 11.5K engagements, 10K reach and 75K impressions, supported by influencer videos and powerful blue landmark imagery that helped bring the campaign to life.

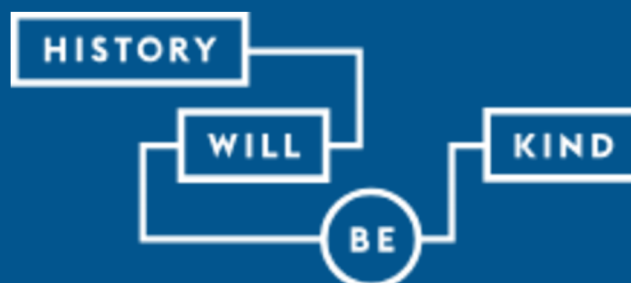


Ashton Gate Stadium,  
Mersey Gateway Bridge,  
and Sutton Coldfield  
Town Hall



# MEDIA

We hired media agency, History Will Be Kind to promote Water Night to traditional media. The PR campaign was to drive brand awareness and sign ups.



# 4,308,338

## Media Reach

A total of 47 pieces of coverage were secured across the Water Night 2025 campaign (vs KPI of 16, +147% YoY), including:

- 11 standalone radio interviews (incl. ABC NSW Drive, ABC Radio Sydney and ABC Radio Melbourne)
- 34 commercial radio features (incl. 2SER, SEN and Wave FM)
- 3 online features
- Total media reach: 4,308,338

The 2025 PR strategy focused on raising awareness of Water Night, using bespoke research on showering and everyday water use to spark conversation and drive coverage. Pre-recorded audio grabs from Chris were distributed to metro and regional commercial stations, giving outlets easy, ready-to-air content and helping secure strong broadcast pick-up. Long-term ambassador Costa Georgiadis was again central to the approach, particularly in leveraging ABC relationships and securing multiple high-value interviews.



## STRATEGIC APPROACH

- A PR campaign to drive awareness and sign-ups for Water Night 2025
- Leveraging new national research “Turning Off The Tap: Inside Australia’s Water-Smart Habits” to highlight the gap between attitudes and behaviours (high concern about climate vs long showers, underestimation of daily use, low awareness of water sources)
- Framing shower length and everyday water use as the core hook for media, providing a simple, relatable entry point into Water Night and water literacy
- Using pre-recorded audio grabs from CEO Chris Philpot and long-term ambassador Costa Georgiadis to make segments easy to run, securing high-value ABC interviews and 34 commercial radio features across metro and regional stations.



## LEARNINGS

- Keep PR anchored around one clear, relatable behaviour (e.g. shower length) to make the story easy for media to understand and repeat.
- Make ready-to-air assets standard (audio grabs and, if budget allows, a simple VNR) to strengthen both radio and TV/digital coverage.
- Give extra focus to regions under water stress or emerging drought when prioritising media outreach and angles.
- Build 1–2 strong community case studies (e.g. a participating school or family) into the media plan to create a more compelling package for broadcast and online news.

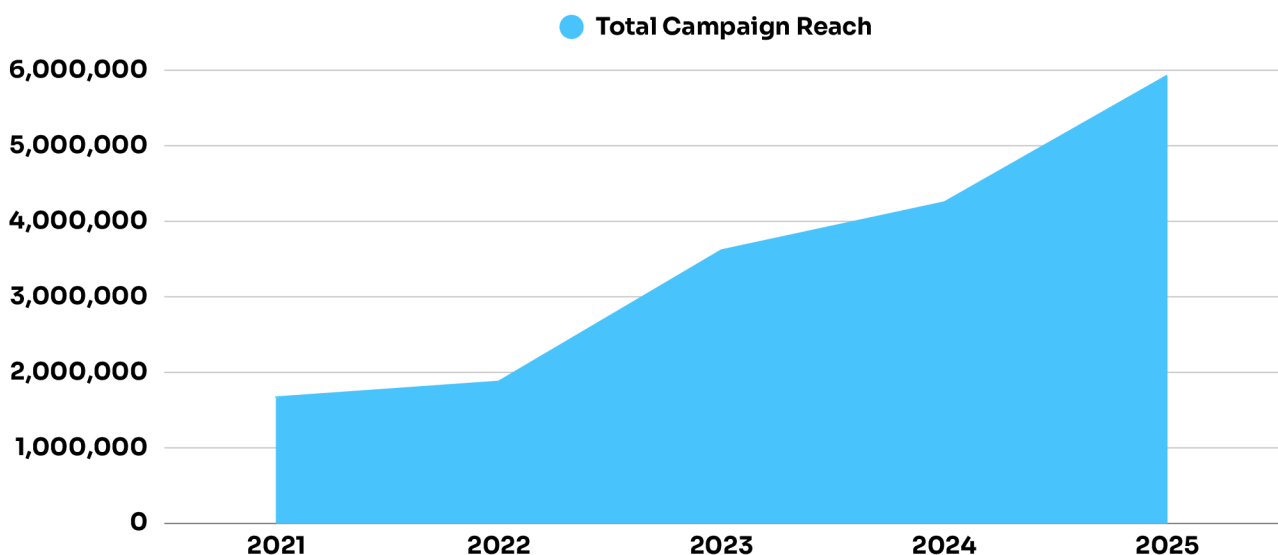
# TOTAL REACH

**5,922,882**

Total Reach

**7,884,323**

Total Impressions



For Water Night 2025, the campaign generated a total reach of 5,922,882 and 7,884,323 impressions, giving the core activity a strong national footprint across paid digital and earned media channels.

These figures capture the main campaign only and are deliberately conservative: they don't include the extra exposure from organic pick-up, Costa's own platforms, live events, sponsor-led promotion or international activity. If those touchpoints were added, the true combined reach and impressions would be significantly higher, but keeping them separate allows 2025 performance to be compared more clearly with previous years.

# RESEARCH

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## TURNING OFF THE TAP: INSIDE AUSTRALIA'S WATER- SMART HABITS

As part of the 2025 focus on everyday habits, we commissioned a new national study, “Turning Off The Tap: Inside Australia’s Water-Smart Habits.” The research examined how Australians think they use water versus what they actually do, with a focus on shower length, daily use and knowledge of household water sources.

Findings show a clear gap between concern and behaviour: many people say they care about climate and try to save water, yet still take long showers, underestimate their use and often don’t know where their water comes from.



To read the report, head to [thewaterconservancy.org/research/](https://thewaterconservancy.org/research/)



# EVENTS

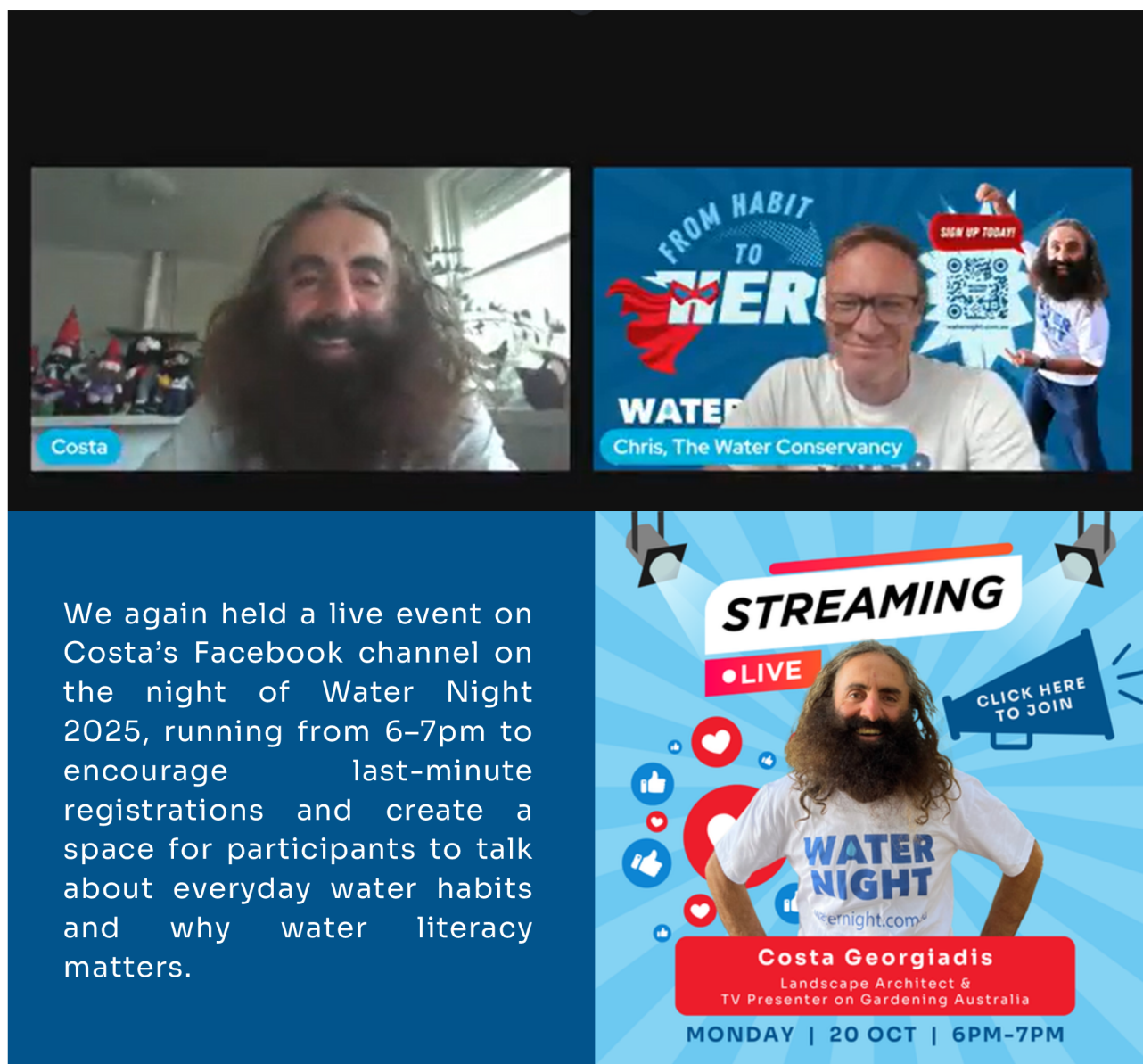
## LAUNCH EVENT

Each year, The Water Conservancy hosts a launch event for Water Night, inviting the water industry and key stakeholders. In 2025, the afternoon event combined presentations, drinks and networking to introduce the From Habit to Hero campaign, share headline findings from the “Turning Off The Tap: Inside Australia’s Water-Smart Habits” research, and outline partner activation opportunities.

It also provided an update on Smart Drop Certified and the Smart Drop Excellence Award, while giving stakeholders time to connect and discuss water literacy priorities.



## LIVE EVENT



Costa was joined by sponsors ShowerStar, Central Coast Council, Goulburn Valley Water and Power and Water Corporation, who shared what's happening in their regions and why Water Night is important to their communities, giving sponsors direct visibility with Costa's audience and adding strong local context to the conversation.

For 2026, we could explore running two live sessions – one in the week before Water Night to answer questions and share participation ideas, and one on the night itself to maintain momentum and connection.

## REGISTRATIONS

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4,206  
HOUSEHOLDS

A large, dark blue outline of a group of five stylized human figures, serving as a background for the text.

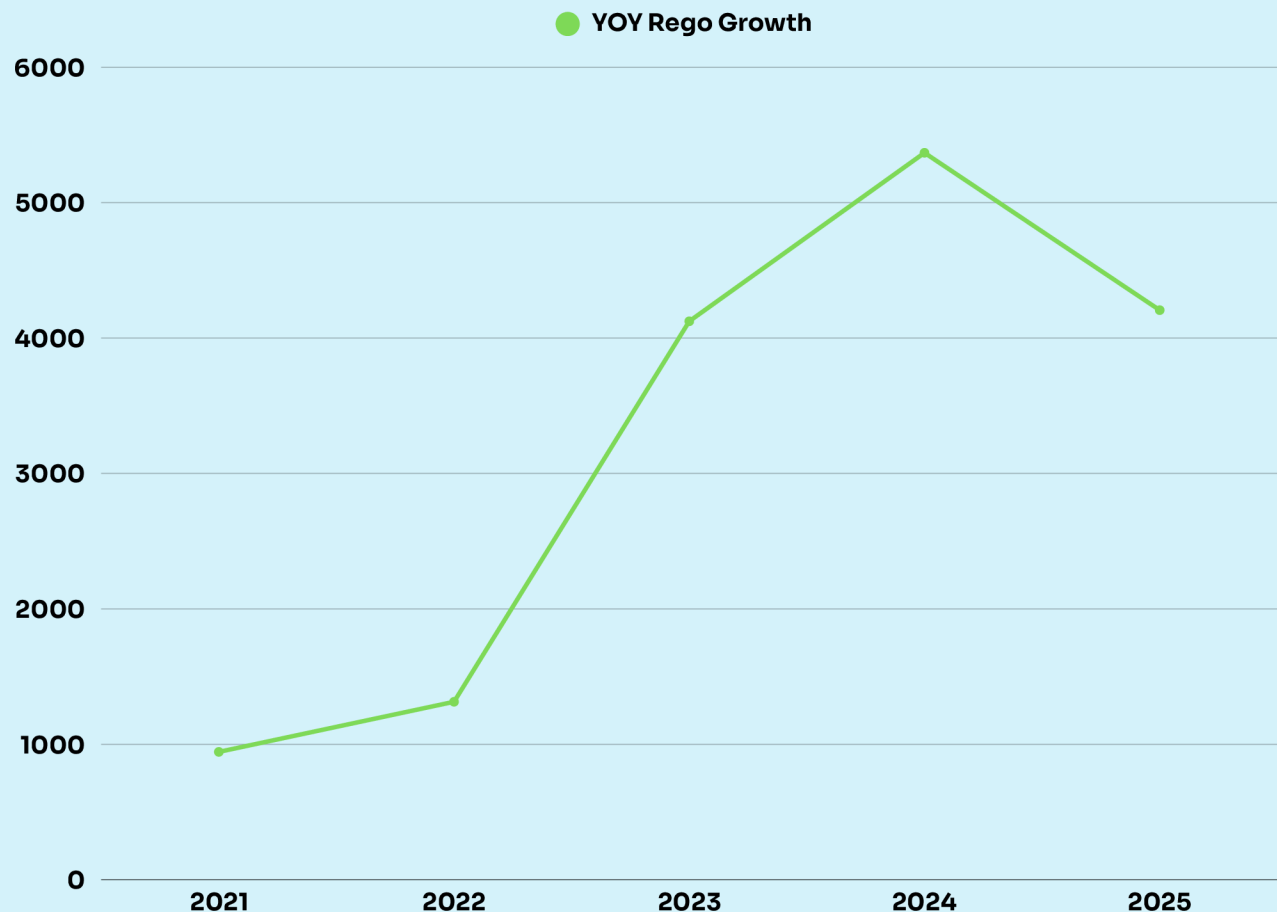
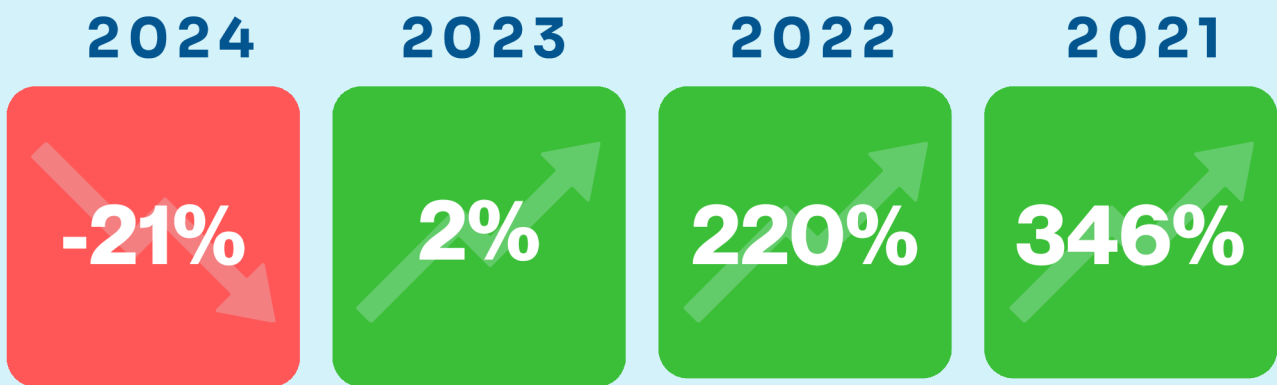
13,302  
INDIVIDUALS



# YOY GROWTH

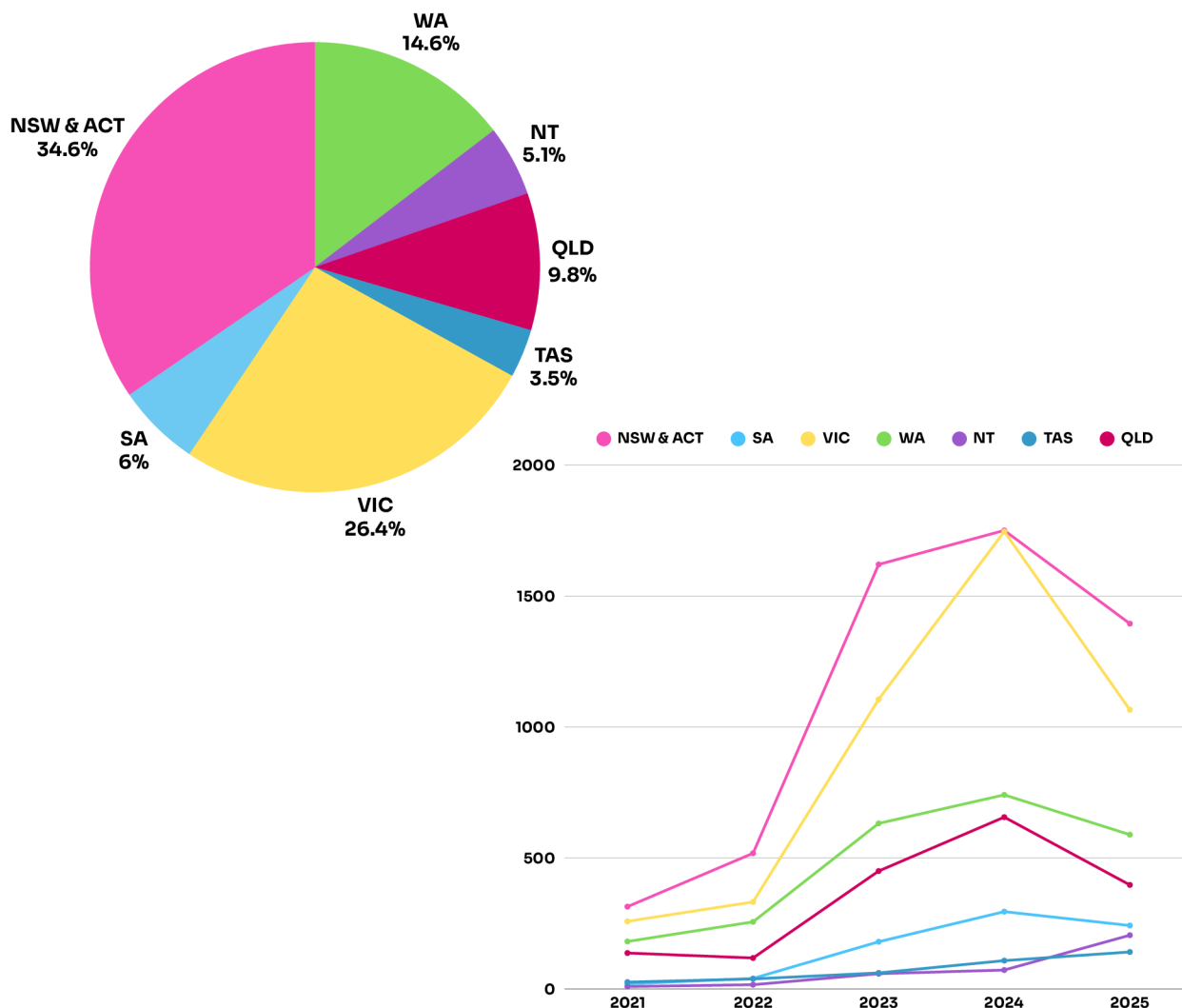
While last year set a record for Water Night registrations, 2025 maintained a strong participation base, with 13,302 individuals and 4,206 households taking part. This still represents one of the highest-performing years for Water Night to date and shows that the campaign is holding audience interest rather than “dropping back” after a record year.

## CHANGE IN REGISTRATIONS FROM



# REGISTRATIONS BY STATE

The impact of sponsor-led communications is evident in the increased registrations across key sponsor regions. Sponsor funds were reinvested locally through geotargeted paid social activity and bus advertising, helping to keep Water Night front-of-mind for households in those areas.



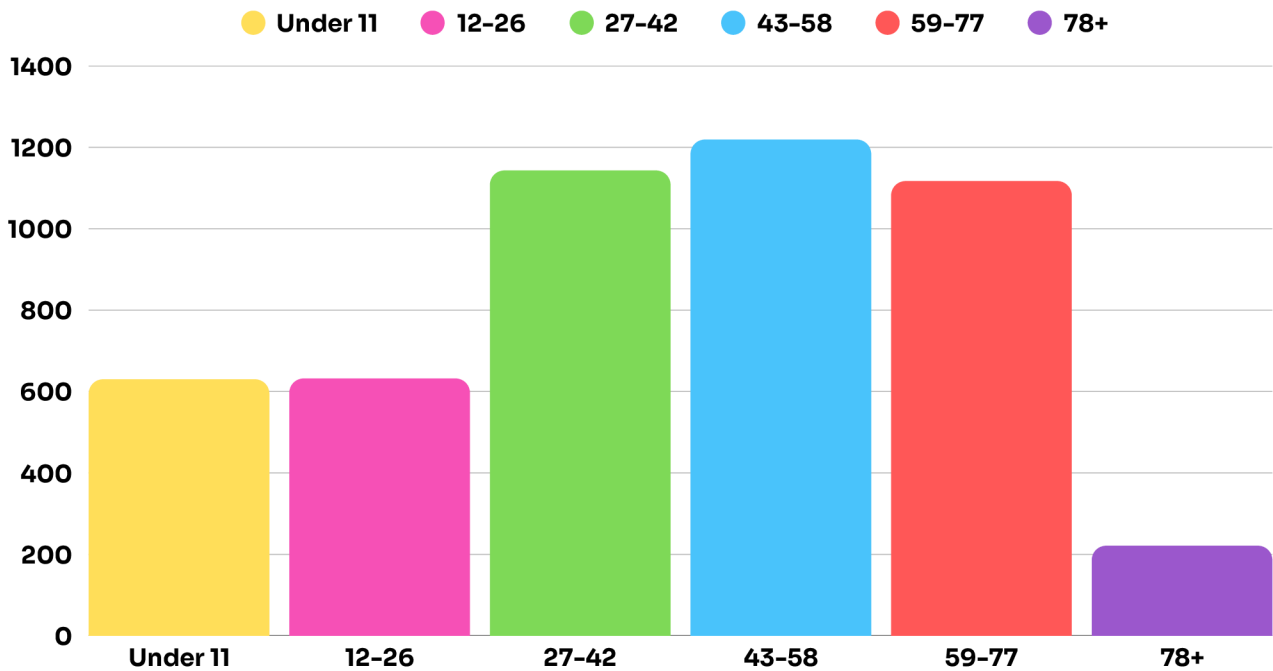
## YOY GROWTH

Registration trends by state were mixed, with some regions growing and others softening slightly, but overall participation remained strong. Varying climate conditions in 2025, including heavy rainfall in some areas and drier periods in others, likely influenced how urgent Water Night felt at a local level.

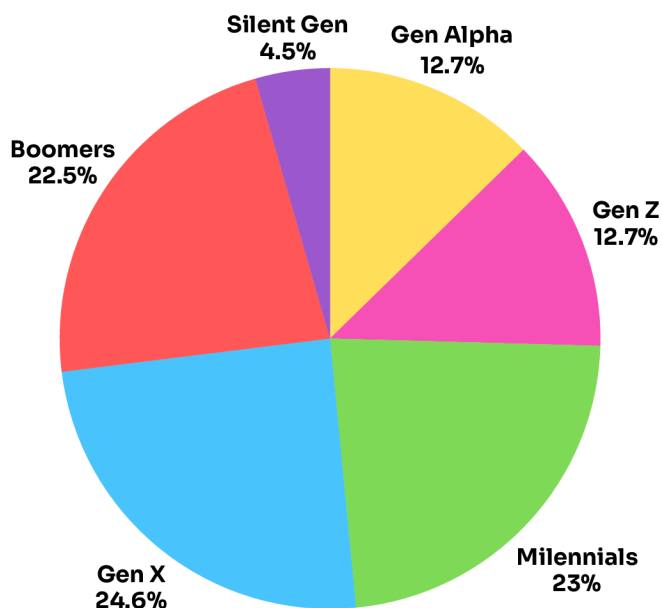
NSW continued to deliver the largest share of registrations, reflecting where most sponsorship support is based. Marketing was deliberately weighted towards sponsor regions in NSW, NT and Victoria, as well as capital cities for partners with a national remit.



## AGE GROUPS OF REGOS



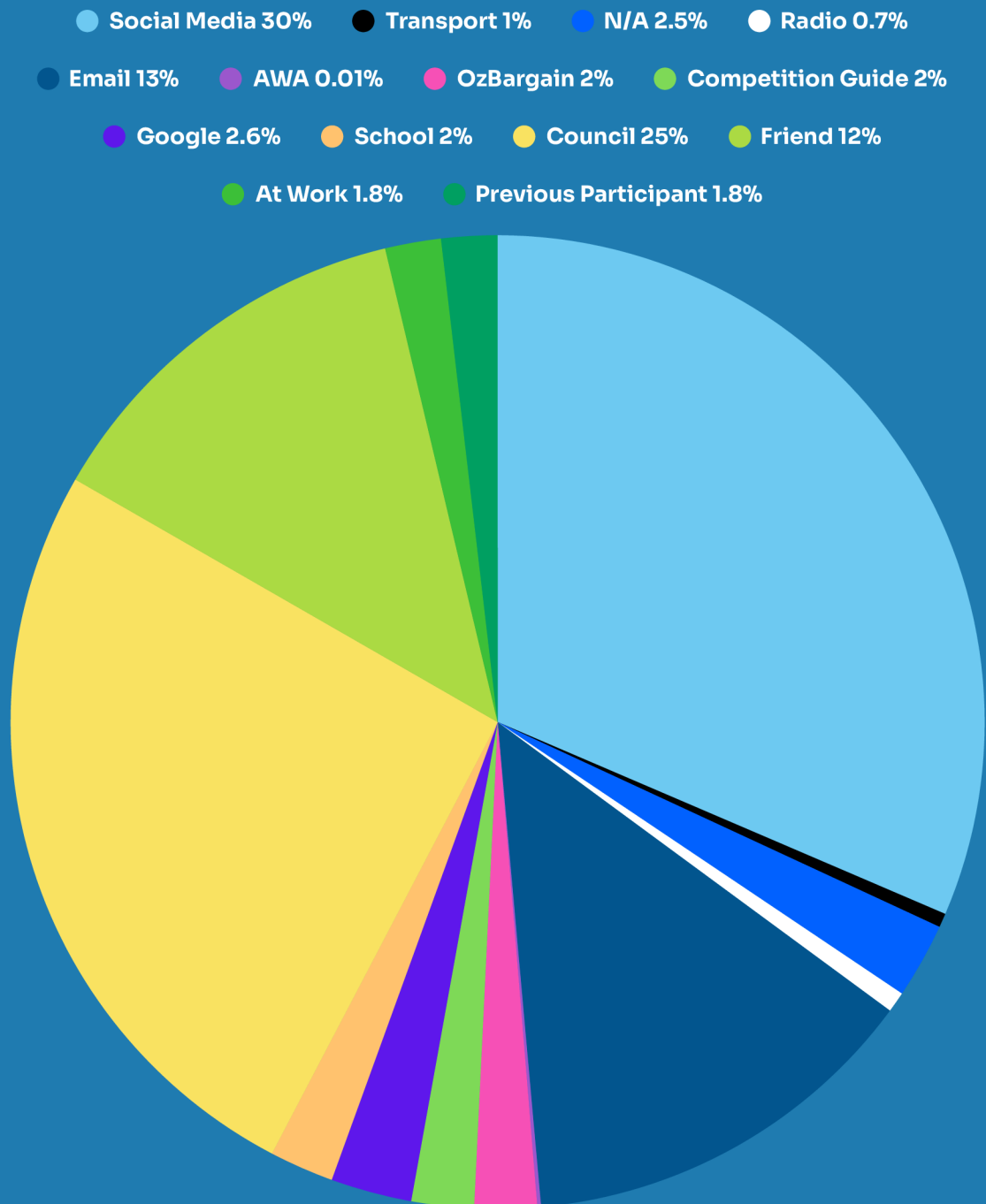
## AGE GROUPS IN HOUSEHOLDS REGISTERED (%)



In 2025, Water Night attracted a strong cross-generational mix of households. Of the 4,206 households who shared age data, around 70% included adults in the Millennial, Gen X or Boomer brackets, with Gen X the single largest group, followed by Millennials and Boomers.

Around one in four households included Gen Alpha or Gen Z, and a similar proportion included older adults (Boomers and Silent Generation), showing that Water Night is engaging both families with children and more established householders, a solid base for building and reinforcing water-wise habits across generations.

# WHERE DID REGISTRANTS HEAR OF WATER NIGHT?







Postcode	Household	Individual
3714	0	0
3629	4	13
3666	2	6
3723	0	0
3658	1	2
3644	2	6
3631	12	40
3610	0	0
3764	4	12
3608	3	7
3758	0	0
3649	0	0
3634	0	0
3630	30	77
3613	0	0
3620	3	9
3665	0	0
3722	0	0
3779	0	0
3618	0	0
3638	1	3
3636	3	12
3521	0	0
3612	1	2
3660	3	8
3641	0	0
3607	0	0
3659	0	0
3616	9	22
3621	7	27
3614	1	4
3756	0	0
3635	1	4
3717	1	4
<b>Total</b>	<b>91</b>	<b>264</b>



Postcode	Household	Individual
2820	1	5
2822	0	0
2830	28	84
2831	0	0
2852	0	0
2868	0	0
<b>Total</b>	<b>29</b>	<b>89</b>



Postcode	Household	Individual
2443	0	0
2430	77	225
2429	18	48
2428	29	67
2427	2	4
2426	0	0
2425	4	9
2424	1	2
2423	1	2
2422	5	7
2324	3	5
2312	2	6
<b>Total</b>	<b>143</b>	<b>377</b>

Postcode	Household	Individual
800	13	35
801	5	18
810	30	107
811	0	0
812	7	22
820	14	40
821	0	0
822	3	13
828	3	12
830	7	20
831	1	2
832	14	43
836	2	7
870	3	11
880	0	0
872	0	0
852	0	0
804	0	0
407	0	0
834	0	0
835	0	0
837	0	0
850	2	9
871	0	0
875	0	0
<b>Total</b>	<b>105</b>	<b>343</b>

Postcode	Household	Individual
2250	105	339
2251	0	0
2256	7	18
2257	16	43
2258	2	10
2259	66	198
2260	131	627
2261	41	128
2262	22	60
2263	9	26
2283	3	10
2775	0	0
<b>Total</b>	<b>345</b>	<b>1087</b>



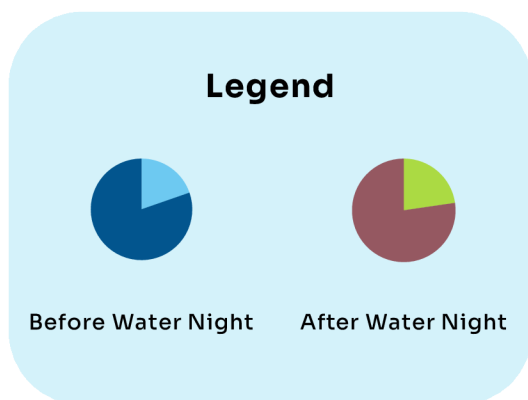
Postcode	Household	Individual
2786	0	0
2790	7	18
2845	1	1
2846	0	0
2847	0	0
2848	0	0
2849	0	0
<b>Total</b>	<b>7</b>	<b>17</b>



Postcode	Household	Individual
2340	43	106
2352	2	4
2353	2	4
2355	0	0
2345	1	1
2346	1	2
2347	0	0
<b>Total</b>	<b>49</b>	<b>117</b>



# LITERACY & BEHAVIOUR RESULTS



We had 4,206 registrants. 2456 of these registrants completed the water literacy and behaviour survey upon registration. 447 completed the survey post Water Night. While these post-registration survey completion numbers are great, the discrepancy in numbers should be noted when assessing and comparing answers. It should also be noted that the majority of respondents were of older generations who are far more water literate.

To measure results, we conducted two surveys, the first (blue) is prior to Water Night when people register via the website. The second is the post event survey (brown & green) that is sent out via email immediately after the event to all people who registered this year.

## Water Literacy

**+10.8%**

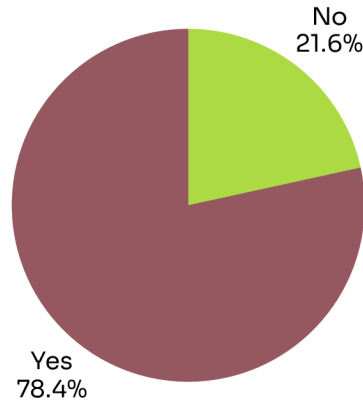
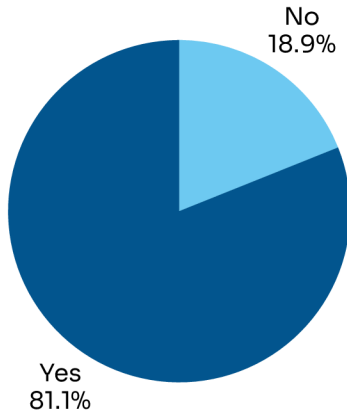
2024 stands out as a spike, while most years cluster in the 11–17% range, with 2025 returning to a similar level as 2023. This suggests that, aside from the 2024 uplift, water literacy remains relatively modest and there's still plenty of room to strengthen understanding year-on-year.

To shift this more consistently, future campaigns should focus on more frequent, bite-sized literacy moments (e.g. mini-quizzes across channels), stronger integration with schools, and clearer “here's what you just learned” feedback, so people don't just take part in Water Night but leave with a noticeable boost in knowledge.

# WATER LITERACY

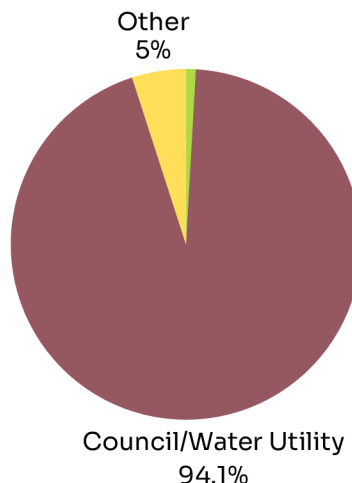
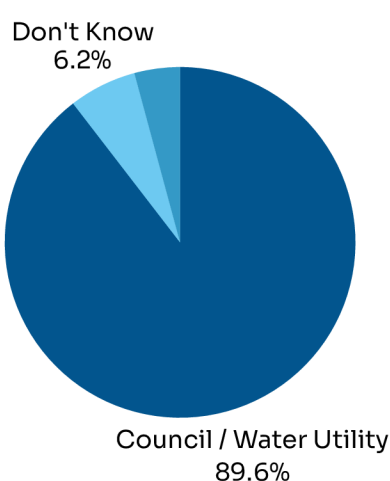
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## DO YOU KNOW WHERE YOUR TAP WATER COMES FROM?



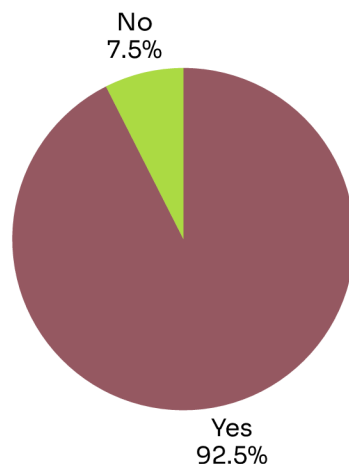
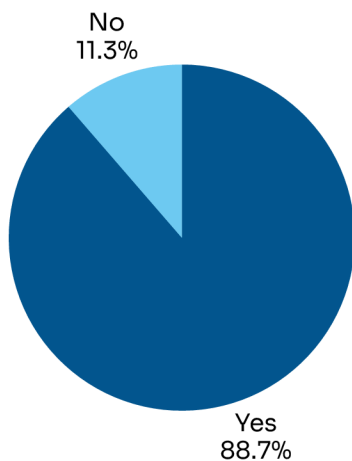
The results show that there has been a drop in knowledge by about 2.64%. participants have become slightly less aware of where their tap water comes from. This means that we should place a greater emphasis on this, explaining where and how tap water gets to Australians homes.

## DO YOU KNOW WHO PROVIDES YOUR TAP WATER?

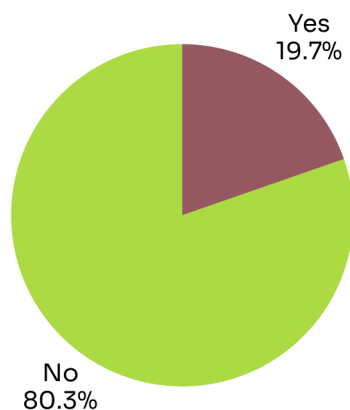
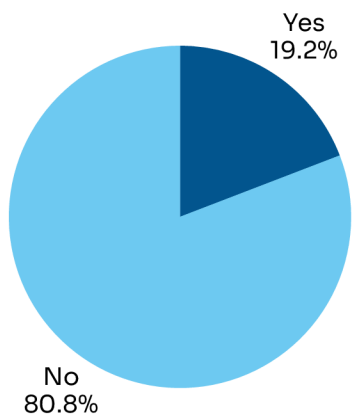


We saw a 3.78% increase in participants that understood council/ water utilities provide tap water. There is a decline of people who don't know who provides their tap water, by 5.4%.

## IS YOUR TAP WATER TREATED?



We experienced an increase of 3.91% in people that understood tap water is treated.

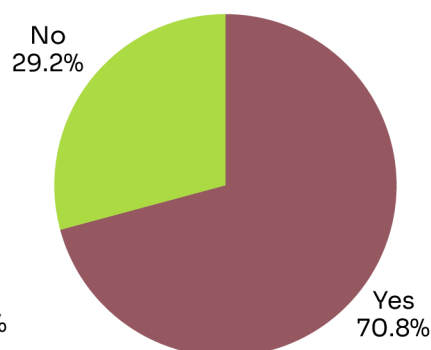
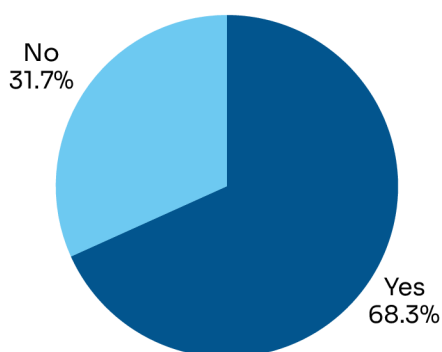


## IS DOMESTIC WASTEWATER AND STORMWATER CARRIED THROUGH THE SAME PIPES?

There is a 0.06% decrease in people that understand that stormwater and wastewater are carried through the same pipes. We can focus on greater education on the water cycle in and out of the home in the future.

## DOES WASTEWATER FROM YOUR BATHROOM AND LAUNDRY GET TREATED BEFORE ENTERING WATERWAYS?

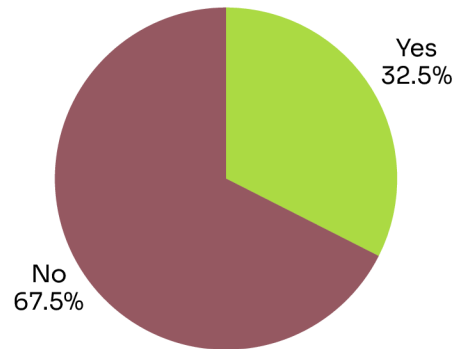
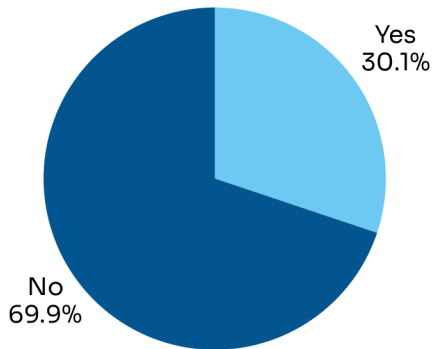
We experienced a increase of 2.65% of people answering yes. In previous years we have seen a strong increase in water literacy with this question. This change in trends may motivate us to focus on education of this topic next year.





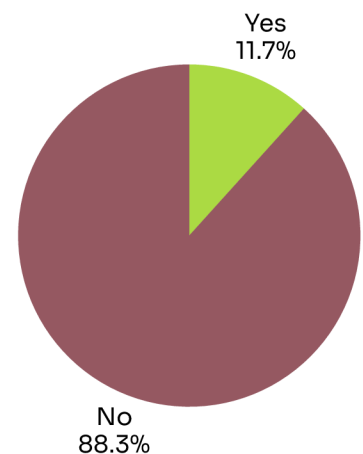
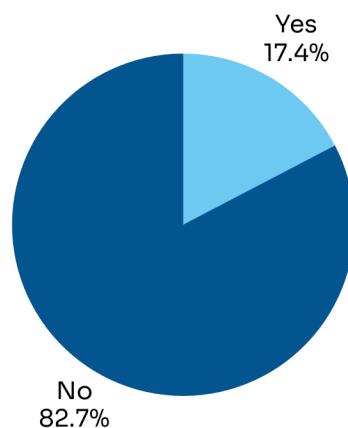
## IS STORMWATER FROM ROOFS AND ROADS TREATED TO REMOVE POLLUTANTS BEFORE ENTERING WATERWAYS?

This year there was a 2.45% decrease in participants who answered no, again highlighting confusion about the role of stormwater in the urban water cycle. We've seen this gap persist year-on-year, which suggests we need to rethink how we explain stormwater and place greater emphasis on it in future Water Night content and education resources.



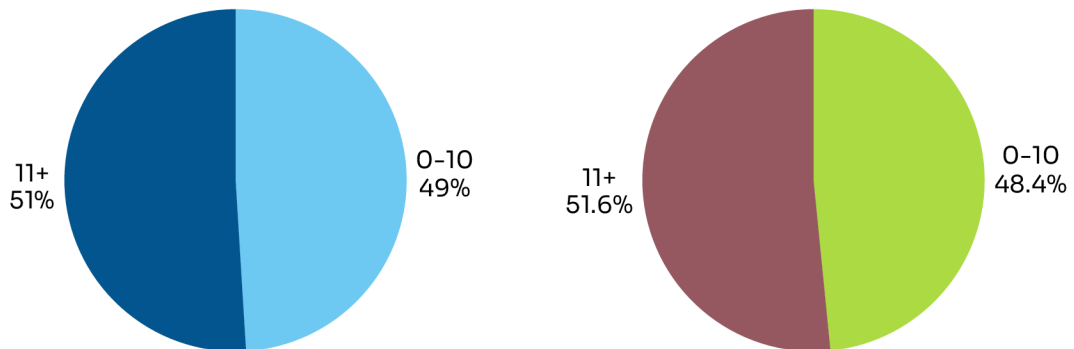
## IS OUR SUPPLY OF DRINKABLE WATER UNLIMITED?

This year there was a successful increase of 5.69% in understanding our supply of drinkable water. This supply is in fact limited which places greater value on taking steps to conserve it.



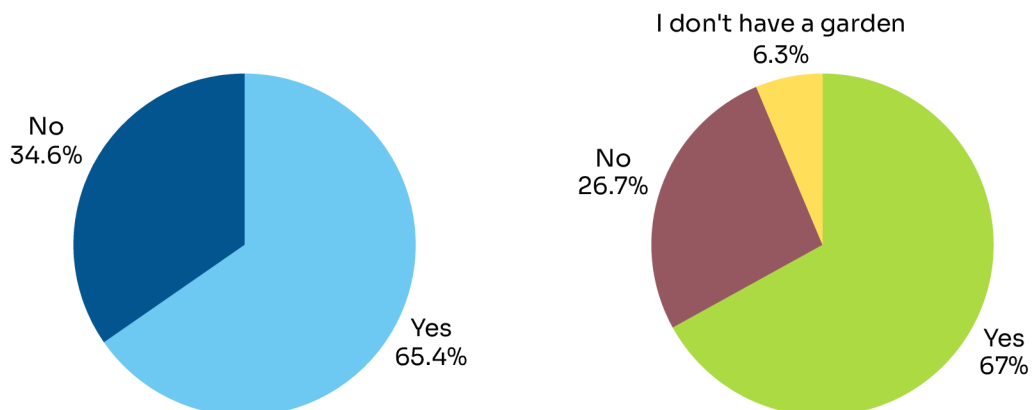
# WATER BEHAVIOUR & AWARENESS

## HOW MANY TIMES A DAY DO YOU USE A TAP?



This question is effectively measuring self-reported behaviour, not knowledge. Because respondents are asked how many times they use the tap (rather than the average Australian, which is ~15 times a day), results show almost no shift pre- and post-Water Night (49% vs 51% to 48.42% vs 51.57%). In future, reframing this as an estimate of average daily tap use would provide a clearer test of water awareness.

## DO YOU WATER YOUR GARDEN WITH A HOSE?



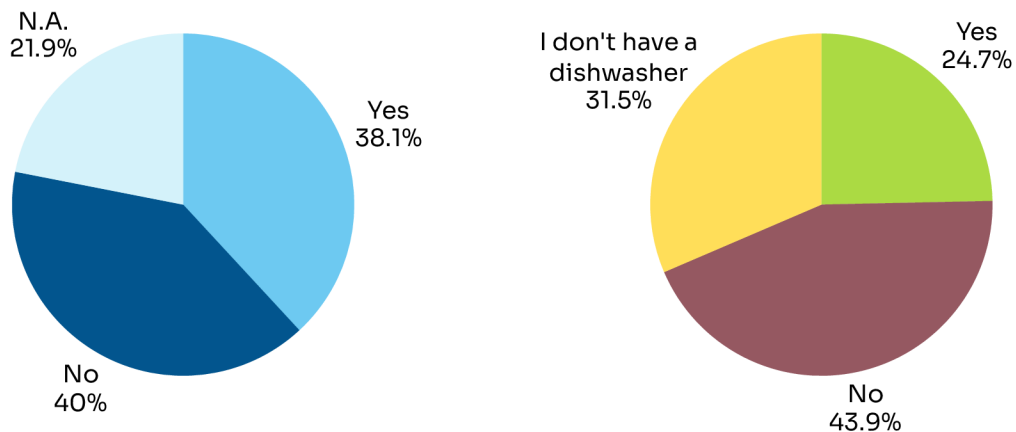
We observed that 8.1% more people admitted to watering their garden with a hose after Water Night. The preferred behaviour is to use a watering can or irrigation system in your garden. These alternative practices can save unnecessary water consumption in your household.





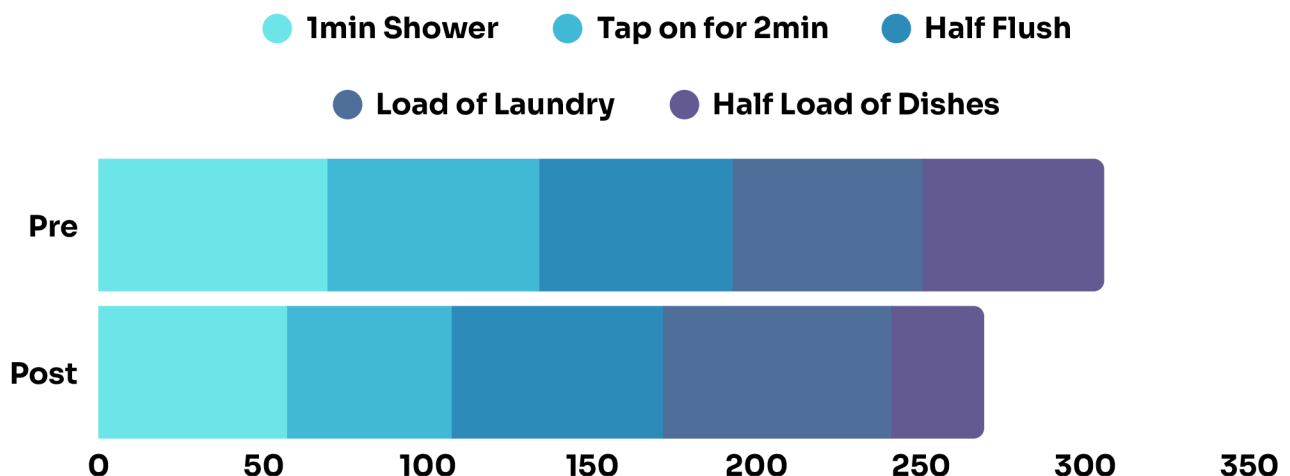


## DO YOU RINSE YOUR PLATES BEFORE YOU PUT THEM IN THE DISHWASHER?



There is a positive result of 3.93% of people not rinsing their plates before putting them in the dishwasher.

## WHAT IS ONE BUCKET OF WATER (~10L) EQUIVALENT TO?

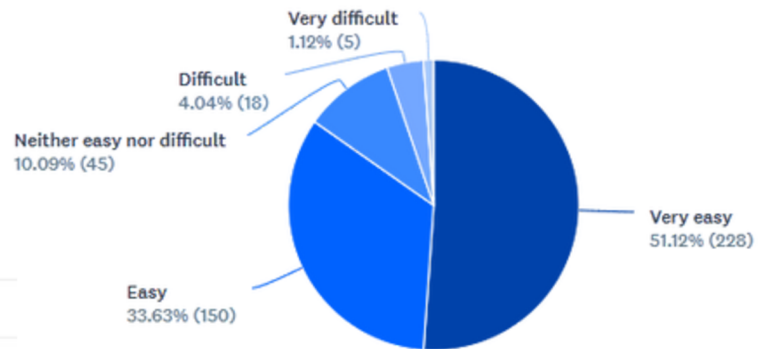


This was a multi-choice answer where some answers saw improvement and some the opposite. Like last year's results, the overall correct responses have decreased after Water Night. This shows a lack of general awareness of water usage around the home. There needs to be an improvement on how people perceive their water usage.

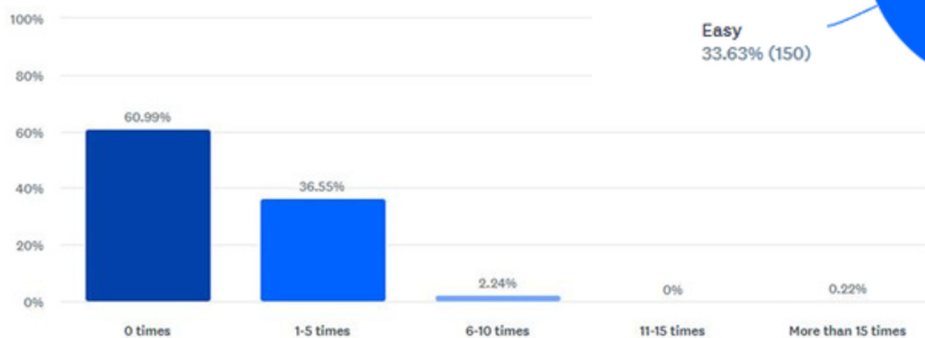


# WATER NIGHT EXPERIENCE RESULTS

## HOW DID YOU FIND THE WATER NIGHT EXPERIENCE?

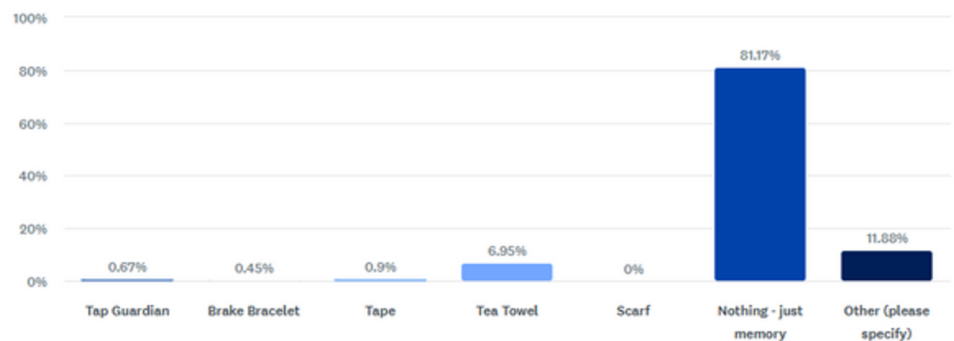


## HOW MANY TIMES DID YOU USE YOUR TAP DURING WATER NIGHT?

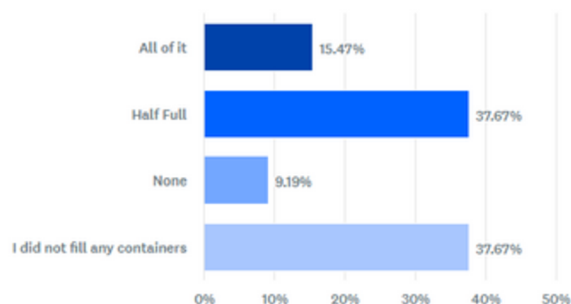


## WHAT DID YOU USE TO STOP YOU FROM USING THE TAPS?

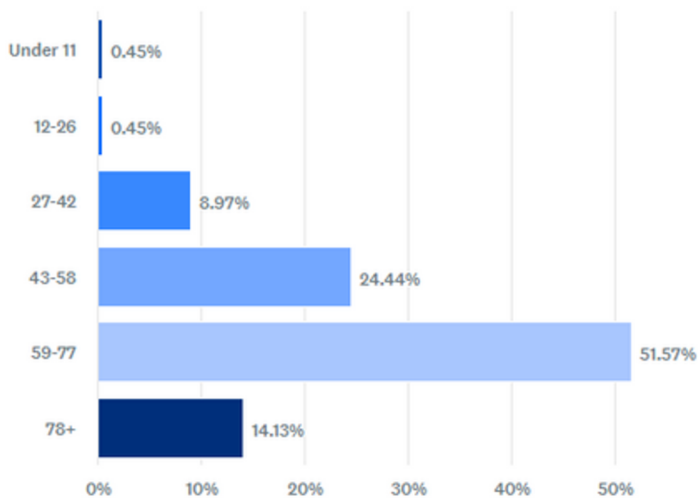
'Other' responses ranged from 'Slept', 'Turned off Mains', 'Signs' and more.



## HOW MUCH OF YOUR EMERGENCY CONTAINERS OF WATER DID YOU HAVE LEFT BY THE END OF THE NIGHT?



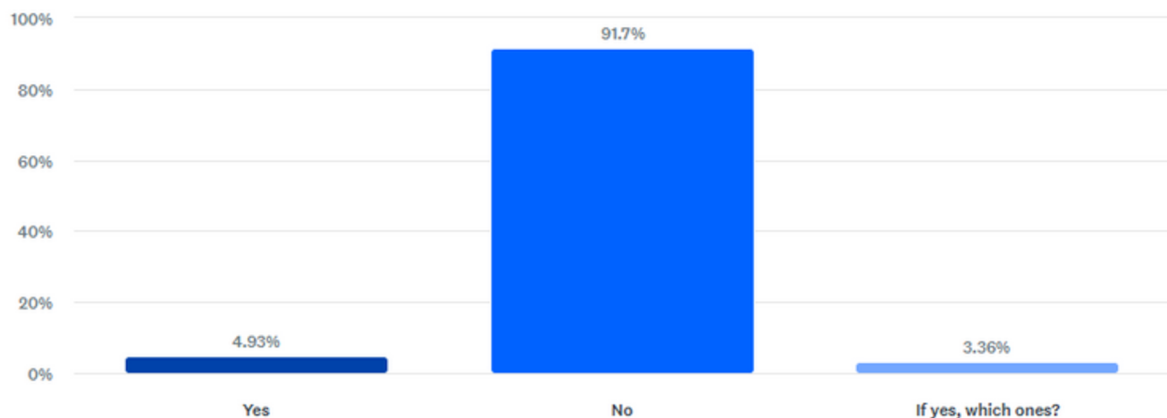
## HOW OLD ARE YOU?



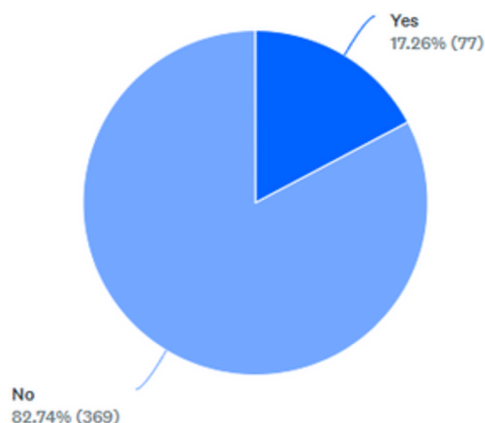
It's important to note that the majority of survey respondents are over 43 years old (Gen X and Boomers). This group has been managing their own households for longer, tends to have different attitudes and behaviours around water than younger generations, and consumes digital media in different ways.

As a result, the findings are likely to reflect the perspectives of older householders more strongly than those of younger cohorts.

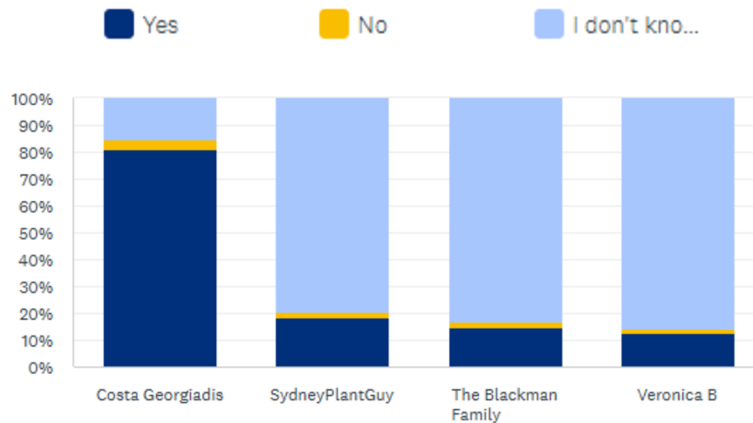
## DID YOU DOWNLOAD ANY OF THE RESOURCES FROM OUR WEBSITE?



## DID YOU TUNE INTO THE WATER NIGHT LIVE EVENT?



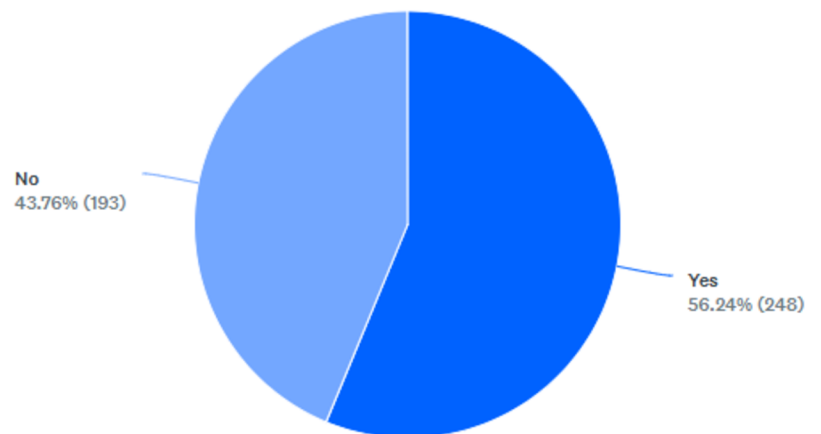
## DO YOU LIKE THESE AMBASSADORS/INFLUENCERS?



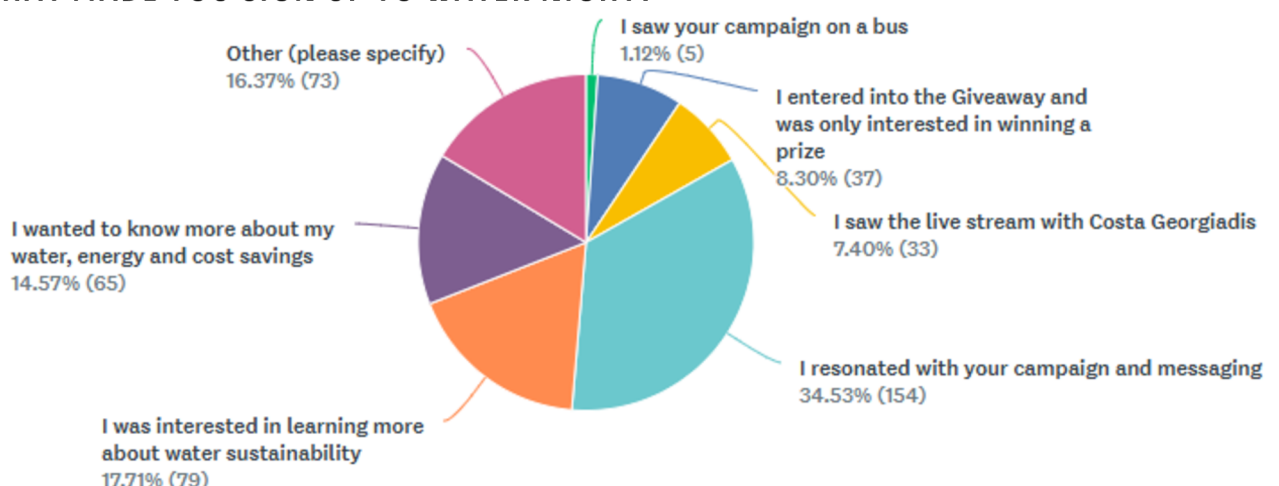
These results are particularly reflective of older respondents, aligning with Costa Georgiadis' strong appeal among Gen X and Boomers. Going forward, collaborating with ambassadors who resonate with younger cohorts can help balance sentiment and reach across age groups.

## HAVE YOU REGISTERED FOR WATER NIGHT IN PREVIOUS YEARS?

Encouragingly, 56% of respondents had registered for Water Night before, indicating strong repeat participation, while we continue to bring in new households each year.



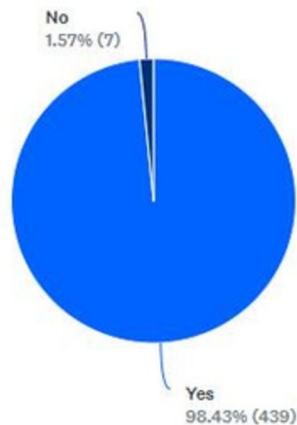
## WHAT MADE YOU SIGN UP TO WATER NIGHT?



Other responses included 'email', 'work', 'school incursion' and 'radio' – all indications that our multi-channel marketing approach is working and reaching people through a range of touchpoints.



## WILL YOU SIGN UP TO WATER NIGHT NEXT YEAR?



An overwhelming 98% of respondents said they plan to sign up for Water Night again next year, consistent with the strong intention to return we've seen in previous years.

## DO YOU HAVE ANY ADVICE ON HOW WE CAN IMPROVE WATER NIGHT?

### BE ON THE NEWS GET MOTELS AND HOTELS ON BOARD INCREASE ADVERTISEMENT & PUBLICITY

HOST IN-PERSON &  
ONLINE EVENTS

MEMBERSHIP  
CLUB/LOYALTY PROGRAM

MORE REMINDERS

ADVERTISE THROUGH SCHOOLS

PUSH TO DO WATER NIGHT  
AT HOME MORE THAN  
ONCE A YEAR

WEEKLY WATERWISE ADVICE PROMOTE THROUGH LOCAL COUNCIL

Many respondents took the time to share thoughtful suggestions. Feedback ranged from ideas to simplify registration and communication, to more schools engagement and local promotion. The key themes from these responses are summarised above.



# RECOMMENDATIONS

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## LEVEL UP SCHOOLS AND YOUTH ENGAGEMENT

Schools and young people remain a critical audience for embedding long-term water-wise habits, so there is an opportunity to make participation simpler, more rewarding and better aligned to the school year.

- Strengthen the schools package
  - Develop a simple, plug-and-play Water Night Schools Kit including:
    - 1–2 curriculum-aligned lesson plans (primary + lower secondary)
    - Printable Tap Guardians mask templates and activity sheets
    - A short teacher briefing (1-page “what is Water Night + how to run it”)
    - Ready-to-send parent email copy and newsletter blurb
  - Host all resources on a single, easy-to-find landing page.
- Align with school planning cycles
  - Begin schools outreach at least one term in advance, with a clear “expression of interest” form.
  - Time reminders around key points in the term (e.g. Week 2 and Week 6) when teachers are planning classroom activities and events.
- Make participation easy and flexible
  - Offer three simple ways for schools to get involved (e.g. “Classroom activity”, “Whole-school dress up/assembly”, “At-home family challenge”) so teachers can choose what fits.
  - Provide a suggested 30–45 minute activity plan for use during class or assembly.
- Refine incentives and recognition
  - Continue a schools-focused prize linked to water-wise outcomes (e.g. wicking beds, garden upgrades, classroom resources).
  - Introduce recognition elements such as
    - “Water Night Champion School” certificates
    - A digital badge schools can use in newsletters or on their website
    - A simple shout-out list or map of participating schools on the Water Night site.
- Support teachers with comms and assets
  - Supply editable posters, social tiles and newsletter graphics tailored for schools, with space for school logos if desired.
  - Provide a short “How to share safely” guide for photos/content, including privacy reminders, to build confidence.
- Deepen youth voice and storytelling
  - Encourage student-led content, such as short videos, posters or Tap Guardian stories, that schools can submit or share on their own channels.
  - Explore a simple “Student Water Heroes” highlight (e.g. 3–5 stories featured post-campaign) to showcase best practice and inspire others.

- Build a schools database and nurture it
  - Maintain a segmented email list for participating schools (principals + key teacher contacts) and send:
    - A pre-event “getting ready” update
    - A reminder one week out
    - A post-event thank you with a short recap and link to share feedback.

## **ELEVATE PARTNER AND STAKEHOLDER INVOLVEMENT**

Sponsors and stakeholders are essential amplifiers of Water Night, and there is scope to make it easier and more rewarding for them to activate the campaign in 2026.

- Provide in-kind sponsors and water businesses with a simple activation kit: internal comms templates, social tiles, suggested staff challenges, and local media copy.
- Encourage feature lighting and local events again, with earlier confirmation so they can be better integrated into PR and social content.
- Schedule a short post-campaign debrief with key partners to capture feedback and co-design 2026 activations.
- Introduce clearer partner tiers (e.g. national partner, council/utility partner, supporter) with matching benefits and expectations so stakeholders understand how they can activate.
- Share a concise “What worked in 2025” partner snapshot (key stats, best practice examples, quotes) to demonstrate value and inspire stronger activations in 2026.
- Offer an “activation support” option where TWC can help design or set up a simple local activation (e.g. stall, display, school visit) for interested partners.

## **SUPERCARGE THE TAP GUARDIANS COMPETITION**

Tap Guardians has strong potential as a fun, creative activity for families and schools, and can evolve beyond masks into any art or colouring-style competition.

- Keep the brief flexible and creative. Allow entries in different formats – drawings, colouring sheets, posters, comics or simple craft – as long as they show a “Tap Guardian” and a water-wise habit.
- Embed it in the schools offer, include a Tap Guardians activity (colouring/art sheet + simple instructions) in the Water Night Schools Kit so teachers can easily run it in class.
- Clarify categories and how to enter. Set simple age/school categories (e.g. lower primary, upper primary, family/household) and one clear way to submit entries.



## AMPLIFY MEDIA REACH AND VISIBILITY

There is an opportunity to be more ambitious and deliberate with media planning, aiming for a broader sweep of coverage and promotion in 2026.

- Develop a proactive annual media plan (TV, radio, print, online) with clear targets, priority outlets and key dates.
- Aim for at least one TV segment, multiple radio interviews and selected magazine/feature pieces to lift mainstream visibility.
- Use a strong, research-led hook plus ready-to-air assets (audio grabs, simple VNR, images) to make it easy for newsrooms to say yes.
- Align paid advertising (digital, out-of-home, print/radio where feasible) with PR peaks so that publicity and marketing reinforce each other.

## DIVERSIFY HOW WE DELIVER WATER LITERACY QUESTIONS

Past years show only modest improvement in literacy scores, suggesting we need new ways to get questions in front of people beyond eDMs, socials and the website.

- Build micro-quizzes into key touchpoints. Add 2–3 fun “Did you know?” questions on the registration confirmation page and thank-you page, so people answer while they’re already engaged.
- Use interactive social formats. Run quick polls and sliders on Instagram/Facebook Stories (e.g. “Guess the water use of a 10-minute shower”) and save them as Highlights so they’re evergreen.
- Leverage partner channels. Offer councils, water businesses and SDC licensees a ready-made 3–5 question quiz for their newsletters, customer eDMs or bill inserts, all driving back to the full Water Night quiz.
- Create a classroom version. Turn the core questions into a simple, printable or slide-based quiz teachers can run in 10 minutes, with an answer sheet and “did you know?” facts.
- Integrate into live events. Include a handful of quiz questions in Costa’s Facebook Live and any webinars, asking viewers to guess in the comments before revealing the answer.





# CONCLUSION

Water Night 2025 was a strong year for the campaign, maintaining close to 2024's record participation while adding new ways for households to engage.

The From Habit to Hero theme, Tap Guardians Competition and Smart Drop Certified Giveaway gave people fresh, practical entry points into the campaign, and PR results exceeded targets, supported by the "Turning Off The Tap: Inside Australia's Water-Smart Habits" research.

Digital performance remained strong, with Meta delivering higher reach and impressions and an efficient conversion rate from paid clicks to registrations.

Influencers, Costa's ongoing support and sponsor activity all helped keep Water Night present across different communities.

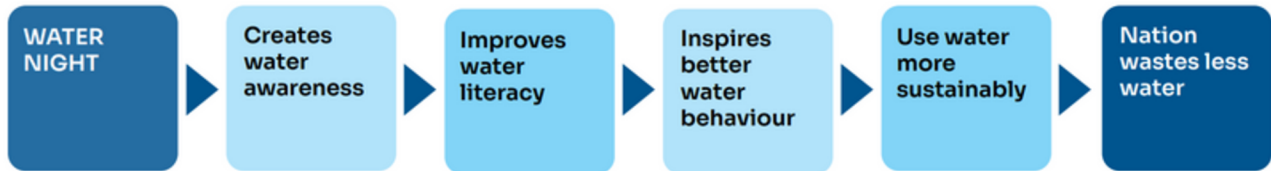
Looking ahead, the priority is to deepen impact rather than just chase bigger numbers – by acting on the recommendations in this report, especially around schools, partners, PR assets and earlier planning, Water Night 2026 can build on this foundation.





# WATER NIGHT

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Water literacy and awareness has never been so vital with Australia's volatile weather proving to be increasingly harmful, year on year. Australia has become no stranger to fluctuations between flooding, bushfires and drought. We must take action through education and build water knowledge and awareness amongst our nation and specifically amongst our youth.

Water Night occurs every Thursday during National Water Week. In its sixth consecutive year, Water Night was on 23 October 2025, 5pm-10pm. This means no taps, no showers and no running water during these five hours. People are allowed to pre-fill water bottles and utilise water during the night for health / emergency purposes.

The goal is not to measure how much water is conserved as it is not simply a water conservation program. The main objective is to get Australians thinking about the value of water as we don't know what we have until it's gone.

Further, through boosting awareness and literacy during the Water Night campaign, the water industry, primarily utilities and councils, are able to better implement calls-to-action such as water conservation, regardless of the volatile climate conditions.

Water Night empowers Australians to develop positive attitudes, habits, and behaviours towards water use. We want to close the gap between peoples' perceptions of their personal water use, and the dire reality of their habits and behaviours. Water Night helps us collectively promote conscious action around water.



# OBJECTIVES

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## 01 BOOST REGISTRATIONS

Drive awareness of Water Night and encourage participation.

## 02 IMPROVE WATER LITERACY

Water literacy levels are weak across Australia. The aim is to improve understanding of water supply and close the knowledge gap across generations. A more educated consumer will likely be more water-wise.

## 04 CREATE VALUE FOR WATER AS A PRECIOUS RESOURCE

In order to be respectful and conservative with our water use, we must treasure water itself. Value perception is key to changing attitudes and behaviours. Water should have the equivalent value perception as diamonds and gold.

## 05 BOOST AWARENESS OF CONSCIOUS USE OF TAP WATER

The purpose of the campaign is conscientious use of water due to its precious nature.

## 03 EDUCATE ON TIES TO CLIMATE CHANGE

In line with modern day discussions of sustainability and renewable resources, water conservation should be highlighted in these conversations. With Gen Y and Z audiences typically being the greater concerned of climate change, aligning water conservation with their green attitudes will improve their poor water usage behaviours.



# ABOUT THE WATER CONSERVANCY

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The Water Conservancy is an independent not-for-profit organisation committed to enabling Australia to reduce water waste. The organisation aims to promote an understanding and appreciation of water across the nation to enable conscious approaches to water usage.

Increasing everyone's perceived value of water is key to conserving more and wasting less. The Water Conservancy work with water suppliers, businesses and householders to help communities achieve that.

[thewaterconservancy.org](http://thewaterconservancy.org)

The Water Conservancy runs multiple programs that certify water efficient products and services and provide advice about saving water at home, at work and in the garden. The programs also enable businesses to identify water savings with water audits and recommendations. There is also a fantastic school incursion program. Finally, The Water Conservancy also run the annual water awareness initiative - 'Water Night'.

## OUR VISION

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TWC's vision for Water Night is to become the world's largest water awareness initiative.

TWC want to capture the attention of all youth and households across the globe. Water Night will strengthen water literacy and awareness; so much so that calls-to-action from government or utilities are completely heard and adhered to. This will enable a community effort to be felt across the globe on Water Night.



## OUR MISSION

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Our mission is to support stronger action on climate change and water awareness through Water Night. The one-night challenge combats weak water literacy rates in Australia.

Water Night aims to extend water awareness conversations with government, businesses, utilities, schools and general households.

Through tapping into various sectors and industries, we enable mass communication and take the water awareness conversation outside of the water industry and to the community who can actively make a difference.

Water Night will empower Australians to attain positive attitudes towards water use. We want to close the gap between peoples' perceptions of their water use vs. the dire reality of their usage attitudes and behaviours. Water Night will help promote conscious action around water.

Our resources will assist utilities and the education sector in providing accessible information on water to bridge the water literacy gaps between Baby Boomers all the way through to Gen Z and the upcoming generations.



# ACKNOWLEDGEMENTS

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The Water Conservancy would like to acknowledge the support of all Water Night sponsors for their unceasing support and enthusiasm. Without the generous support of sponsors, the Water Night campaign would not happen.

In addition, we would like to extend our heartfelt thanks to the in kind supporters that promoted Water Night this year. As an industry, it is vital to collaborate in order to reach our common goals nationwide.

We would also like to thank our very generous giveaway donors as they provide an extra element of excitement to the campaign.

## Contact Us

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