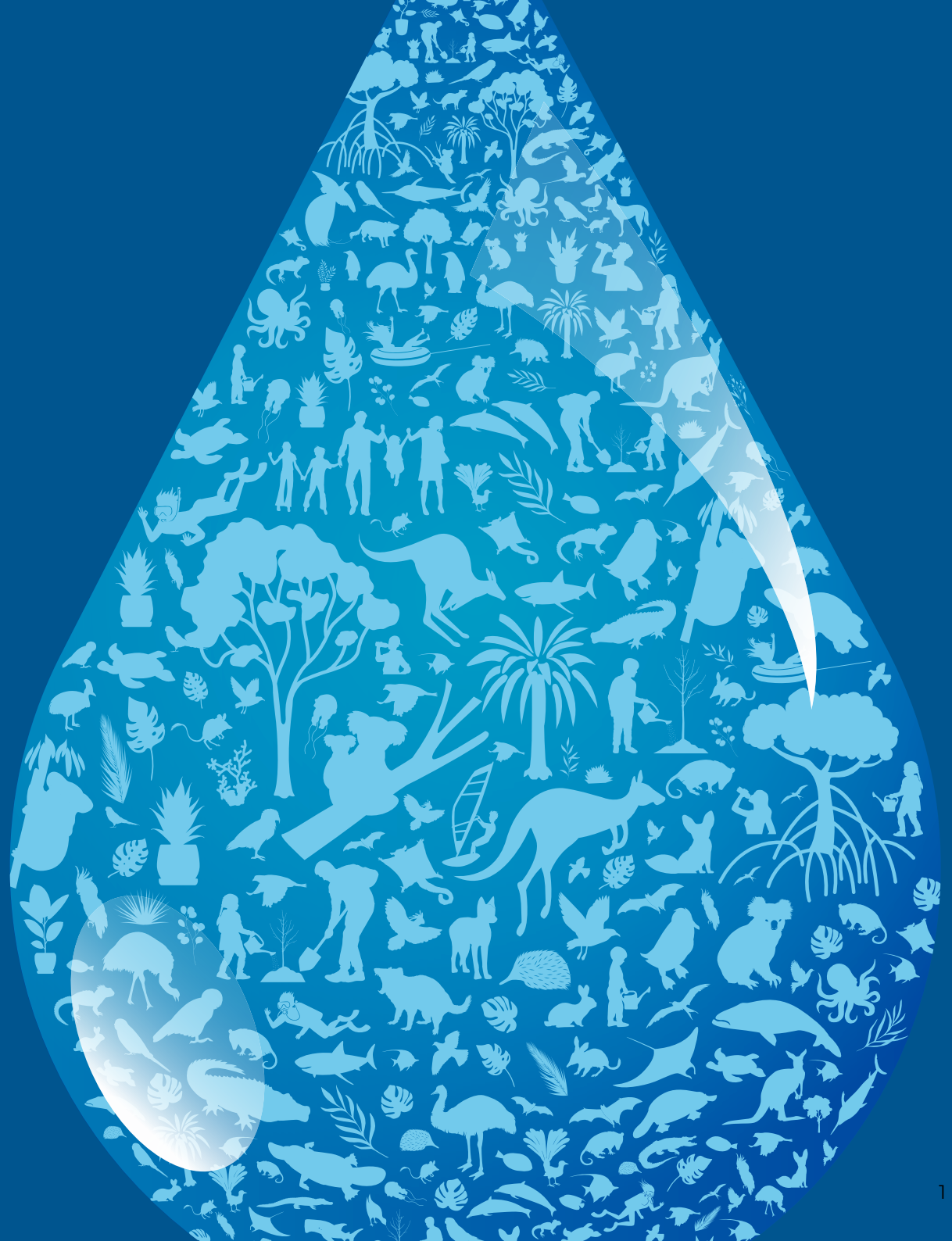


# **WATER NIGHT**

Highlights from  
2020 – 2023

Helping  
Australians value  
water amidst  
climate change



# Introduction

**As an annual water awareness event, Water Night helps Australians acknowledge their reliance on tap water with a view to increasing their perceived value of water and consequently changing their behaviour.**

For three years running, we have challenged Australian households to go for one night without using their taps during National Water Week. No taps, no showers, no running water. Most of us use water subconsciously through a 'water using autopilot' and underestimate how often we reach for the taps. Water Night gives all of us an opportunity to see how often we use tap water and learn new ways to be more sustainable when it comes to water use.

Water Night takes place every year from 5-10pm on the third Thursday of October, during National Water Week.

This report highlights ten major achievements that we've seen from Water Night. The evidence from the first three years of Water Night demonstrates that the event delivers on its aims and objectives.

**Water Night was conceived by and is delivered by The Water Conservancy.**

**Find more information at [www.waternight.com.au](http://www.waternight.com.au)**

**Follow @waternightofficial on Facebook and Instagram**



**WATER  
NIGHT**

**Creates  
water  
awareness**

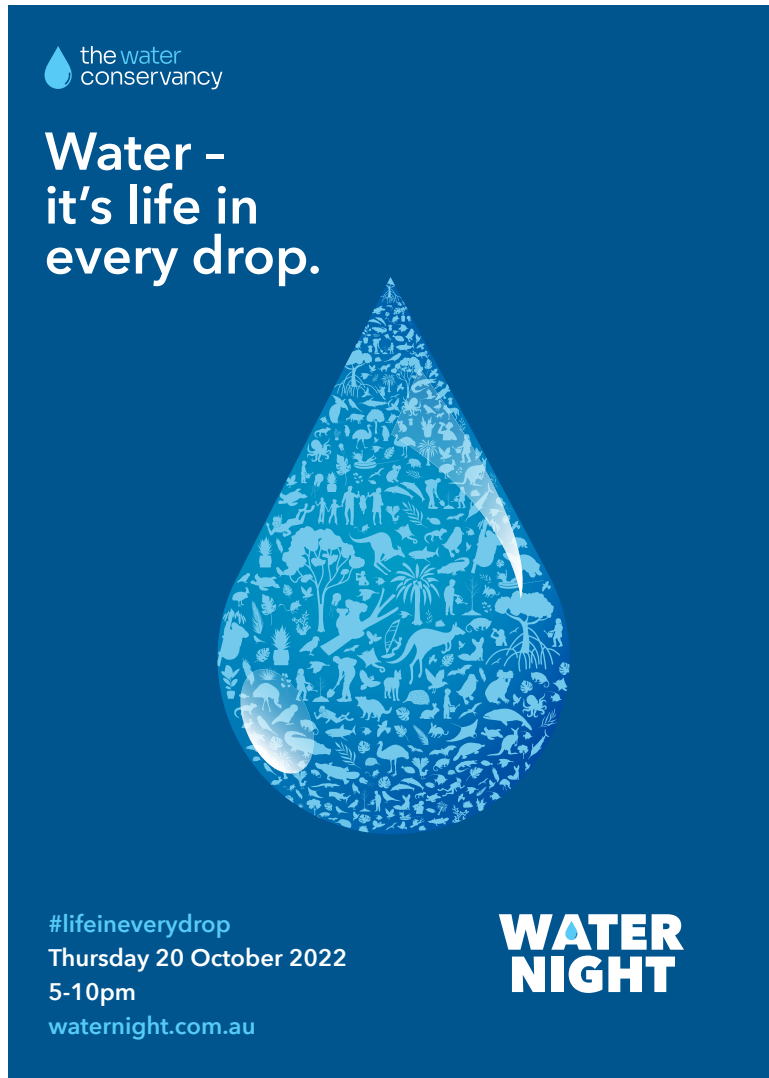
**Improves  
water  
literacy**

**Inspires  
better  
water  
behaviour**

**Use water  
more  
sustainably**

**Nation  
wastes less  
water**

# Top 10 Water Night highlights



## 1. Water Night has evolved to bring water into the climate change conversation.

Whilst the broad concept of Water Night has remained consistent since its inception in 2020, the campaign theme has evolved from a 'one bucket challenge' to a 'water-awareness initiative' to an opportunity to 'Join a nationwide community supporting stronger action on climate change and water awareness' in 2022.

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. By adding water to the sustainability conversation, Water Night inspires individuals to take climate action within their own lives and communities to become more water wise.

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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 main visual element in the campaign was the water droplet logo to accompany our core message of 'Water – It's life in every drop'. The design & strategy of the water droplet was to represent all life being dependent on water, it features Australian native flora and fauna, as well as people interacting with water in various ways.

*'Water Night was fun and informative. It was great to be part of the night and conversation. We learnt a lot and felt supported by the Water Night crew and everyone else watching and commenting on the live stream. It was difficult to break some bad habits, but Water Night challenged our unnecessary water usage and we've made some permanent changes because of it. Looking forward to future events.'*

N Krauksts QLD



## 2.

# Water Night raises awareness of how often we use tap water.

Water Night gives every Australian, an opportunity to see for themselves, just how often they reach for taps and use water each day. The experience of not using tap water for just five hours is enough to break our water using auto-pilot, allowing us time to think about our water use, possibly for the first time ever. It is a little bit like the moment you experience a power cut.

By raising water awareness through participation in Water Night, we encourage communities and cities to be more sustainable with their water usage and learn to value it more. From participant surveys we find that after Water Night, people's perception of just how many times they use tap water has changed for the better.



Water Night participants claim to use their taps 10% less after 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.

We know that it is difficult to break the water-using auto-pilot so we developed brake bracelets, tap guardians and other signage available as downloads to Water Night participants.



*'Having to think every time I was going to reach for the tap was good to get me thinking about it.'*  
B Rili VIC



*The hardest part of Water Night was breaking the habit of turning the tap on on a whim.'*

Des.H

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

Lyn.G



### 3.

## Water Night campaign total reach has increased every year.

We run a campaign every year in the lead up to Water Night to raise awareness of the event and to encourage people to register.

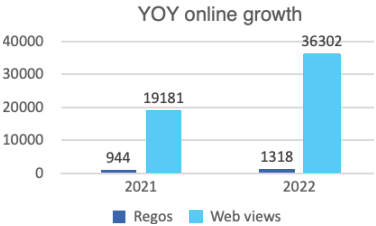
In 2022, we invested in a more dynamic and interactive Water Night landing page that housed additional campaign elements – the ‘Water – Its life in every drop’ video and interactive droplet. There was a total of 36,302 page views on the Water Night website which was an 89% increase compared to 2021, mainly due to the social media and cinema campaign.



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 a 12.5% increase on 2021.

Despite the paid media, Water Night Live and PR reaching significantly lower than 2021, due to extreme flooding across the eastern seaboard, the total campaign reach grew significantly.

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



# 4.

## Water Night participation has grown since inception.

One of the main goals of Water Night is to grow the number of registrations each year.

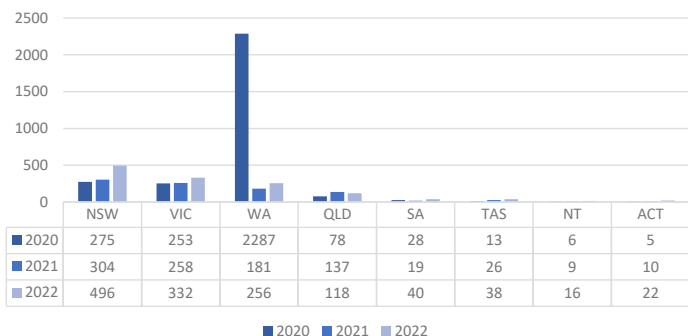
In 2022 alone we had a 40% increase in registrations compared to 2021. We saw a total of 1,318 registrations equating to 2,762 adults and 955 children in 2022 vs. in 2021 1,822 adults and 593 children.

We can also see in the graph below that each year every state has grown in registrations (ex QLD&WA)



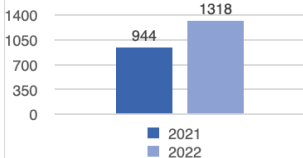
In total over three years, 5,679 households have participated nationwide – 3,648 children and 10,844 adults.

YOY State Registrations



Note: WA registrations in 2020 is an anomaly due to heavy investment in campaigning by Water Corporation.

Registrations



*'Participating in Water Night for the first time this year was a great eye opener for changing our water usage habits, getting our children involved and thinking differently about where our water comes from and how to save it. We're already creating new, positive habits since Water Night and look forward to next year.'*

J McAinsh NSW





## 5.

### Water Night has the backing of the Australian Federal Government.

Partnerships are vital for funding and promotion. Our partnership with the Department of Climate Change, Energy, the Environment and Water, provides significant value in legitimising Water Night, encouraging local government to get on board and the funds amplified our cause nationally.

As a part of the partnership we co-hosted an event to launch the 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 held in Sydney on 5 October just a few weeks out from Water Night. The Minister for the Environment and Water Tanya Plibersek delivered a heartfelt virtual announcement that further displayed the government's commitment and sincerity towards water conservation and education.



**“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  
Minister for the Environment and Water

## 6.

### Water Night attracts regular global interest.

Just as WWF’s Earth Hour launched as the world started talking about energy conservation and Climate Change, Water Night launched as Australia extends its sustainability conversation to include water. We plan to partner with large metro water suppliers and corporations to use their owned media to amplify awareness in Australia. It’s a completely transferable event so we plan to go global, starting with New Zealand and the UK within the next five years.

Already, we have been approached by a local council in Norway as they would like to run Water Night in their municipality to engage the community in being water smart, raise water literacy and improve awareness of water. There has also been much interest in Water Night and its achievements from organisations in the UK, America and New Zealand.



**My personal goal is to grow Water Night to be as big as Earth Hour. After all, water is just as important as energy, arguably more so.**

Chris Philpot  
CEO, The Water Conservancy

# 7. Water Night encourages the younger generations to value water.

Water Night is a free event the entire household can participate in, but we focus our communications on engaging with generation Z since our research indicates they are the least water literate but also the most open to changing their behaviour once they learn more about the importance of tap water in regards to the environment.

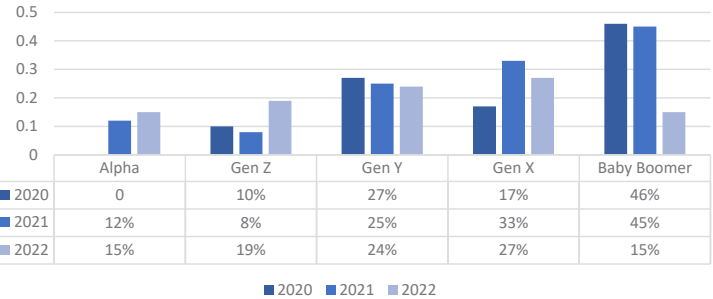
The strategy for Water Night 2022 was to focus on water use in relation to climate change and how to act more sustainably. We knew that in order to engage the younger audiences, we needed to bring water into Australia's sustainability conversation.



58% of Water participants in 2022 were Gen Y or younger, as opposed to 37% reached in 2020.

Water Night 2022, saw an encouraging 11% increase in Generation Z registrations, plus a 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 Generation Z over the past 3 years.

YOY Household Generations



*'The hardest part of Water Night was 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 am so used to just turning on the tap all of the time - I didn't realise how much.'*

V Knight QLD





## 8. Water Night raises levels of water literacy.

Providing a water education is an essential component of Water Night. In particular, the main goal of Water Night is to inform the Australian public on the importance of water, how it gets to our home and where it has come from. Water Night increases water literacy by providing a window of time when a Water Night participant is receptive to educational materials, possibly for the first time all year.



Every year we have seen at least a 25% increase in water literacy amongst participants of Water Night.

To measure water literacy we conduct two surveys, the first is prior to Water Night upon registration. The second is the post event survey that is sent out immediately following Water Night. In 2022, of 1,318 Registrants, 70% completed the full survey. And 27% completed the Post Event Survey.

### Water literacy improvements after Water Night

- 5%** more participants know **their tap water supply is not unlimited**
- 8%** more participants know **where their water comes from**
- 7%** more participants know **know water is treated before it comes out of their taps**
- 2%** more participants know **stormwater and domestic wastewater do not use the same pipes**
- 9%** more participants know **waste water from the bathroom and laundry is treated before being returned to waterways**



*'Water Night is a vital part of water education and encourages people to sign up to the challenge.'*

Louise Cadell, Sustainability Officer, Tamworth Regional Council

*"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

## 9.

# Water Night improves our knowledge about how much water we use around the home.

All participants of Water Night are provided with information on how much water they are using around their home. Water Night is a window of opportunity to engage with communities and build their knowledge of water use.



Water Night improves knowledge about the quantity of water used for water using behaviours by 18%.

## Water knowledge improvements after Water Night

**6%** more participants said they **don't rinse dishes before loading the dishwasher**

**1%** more participants **use hoses in the garden**

**11%** more participants know **how much water is used for a half flush**

**27%** more participants know **how much water is used for a load of laundry**

**16%** more participants know **how much water is used for a one minute shower**



*"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 appreciated what we have and how easy we get it, the kids were very keen too."* -

Jimena.H

*'The hardest part was remembering, not at the beginning but at the end of an action. For example I turned the tap on for a few seconds to clean the toothbrush after brushing.'*

L Walker NSW



## 10.

### Water Night strengthens local water utility campaigns and messaging.

Water Night is a not-for-profit event and is independently funded through sponsorship garnered from water suppliers nationwide and water efficient product manufacturers. Water Night provides them an opportunity to engage with their communities and raise awareness of water conservation in their area/sector at the same time as achieving their CSR goals.

Water Night sponsors and promotional partners gain access to a full set of Water Night collateral to enable them to get involved and promote the event within their communities/market sector. Although we deliver the event at a national level, sponsors have the unique opportunity to use the Water Night window of engagement to strengthen their water campaigns and message reach.



In 2020 Water Corporation in Western Australia delivered 79% of the registrations due to their communications efforts - 377k e-newsletters, 10 days of radio, 3 shopping centre pop up events, plus social media.



## About The Water Conservancy

Water Night was conceived by The Water Conservancy – the not-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 Australians to be conscious of their relationship with water – valuing, understanding, and using water efficiently to conserve more and waste less water.

In addition to Water Night, TWC delivers Smart Approved WaterMark certification, Smart Water Advice, Smart Water Solution and Walter Smart and Friends.

Find out more at  
[www.thewaterconservancy.org](http://www.thewaterconservancy.org)