

**2019  
CHOOSE TAP  
ANNUAL  
REPORT**



**CHOOSE  
TAP<sup>®</sup>**

Choose Tap aims to increase both consumption of, and quality perceptions of tap water.



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We proudly acknowledge the traditional custodians of the land on which we work and live, and pay respect to their Elders past and present. We recognise and value the continuing rich culture and the contribution of Aboriginal people and communities to the Australian community.



2019 has been a big year for Choose Tap.

We've gained clear insights into our customer and their attitudes towards water. This has led to a renewed strategy with a more direct focus on promoting tap water as the most sustainable choice of drink.

Our social media channels are supporting this approach, with early results proving successful. We're providing monthly drops of content for social media and office screens, as well as templates and resources. We have reinvigorated Choose Tap's focus on media engagement, with regular press releases keeping Choose Tap in the headlines.

Our mobile optimised, industry best practice website has just launched, and a national campaign is in the works for 2020.

Thanks for your support of Choose Tap in 2019, we couldn't have done it without you. We look forward to continuing this momentum into 2020 and beyond.



## **WHO WE ARE**

Australia's leading water suppliers are supporting Choose Tap, and we're working hard together to create better outcomes for the environment and communities.

# The National Coalition



In 2019, the Choose Tap coalition consisted of 20 councils and water retailers from across NSW, VIC and QLD.

## Map Key

- |                                   |                                   |
|-----------------------------------|-----------------------------------|
| 1 Mackay Regional Council         | 11 South East Water               |
| 2 Logan City Council              | 12 Yarra Valley Water             |
| 3 City of Gold Coast              | 13 Goulburn Valley Water          |
| 4 Port Macquarie-Hastings Council | 14 Coliban Water                  |
| 5 MidCoast Council                | 15 Western Water                  |
| 6 North East Water                | 16 South East Water               |
| 7 East Gippsland Water            | 17 Central Highlands Water        |
| 8 Gippsland Water                 | 18 Lower Murray Water             |
| 9 South Gippsland Water           | 19 Grampians Wimmera Mallee Water |
| 10 Westernport Water              | 20 Wannon Water                   |



Our goal is that all Australians make the sustainable choice and choose tap, no matter where they are. A goal we're bringing to life through a broad range of community based programs and initiatives.



# Highlights of 2019



## Foster's Interactive Art Fountain

South Gippsland led the way in fountain innovation by installing a 'Steampunk Water Maze' fountain in Foster.

Local Foster artist, David Bell, known for the famous Melbourne tram sculpture, created the artwork.

Interactive and complete with levers, valves, and taps, the fountain is sustainably made

from parts of decommissioned water treatment plants at Korumburra and Poowong.

The project was driven by South Gippsland Water, with the support of the South Gippsland Shire.

## Choose Tap serves up top drop at footy finals

Yarra Valley Water sponsors men's and women's football leagues in Melbourne's northern and eastern suburbs.

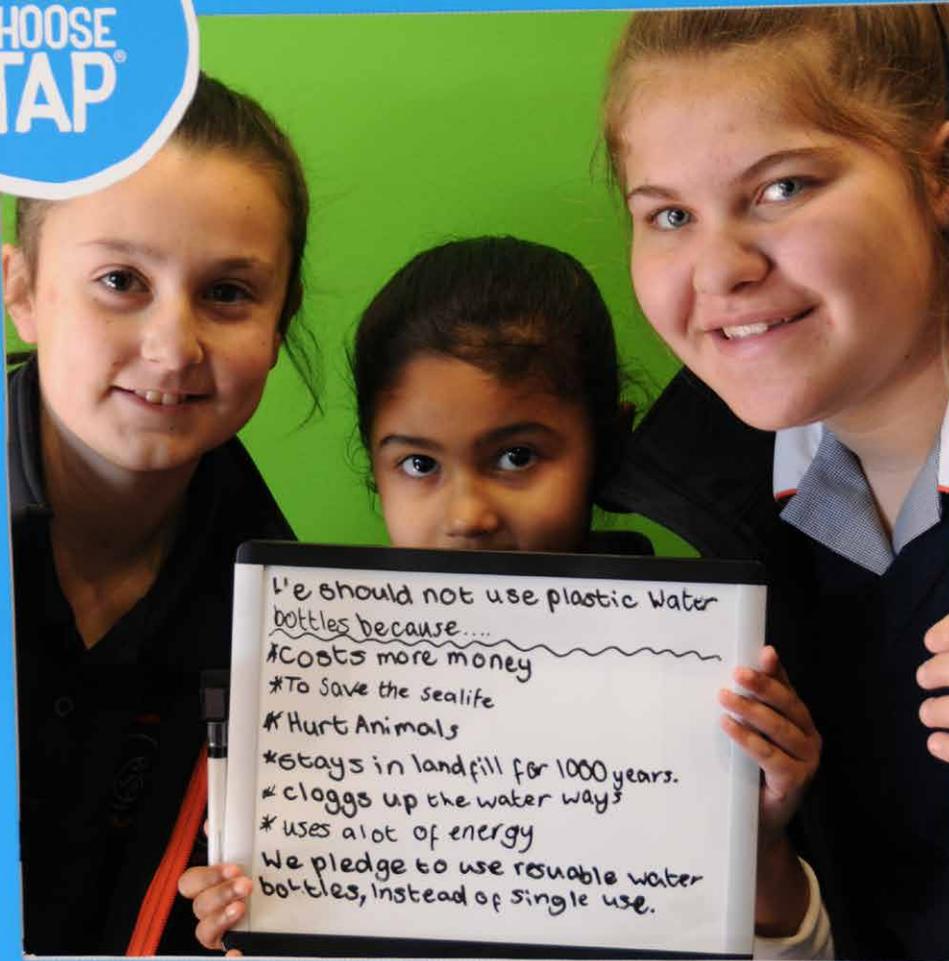
During the recent finals series, Yarra Valley Water held a Choose Tap pop up, complete with a free water bottle personalisation station, alongside a range of kids games and prizes, and of course roving water

vendors. Nearly 3,000 drink bottles were distributed to footy fans.

Choose Tap signage around the ground helped extend the Choose Tap message to audiences watching the matches on TV and via streaming services, reaching a combined audience of almost 300,000.



# I Choose Tap Water



We should not use plastic water bottles because....

- \* Costs more money
- \* To save the sealife
- \* Hurt Animals
- \* stays in landfill for 1000 years.
- \* cloggs up the water ways
- \* uses a lot of energy

We pledge to use reusable water bottles, instead of single use.



Liked by Terry Tap, and 133 more  
#choosetap #drinkhealthy #GVWater



## St Anne's College, Kialla pledges to be Water Only

Goulburn Valley Water's Water Only program encourages workplaces and education facilities to commit to only providing water when it comes to drinks.

More than 60 organisations, primary schools and kindergartens across the Goulburn Valley region have signed up to become Water Only since the program launched in 2015.

Recently, Goulburn Valley Water visited St Anne's College in Kialla, promoting the health, financial and environmental benefits of tap water and signing them up to the Water Only program.

Dom Poppa, Principal of St Anne's College said:

"We know that drinking water can help children focus at school, so encouraging them to drink more water can help them learn better, as well as give them the energy to play".

"We're really excited to be part of the Water Only program and we think it will have great benefits for our students."



# FOUNTAINS

Total number of fountains installed to date

306

Number of new fountains installed this year

57

Litres of water used by permanent fountains this year

1,030,649

This equates to 1,717,748 single use bottles saved from landfill



# EDUCATION

Number of schools visited

1,060

Total number of students reached

35,317



# EVENTS

Number of events attended this year

538



Total number of people at these events

1,196,669



Litres of water served at events, either through water stations or activations

206,715

This equates to 344,525 single use bottles saved from landfill



# Social Media

446 social media posts

across **Facebook, Instagram and LinkedIn**

Combined reach of  
297,729

# Public Relations

2019 saw two national media releases promoting Choose Tap (**Buy Nothing New Month** and **Keep Australia Beautiful week**) along with a range of local PR.

We received coverage in print, online and radio, with an estimated ASR value of \$7,775.



# Merchandise

## Merchandise distributed by the coalition in 2019, included:

- Bottles (600ml and 800ml)
- A-Line Sports bottles
- Collapsible dog bowls
- Clap clap Choose Tap books
- Kids Activity Book
- Re-usable cups
- Posters (assorted), wee/urine charts and stickers
- Tote bags



# Budget 2019 H1

ITEM	VENDOR	DESCRIPTION	\$ OUTGOING BUDGET	\$ OUTGOING ACTUAL	\$ REVENUE
<b>FORUM - 2018</b>					
Event management	Kate Adkins		\$8,000	\$8,000	
Facilitation	Synergy 360	Does not include any travel related expenses (accommodation, fuel etc)	\$8,200	\$7,936	
Accommodation	Mercure Ballarat	Chloe Erftemeyer, Victoria Thom, Kate Adkins	\$1,300	\$1,899	
Venue	Mercure Ballarat	including dinner for 30pax on first night. Excluding AV costs	\$6,090	\$1,664	
<b>SUB-TOTAL</b>			<b>\$23,590</b>	<b>\$19,499</b>	
<b>RESOURCE (Jan - Jun 2019)</b>					
Operating costs	YVW	Includes wages, oncosts, travel and miscellaneous printing	\$66,000	\$50,932	
<b>SUB-TOTAL</b>			<b>\$66,000</b>	<b>\$50,932</b>	
<b>LEGAL</b>					
	Sparke Helmore	Developing Partner Agreement	\$15,000	\$17,765	
<b>SUB-TOTAL</b>			<b>\$15,000</b>	<b>\$17,765</b>	
<b>RESEARCH</b>					
	Nature	Research and report writing	\$45,000	\$44,750	
<b>SUB-TOTAL</b>			<b>\$45,000</b>	<b>\$44,750</b>	
<b>BRANDING</b>					
Update branding: Logo, brand identity and key messages	Studio B		\$20,000	\$9,900	
Creation of social media tiles and assets		Created in house by YVW		\$0	
<b>SUB-TOTAL</b>			<b>\$20,000</b>	<b>\$9,900</b>	
<b>MEMBER INVESTMENT</b>					
1. Central Highlands					\$7,500
2. CWW					\$20,000
3. Coliban					\$7,500
4. East Gippsland					\$2,500
5. Gippsland					\$5,000
6. Goulburn					\$5,000
7. GWM					\$5,000
8. SEW					\$20,000
9. Wannon					\$5,000
10. Western					\$7,500
11. Westernport					\$2,500
12. Port Macquarie					\$5,000
13. YVW					\$80,000
14. North East Water					\$5,000
15. Gold Coast					\$10,000
16. Logan City Council					\$10,000
17. Lower Murray					\$5,000
18. MidCoast Council					\$5,000
19. South Gippsland					\$2,500
20. Mackay					\$7,500
<b>TOTAL</b>			<b>\$169,590</b>	<b>\$142,845</b>	<b>\$217,500</b>
<b>DIFFERENCE</b>				<b>\$74,655</b>	

# Budget 2019 H2

ITEM	VENDOR	DESCRIPTION	\$ OUTGOING BUDGET	\$ OUTGOING ACTUAL	\$ REVENUE
<b>RESOURCE</b>					
Wages & operating costs	YVW	Includes items such as printing, travel and coalition operating costs	\$70,000	\$65,702	
Promoting social posts	Facebook	\$100 allowance per month	\$600	\$340	
Website hosting	TBC	Now to be covered under website project cost			
Templates		Unspent PO funds of \$5,100	\$5,100		
Case studies	TBC	Budget for creating assets for use in case studies			
<b>SUB-TOTAL</b>			\$75,700	\$66,042	
<b>FORUM 2019</b>					
Facilitation	Synergy 2030	1 day facilitation plus report and prep	\$7,200	\$7,200	
Catering			\$500	\$448	
<b>SUB-TOTAL</b>			\$7,700	\$7,648	
<b>WEBSITE REBUILD</b>					
Design and build new website	Hard Hat	To be paid for by YVW	\$0		
Create content	Hard Hat	To be paid for by YVW	\$0		
<b>SUB-TOTAL</b>			\$0		
<b>CAMPAIGN</b>					
Creative concepting and production	Hard Hat	To be paid for by YVW	\$80,000	\$57,613	
Focus groups			\$23,500	\$23,500	
Media spend		To be paid for individual water retailers as needed	\$0		
<b>CAMPAIGN INVESTMENT</b>					
YVW investment					\$95,000
Western Water investment					\$4,500
<b>SUB-TOTAL</b>			\$80,000	\$50,500	
<b>MEMBER INVESTMENT</b>					
1. Central Highlands					\$0
2. CWW					\$0
3. Coliban					\$0
4. East Gippsland					\$0
5. Gippsland					\$0
6. Goulburn					\$0
7. GWM					\$0
8. SEW					\$0
9. Wannon					\$0
10. Western					\$0
11. Westernport					\$0
12. Port Macquarie					\$0
13. YVW					\$0
14. North East Water					\$0
15. Gold Coast					\$0
16. Logan City Council					\$0
17. Lower Murray					\$0
18. MidCoast Council					\$0
19. South Gippsland					\$0
20. Mackay					\$0
Rollover coalition contributions from H1					\$74,655
<b>TOTAL</b>			<b>163,400</b>	<b>\$154,803</b>	<b>\$174,655</b>

# CHOOSE TAP<sup>®</sup>