

**ITEM NO: 6****SUBJECT: ICLEI WATER CAMPAIGN****FILE NO: F00171**

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**Recommendation:**

*That the Council joins the International Council for Local Environmental Initiatives (ICLEI) Water Campaign to further enhance the water programs and works Council is currently undertaking.*

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**Report by Group Manager, Community and Corporate Group****Reason for report**

The purpose of this report is to seek endorsement from the Council to join the International Council for Local Environmental Initiatives (ICLEI) Water Campaign.

**What is the ICLEI Water Campaign?**

The Water Campaign is an ICLEI program delivered in Australia in collaboration with Local and State Governments, water authorities and the Australian Government. The Water Campaign was introduced and piloted in Australia in 2002 and is just one of the programs and activities run by ICLEI Oceania. Some of the other programs include Cities for Climate Protection, Sustainability Services and the Centre for Public Agency Sustainability Reporting. Blue Mountains City Council joined ICLEI's City for Climate Protection Campaign in 2005 and has recently completed milestone 3 of the 5 milestone program.

The Water Campaign is a voluntary capacity building program that supports councils to address water resource management through a performance based milestone framework. Water Campaign councils receive ongoing support and technical information to build their capacity to address water quality and water conservation issues in their daily operations, and in the community in the long term.

The Water Campaign is a freshwater management program that aims to build the capacity of local government to reduce water consumption and improve local water quality. The Water Campaign provides councils with a tested program model, covering a broad spectrum of water management issues. Like the Cities for Climate Protection program, the Water Campaign involves progressing through five milestones, which guide participating councils through a process of local research, policy making, action planning, implementation, and evaluation.

The five milestones are:

- **Milestone 1:** the collation and analysis of water consumption data and undertaking an assessment of practices that influence water quality;
- **Milestone 2:** the setting of water conservation and water quality improvement goals, these goals are endorsed by the Council;
- **Milestone 3:** the creation of a local action plan that sets out the strategies and outlines the detailed actions the Council will take to achieve the goals, the plan is endorsed by the Council;

- **Milestone 4:** implementation of the action plan including a quantitative and qualitative assessment and reporting of the implemented actions;
- **Milestone 5:** conducting a re-inventory to assess Council progress and ensure continuous improvement in water management practices.

The Water Campaign supports the systematic identification and evaluation of the water resource management challenges facing local governments at three levels:

- **Corporate:** What councils can control within their own operations;
- **Community:** How councils can influence their community through land use planning, education and regulation;
- **Catchment:** How a collective group of councils can work together for long term improvement in water management.

### **Benefits of Joining the Campaign**

ICLEI Oceania provides the following to Water Campaign participants:

- **Technical and program training:** training workshops in the milestones and assistance in developing action plans;
- **Direct one to one support** over the phone to follow up the workshops, through council visits to support staff to complete the Milestones;
- **Access to expertise and networks** of Councils to exchange ideas and solutions;
- **Access to the Water Campaign Inventory Tool** to establish a comprehensive inventory of water consumption and identify the priority areas for action;
- **Quantification tool kits/ calculators** to assist with the quantification of benefits resulting from the implementation of actions;
- **Assistance with data management;**
- **Information and publications** including full access to the Water Campaign website, workbooks, national and international case studies, monthly bulletins;
- **Advice on funding opportunities and programs;**
- **Access to a network of councils** willing to exchange ideas and solutions regarding water management issues;
- **Promotion and recognition** local, state and national recognition events to celebrate council milestones and achievements; presentations by ICLEI Oceania staff to Councillors and senior managers; promotion of actions that councils have implemented; and
- **Communication and media materials** to help councils gain local support for their initiatives, including media release templates, assistance with planning local media events.

### **Who is already participating in the Water Campaign?**

There are currently 102 councils nationally participating in the Water Campaign nationwide.

The following councils are currently participating in the Water Campaign in NSW:

- Canada Bay Council
- Coffs Harbour City Council
- Hastings Council
- Hornsby Shire Council
- Muswellbrook Shire Council
- North Sydney Council
- Penrith City Council
- Shellharbour City Council

- Sutherland Shire Council
- Waverley Council
- Willoughby City Council
- Wollongong City Council

**Links with other Programs that the Council is participating in**

The ICLEI Water Campaign would integrate and enhance the water programs and work the Council is currently involved in. The water campaign would further strengthen and consolidate linkages within the Council so that the work being undertaken in our catchments by the Natural Systems and Green teams (and possibly others) is parallel with the strategic policy work being undertaken at a corporate planning level, and *vice versa*. This whole of Council approach to water management would better assist the Council in achieving many aspects of the 25 Year City Vision and would entrench the Energy and Water System being implemented throughout the organisation.

Taking into account the work previously compiled by the Council for the Water Savings Action Plan, the Energy and Water Strategy 2007-2010, the Every Drop Counts program and Planet Footprint reporting and benchmarking, it would be expected that the Council could quickly and easily pass through the first three milestones of the campaign. This would mean that the Council could feasibly reach milestone 4, the implementation component of the program in time for external funding bids in quarter 2 of the 2008-2009 financial year.

**Water Savings Action Plan**

Participation in the Water Campaign would update and add to the actions and information compiled for the Council's Water Savings Action Plan, which was produced for the then Department of Energy and Utilities in 2006. This Plan very broadly addressed water use issues in the Council's buildings. The plan only addressed water use at a corporate level and did not address water quality issues. The ICLEI Water Campaign would address these gaps and thus complete the picture for water management by the Council. In particular, the Water Campaign would assist the Council in setting targets and implementing actions in the community sector, something the Council has not undertaken comprehensively to date.

**Every Drop Counts Program**

The Sydney Water Every Drop Counts program focuses purely on water conservation and set Sydney Water targets for the Council's highest water using sites. The ICLEI Water Campaign will cover all other areas in the Council and the community such as stormwater management, urban water quality and community engagement. The Every Drop Counts Program would be able to provide some of the information required by the Water Campaign.

**Water Performance Data**

Planet Footprint, the reporting and benchmarking organisation to which the Council subscribes to, would be able to supply most of the data required to complete the first three milestones of the Water Campaign.

**Energy and Water Management Strategy 2007-2010**

The Energy and Water Strategy 2007-2010 adopted by the Council in December 2007 has been submitted for compliance with Milestone 3 of the Cities for Climate Protection Program. The primary focus of this plan is on energy. The water components in the Strategy consist of Planet Footprint reports on water use across the organisation and the incomplete actions from the Water Savings Action Plan. The water focus of this Strategy could easily be broadened

and strengthened to be used as the document required for Milestone 3 of the ICLEI Water Campaign. This approach would create a comprehensive Energy and Water Strategy document.

**Sustainability Assessment (Triple Bottom Line Reporting):**

<b>Effects</b>	<b>Positive</b>	<b>Negative</b>
Environmental	<ul style="list-style-type: none"> <li>• Whole of Council approach to water management will lead to improved water quality in local catchments and beyond. Also water conservation targets and actions to achieve targets identified and implemented leading to a reduction in water use across the Council and the community.</li> </ul>	<ul style="list-style-type: none"> <li>• No significant negative impacts</li> </ul>
Social	<ul style="list-style-type: none"> <li>• Positive publicity in the community about the Council’s commitment to water issues – the Council seen to be ‘walking the talk’.</li> <li>• Community water conservation and quality targets set.</li> <li>• The community will become more aware of local water issues and water conservation.</li> </ul>	<ul style="list-style-type: none"> <li>• No significant negative impacts</li> </ul>
Economic	<ul style="list-style-type: none"> <li>• Potential savings in costs related to water consumption.</li> </ul>	<ul style="list-style-type: none"> <li>• See ‘financial implications for the council’.</li> </ul>

**Financial implications for the Council**

The Water Campaign is a voluntary program. A Council resolution and payment of a one-off participation fee are required to join the Water Campaign. The participation fee, inclusive of GST, for Blue Mountains City Council would be \$1,650 and can be accommodated within the existing 2007-2008 budget for sustainability initiatives. Taking into account the work previously completed as part of the Water Savings Action Plan, the Energy and Water Strategy 2007-2010, the Every Drop Counts program and Planet Footprint reporting, minimal additional staff time is required to coordinate this work through the campaign milestones. This work will be undertaken by existing staff.

**Legal and risk management issues for the Council**

There are no legal or risk management issues if the Council resolved to participate in the ICLEI Water Campaign.

**External consultation**

The following people were consulted in the preparation of this report:

<b>Name</b>	<b>Title/Organisation</b>	<b>Method of consultation</b>
Jessica Kerstjens	Executive Manager, ICLEI	Phone
Ross McPherson	Manager Water Catchments, Hornsby Council	Phone
Andrew Wales	Omega Environmental Consulting	Personal Communication
Claire Hammond	Project Officer Every Drop Counts Business Program	Email

**Conclusion**

It is recommended that the Council resolve to participate in the ICLEI Water Campaign, with a view to updating and amending the existing Energy and Water Strategy 2007-2010 to be compliant with Milestone 3 of the Campaign.

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