

MEDIA RELEASE

South East Water celebrates 100,000

Immediate Release

17 December 2008

South East Water is celebrating a major milestone this week – it has exchanged 100,000+ water saving showerheads.

This week all three water retailers have reached a combined milestone – 250,000 showerheads exchanged across Melbourne.

South East Water's Managing Director Shaun Cox said this local milestone was a major achievement for residents in the South East as it was nearly half of the total exchanged across Melbourne.

"I'm thrilled to see households have made the effort to change their old showerheads for our fantastic new, water-saving showerheads that will ultimately help us all reduce our water consumption," Mr Cox said.

"This program has been running for just over two years.

"With the start of December, and the announcement of the T155 Campaign, we have noticed a marked spike in the numbers of showerheads being exchanged, so it's great to see people wanting to make a difference out there in the community.

"Over the last fortnight we have seen over 1700 exchanges at our kiosks alone.

"The more households can limit their consumption of our valuable drinking water, the better, and this method is one of the best, as a four minute shower with a water efficient showerhead can save us 20 litres of water per person per day."

Mr Cox said the water efficient showerheads use only nine litres of water per minute compared to the older showerheads which can use up to 18 litres per minute.

In addition to exchanging at their local council, South East Water has water conservation kiosks where residents can exchange their old showerheads for new at:

- Southland Shopping Centre, Level 1 near Kmart
- Fountain Gate Shopping centre, Level 2 near Target
- Dandenong Plaza, in Centre Court
- Centro Karingal, near Safeway (rear) and Karingal Quality Meats

The kiosks will visit other shopping centres through January and February.

"All Melbourne residents are still on Level 3a water restrictions. T155 is a voluntary campaign where we're asking households to cut back their water usage in order to reduce our need to move to the more severe Level 4 water restrictions," Mr Cox said.

Households wanting to volunteer for South East Water's WaterSmart Program to further reduce their water consumption can contact the WaterSmart team on 9508 6099 or by email watersmart@ourwater.vic.gov.au.

For more information on water saving tips and instructions on how to read your household water meter or change your showerhead, log on to www.southeastwater.com.au.

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