

MEDIA RELEASE

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Seeking tourism community assistance to promote water efficiency

East Gippsland Water is seeking assistance from the tourism industry to promote water efficiency to holidaymakers visiting the region this summer.

With East Gippsland experiencing extreme drought conditions and parts of the region facing water restrictions from 13 January, conserving precious water reserves through concerted community action is a priority.

As a first point of contact to the many holiday makers visiting over summer, tourism operators can influence the water saving habits and help to lessen the impacts on our water supplies.

Postcards, posters and digital images promoting water saving tips to visitors are available free of charge to all tourism-related businesses – including those offering accommodation. This information is available from Visitor Information Centres across the region, as well as from East Gippsland Water's Head office at 133 Macleod Street, Bairnsdale. Alternatively call 1800 671 841.

East Gippsland Water's Managing Director, Steve McKenzie, said, "This region is traditionally a very popular holiday destination, with summer being a particularly important period for our community and the local economy. In light of the current drought situation we would greatly appreciate the invaluable assistance that the tourism community can provide to promote key water conservation messages to visitors."

The key water saving messages are:

- Watch that shower – Don't linger longer than necessary. Limit showers to the time it takes to soap up and rinse off;
- Turn off the tap – Don't leave taps running while washing, shaving or cleaning your teeth;
- Flush the boat motor (with a hose) – Only use the minimum amount of water required.

For more water saving tips and updates on the water situation, please visit the East Gippsland Water website www.egwater.vic.gov.au where there is additional advice about conserving water in home, garden and business through the Target Your Water Use water efficiency program.

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