



# MEDIA RELEASE

14 February 2018

## LOVE WATER CAMPAIGN PROMOTES CONSERVATION AS DAM LEVELS FALL

The Hunter is being encouraged to *Love Water* this Valentine's Day and help preserve the precious resource as part of a new conservation campaign.

Prolonged dry conditions have taken a toll on Hunter Water's dams, which are now at their lowest summer levels in more than a decade. Their total storage capacity is currently at 69.4 per cent.

The dry conditions have also seen demand for water increase by 20 per cent in January, compared to the same period over 10 years. On average, the region used 260 million litres a day, which is the equivalent of 104 Olympic swimming pools. The month of January recorded the highest water usage since November 2002.

Hunter Water Managing Director Jim Bentley said given the current climate and rising usage, the *Love Water* campaign was about promoting curiosity in the community and encouraging people to value and conserve the resource, so the region can keep its options open on the future of water.

"When people love something they protect it, care for it and value it. We're hoping people apply those same attributes when using water around their home or business. *Love Water* aims to spark curiosity and get people thinking about ways they can be more water efficient.

"It's vital we do everything we can to conserve water and not take it for granted. Together, we can make a difference. Water belongs to all of us and we all have a role to play in preserving our most precious resource to ensure it's viable for future generations," said Mr Bentley.

Minister for Energy and Utilities Don Harwin said the campaign is about protecting our precious resource.

"*Love Water* will educate households and businesses in the Hunter about ways they can be more efficient with their water use. Water is a critical resource and NSW has some of the best of it - so it is very important we are focused on ensuring sustainable supply across the state," said Mr Harwin.

Customers are encouraged to visit [www.hunterwater.com.au](http://www.hunterwater.com.au) and complete our water usage calculator for some useful tips on how to save water around the home or they can follow us on social media for more information and competitions.