1088 – Davey Products

Rainwater Tank Public Awareness Campaign

October, 2005

Smart Water Fund

Name:	Davey Products
Project Description:	Rainwater Tank Public Awareness Campaign
Milestone Number and Title:	Final Evaluation Report
Date of Milestone Report:	24.10.05

Background

The Davey Products project is to provide an educational and awareness program for the Victorian public of the value of rainwater being used inside the home in specific areas such as for flushing toilets and laundry use as a substitute to mains potable water, where the demand patterns are flat and offer year round water savings. It is noted that metropolitan rainwater is not considered (by the EPA / DHS.) to be suitable for drinking or for use in the kitchen.

The Smart Water Fund has provided assistance to Davey Products to develop this awareness campaign. The campaign will include: mass media advertorials, a public relations campaign, and public exhibitions.
Our estimates for the potential water savings benefits are in the order of 2.4 million kilolitres per year with a modest uptake of the idea. The estimates are based on 40% of all new homes opting for Rainwater tanks under the 5 Star rating system and 1% of all existing homes, with each home saving 35% of their mains water.

The project was needed as public awareness of the new technology that exists for seamlessly combining the use of rainwater and mains water inside the home is very low. Current research indicates that 57%[1] of people researching rainwater tanks are thinking of using them for garden watering. While this is commendable, there is a significant gap in consumer's knowledge of the potential technologies available to greatly improve the utilisation of captured rainwater. RainBank® type systems represent an opportunity for all Victorians to actively participate in our collective water saving. Connecting a rainwater tank to a toilet and laundry offers massive water savings and a high utilisation of up to 74%[2].

The awareness of this approach needs to be directed at people considering having a new home built or renovated, as this is the time a RainBank® type controller and tank system can be most cost effectively installed. There are many mass-market publications that are well targeted at this group of people making them the most appropriate vehicle for raising awareness.

Additional benefits of this project include raising the profile of the State Government and the Water Supply Authorities as having a proactive and forward thinking perspective on water conservation technologies and being seen as actively promoting them. The 5 star rating system for new homes will benefit from having been shown as the catalyst for the development of

[1] Rainwater Tanks Quantitative Findings: Quantum Market Research job: 23047. Savewater! 8.03

[2] Urban Domestic Water Tanks: Lifecycle Assessment. T Grant, M Hallmann. AWA Journal 8.03

products that greatly improve the effectiveness of measures such as mandatory rainwater tank on every new home.

Tactical Plan

The communication options that were considered for the program plan included: multimedia presentations, School education packs, mass media advertorials, a public relations campaign, paid advertising and public exhibitions.

Multimedia presentations were considered valuable as the complex nature of the subject lead itself to a visual form that would facilitate learning and understanding of the possibilities that rainwater tanks could offer. This option was discounted due to the lack of a clear channel to distribute the media and the potential difficulty in controlling costs.

School Education Packs were an early option to foster a young generation of people interested in alternative water supplies that understood the options available for metro water users to utilise rainwater in their homes. However it was further investigated and found that this area was already well represented in water industry education packages such as Water-Learn It! Live It! – a package that is a free resource to all Melbourne schools.

Mass Media Advertorials were considered an effective way to generate interest and exposure for our communication messages – as they are often read in more detail that formal print advertising formats. Detailed costings for this approach showed that our exposure would be very limited for the available funds. The public relations campaign – editorials were considered to be even more believable than ads or advertorials, we also believed that installation stories would be of high interest to consumers .

Paid radio advertising offered a cost effective way to provide a simple memorable message to consumers to promote this information seeking and understanding regarding rainwater tanks.

Public exhibitions were an ideal way to provide a ‘hands on’ experience with the concept of using rainwater inside the home to consumers.

Key Activities and Results

Editorial received – Print Media – A variety of stories on water saving potential with rainwater tanks has received excellent coverage. Due to the nature of editorial – ie journalists write them, the content has not always been exactly in line with communication plans. The ability to supply a range of interesting pictures proved to be a good interest generator with journalists. However, the message that rainwater tanks had a place in metropolitan homes other than watering the garden was clearly delivered to consumers. The lack of approved competitive products to RainBank has limited the range of our stories to demonstrate the principle. The key messages of this activity were:

1. Consumers using rainwater tanks for watering gardens are not getting the most from their rainwater. There are better uses for this limited resource inside their homes but only in specific areas ie toilet and laundry.
2. Rainwater tanks offer significant benefits to metropolitan home owners as well as long term environmental benefits.
3. Rainwater tanks (particularly when optimised for toilet usage etc) should be considered a valuable asset of the home, not an expense.
4. It is possible to reduce mains water consumption by up to 40%.
5. The 5 Star rating system for new homes to have rainwater tanks as an option in all new homes offer substantial benefits to home owners and are easy to install and unobtrusive when appropriate technology is used.
6. Side benefits of metropolitan rainwater harvesting provides a sustainable system to reduce peaks in storm water loads on urban stormwater systems. It is estimated to reduce peak loads by 20% from homes where rainwater tanks are installed.

Measurement of the success of this part of the campaign is difficult as there are no direct measurement feedback loops for editorial for the media where we gained exposure.

56 individual examples of editorial were received, and that is the equivalent of over $112,000 worth of advertising on a per column cm rate comparison – excellent value.

Estimated readership of the combined circulation is over 2,458,000 people. This figure is taken from circulation information published by each of the media outlets. A break down of the publications and published dates is included in Appendix F .

Examples of the editorial material distributed & received is included as appendix A.

Editorial received – Radio Media Radio stations were uninterested, mostly due to the fact that that they believed that the stories were 'too commercial' ie focused on SWF, Davey and RainBank without a simple clear message they could transmit over the radio. The following radio stations were contacted:

Station	Date delivered	Interested	Reason
3AW	August 04, Sept 04,	no	too commercial
774 ABC	August 04, Sept 04,	no	unspecified
3AK	August 04, Sept 04,	no	too commercial
3MPMelbourne	August 04, Sept 04,	no	unspecified
1377AM	August 04, Sept 04,	no	too commercial
3XX	August 04, Sept 04,	no	too commercial
FOX FM (101.9)	August 04, Sept 04,	no	unspecified
Gold 104	August 04, Sept 04,	no	unspecified
Magic 693	August 04, Sept 04,	no	too commercial
Nova 100FM	August 04, Sept 04,	no	unspecified
Triple M 105.1	August 04, Sept 04,	no	too commercial

Most media advisors and media consultants suggested that product giveaways would have created significant interest and a higher response rate. This approach was not undertaken to remain brand neutral.

Exhibitions held – The public exhibitions were a successful element of the program with estimated traffic through all exhibitions of over 290,000 people, viewing working rainwater tanks demonstrating rainwater being used to flush toilets. This is clearly the most effective vehicle to demonstrate the principle and engage the public with hands on opportunities to touch and work the systems and visualize the elements of a rainwater harvesting system within their own home. Refer to Appendix G for the dates, estimated attendance and locations. The stand out exhibitions were Savewater Home Shows – principally as consumers were in an environment where they were considering options to improve their homes and the Save Water stand provided a water focused subset of that. Having government branded staff providing information also added considerable credibility to the displays.

Radio Advertising feedback – The radio advertising campaign was completed in May 2005. A breakdown on the frequency of the ads, how many, what stations and any figures on listener rates for the timeslots the ad was played in is included in appendix J. The response rate has been below expectations, with our trained Call Centre receiving over 300 calls for the campaign. The calls received were from consumers ready to make a purchase and was a good indicator of the general knowledge of consumers in regards to rainwater harvesting and its most appropriate applications.

An interesting note is that our CSC operators recorded a change in consumers level of understanding during the campaign – generally by the depth of questions that were being asked.

The early questions were typically priced based enquires on a rainwater tank for their gardens, this matured over the months to enquires on rainwater application inside the home and health and regulation issues that surrounded using rainwater as a water source for toilet flushing, washing clothes and drinking.

As a comparison between general information advertising – as we ran in Victoria, Davey paid for advertising that featured brand names in metro NSW. Examples of the two advertising campaigns are included in appendix B. The response rates to our national Customer Service Center for the branded pure advertising were higher in NSW than Victoria, typically 25%. This may be due to higher awareness of BASIX over the 5 Star program, or due to the listeners expecting to be able to receive product information from a company that could help them with their desires straight away.

Full scripts for the radio advertising are included in appendix B.
Flow chart for Customer Service Center operators is included in appendix C.
Briefing notes for Customer Service Center operators are included in appendix D.

Direct mail placement – 380,000 direct mail brochures were delivered between 29.4.05 and 2.5.05 to a range of postcodes across metro Melbourne via Australia Post. A breakdown of the distribution is included in appendix H. 20,000 brochures were delivered for counter display with rainwater tank retailers in the Melbourne metro area. The dealers are described in Appendix I. The brochures were distributed via Australia Post as a letter box drop to suburbs that were selected by postcode groupings - principally around new suburbs and high value suburbs likely to be undergoing renovations with high discretionary incomes - ie likely to want to retro fit rainwater tanks.

The responses to this part of the campaign have been significantly higher than the radio – with a peak of 100 calls per day within three days of the brochure being delivered. Calls are still coming in at the end of August (four months later) . Our total number of calls received at the date of this report is 1023). The majority of the calls where about concerning size and dimensional information about rainwater tanks, callers wanted to visualize if the tanks could fit onto their property. Secondary issues were color, cost, safety, noise. Most callers wanted information on where they could go to see a rainwater tank and talk to an installer.

Finding families that had installed rainwater tanks and were prepared to have their picture taken with quotes proved to be a longer process than expected. The actual family examples added significantly to the interest created in the brochure and the believability of the message. Disclaimer and release forms have been signed by all people featured in the brochure.

A copy of the direct mail brochure is included in appendix E

Measurement of Success.

As a result of the campaign, we believe over 2,000,000 Victorian people have been exposed to the concept of rainwater harvesting being suitable for using inside the home.

Our estimates for the potential water savings benefits are in the order of 2.4 million kilolitres per year with a modest. uptake of the idea, will be achieved as sales of rainwater tanks with appropriate plumbing for using the water inside the home are rising rapidly within Victorian Metro areas. Our estimates are based on 40% of all new homes opting for Rainwater tanks under the 5 Star rating system and 1% of all existing homes, with each home saving 35% of their mains water. Members of the Australian Rainwater Industry Development group – ARID, report rapidly increasing sales within the Melbourne Metro stores, with enquiry rates from consumers being described as 'growing daily'. When pushed for details, most retailers commented that they would have at least one consumer every day looking for a rainwater tank that could be used for toilet flushing and laundry applications.

Recommendations

The lessons learnt from our Smart Water Fund project have been:

Editorial story and case study development was particularly effective with print media, as the response from editors has been good. The relative low cost of this media represent very high returns in terms of media space if you were to pay for it in terms of placed advertising. The editorial style of the information is better read and digested by consumers. The education of an emerging market and its technology presented limits in terms of the number of stories that were interesting enough to get cut through.

It can be difficult to control your message as editors and sub editors filter it, while they are trying to fit your information into a wider story.

Public demonstrations of the principle were powerful and left the public with a clear picture of what was achievable and how it would fit in with their current lifestyles. High proportions of the public that tried our working models left with a positive intention to consider rainwater tanks. In terms of contact time and conversation starters with consumers this was the most positive part of the campaign. It was a high cost part of the project, as it required expensive sets, transport and trained staff. This is worthwhile doing again.

If radio advertising is planned, ensure that the announcers have the extra incentive of giving you on air reads with GIVE AWAYS. This will get the station personalities excited and will provide a strong hook for listeners to respond directly, as there is something in it for them. We received calls from 12 members of the public, that had expectations that the government should be providing free rainwater tanks, to help elevate the water crisis. This could be a significant problem if government money was seen to be used for providing free products.

These callers were advised of Government rebates for RainWater Tanks connected to toilets.

Direct mail was successful for the public awareness campaign – with a high response rate in line with industry expectations of around 0.2% direct responses. This was relatively inexpensive, and if done again we would recommend that an addressed direct mail list is used to draw a higher response rate.

Appendix A – Editorial Examples – Case Studies

Smart Water Fund

DEPEND ON DAVEY WATER PRODUCTS

ENERGY & WATER RESOURCE SAVINGS FEATURE AT NEW COLES GISBORNE SUPERMARKET

A new Coles Supermarket just opened at Gisborne on the north western outskirts of Melbourne, features the latest innovations in water use and energy conservation.

The project is considered to reflect the implementation of the latest technology which can be readily incorporated into the design of new buildings, especially retail and bulky goods style structures.

The design features at Coles Supermarket Gisborne include rainwater harvesting and reuse, illumination of the store interior using natural light, low air displacement air conditioning, high efficiency refrigeration cases with the use of non-synthetic natural refrigerant and secondary refrigerant recirculation.

High efficiency supply and exhaust air fans motors with a close couple high efficiency air conditioning condensing pack are also included.

According to Paul Lang, Energy and Environment Engineer at Coles Supermarkets, the key objective for the Gisborne project was the reduction of greenhouse gas emissions associated with the building fitout and operation of the supermarket.

"As such the design team evaluated all components of the development, including building materials, construction methods, fit out materials and fittings, refrigeration and HVAC design and operation, lighting, water conservation and quality and waste disposal.

"As a result of this evaluation we have introduced and are trialling a number of sustainable initiatives at the store. We will spend the coming months monitoring their effectiveness in reducing energy demand and consumption, and water and waste billing.

"What is learned from this project will influence the future design of Coles supermarkets," Mr Lang said.

Coles Engineering Services Manager Teng Ooi, added "the systems are all up and working well".

A Davey RainBank® seamless rainwater harvesting system controller forms the key to an efficient rainwater harvesting system which can store up to **200,000** litres of rainwater run off from the roof of the building.

The Davey RainBank® ensures a continuous priority supply from the collected rainwater for toilet flushing, truck washdown and laundry, with mains water supply used only as a back up.

The RainBank® controller automatically and seamlessly switches between the stored rainwater and the mains supply.

A Davey RainBank® controller is an ideal means of achieving BASIX and 5 Star water savings targets.

Davey spokesman Max Ekins notes that commercial buildings in Victoria and New South Wales will shortly be required to achieve sustainable water and energy use targets.

For more information on the Davey RainBank® automatic controller see www.davey.com.au/rainbank or call the Davey Customer Service Centre on 1300 367 866

This information is provided as part of a public awareness campaign by Davey Water Products supported by the Smart Water Fund. The Smart Water fund encourages innovation in water saving & recycling to help secure Victoria's water supply now and in the future. For more information on the Smart Water Fund visit: www..smartwater.com.au

For more information call Max Ekins on 039730 9258

Smart Water Fund

DEPEND ON DAVEY WATER PRODUCTS

Victorian Terrace Water Smart Renovation.

A classic Victorian Terrace house in Kew, Melbourne has recently undergone a substantial renovation – transforming this classic lady into a modern pair of townhouses – incorporating the latest in sustainable energy and water technologies, while preserving the character and feel of the local area.

The new building now enjoys solar hot water systems, 1kWp photovoltaic system solar electric power generation and large underground rainwater tanks. The Architect and owner , David Oppenheim wanted to demonstrate what was achievable for residential dwellings in the 53 –55 Cotham Road, Kew townhouses.

One of the major obstacles was the successful integration of the rainwater 10,000 litre tanks with the homes mains water supply. After a number of expensive and unsuccessful trials of pumps and scratch built systems, David approached Davey Water Products for help. With the assistance of Eltham Water House the existing systems were removed and replaced with the new Davey RainBank® – automatic rainwater controller and Davey HS 50-06 pumps. Simply explained RainBank® automatically switches the water source from the domestic mains to the rainwater supply stored in the tank whenever a toilet button is pushed or a similar use is required.

The RainBank® controller automatically decides to select rainwater first and then mains water only as a back up should there be no rainwater stored.

For more information on RainBank® call Davey Water Products on 1300 367 866 or visit www.davey.com.au/rainbank

David Oppenheim
B Arch, FRAIA

Position in firm: Director 039670 9820

David Oppenheim is a registered architect and has been involved in energy efficient and low environmental impact architecture for three decades.

He has been involved in over 500 projects that have involved energy and environmental concerns. The designs of his built work has won awards both at State and National level since 1985. He co-founded the firm Taylor Oppenheim Architects in Melbourne in 1980, and building on the firm's green body of work and credentials, established Sustainable Built Environments on the vernal equinox, 2001.

David has been employed by the United Nations, and has represented Australia at two international energy forums involved with building design. He has a particular interest in educational facilities, and has been in several research projects in conjunction with Deakin University in Geelong, Victoria.

This information is provided as part of a public awareness campaign by Davey Water Products supported by the Smart Water Fund. The Smart Water fund encourages innovation in water saving & recycling to help secure Victoria's water supply now and in the future. For more information on the Smart Water Fund visit: www..smartwater.com.au

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Appendix B Radio Advertising Script

Smart WATER – RADIO 1Bv2

8/11/04' smartWATER-RADIO1b

TITLE: **BY GEORGE-v1b** DURATION: **45sec**

KEY No: **MGb/SW-OO1Brad**

FV: The rain's in vain, if it goes mainly down the drain…

MV: No!

FV: The rain's a pain, if it goes mainly down the drain…

MV: No…try harder.

FV: Use your brain, don't let rain go down the drain…

MV: By George…we've got it!!!

Now let's use it…

Rain stored in rain water tanks can be used to flush toilets, wash clothes …even water gardens. In fact homes fitted with rain water tanks can help reduce household mains water consumption by up to 40%!

New technology makes rain water tanks the ideal way for Victorians to help sustain a major resource…water.

another smart water fund initiative

For more information about Rain water tanks call 1300 369 100

FV: Please refrain from letting rain go down the drain and call 1300 369 100

Smart Water Fund

Smart Water – RADIO 2b

7/10/04' smartWATER-RADIO2b

TITLE: **RAIN DRAIN-v2b** DURATION: **30sec**

KEY No: **MGb/SW-OO2Brad**

FV: The rain's in vain, if it goes mainly down the drain…

MV: No!

FV: Use your brain, don't let rain go down the drain…

MV: By George…we've got it!!!

Now let's use it. Rain stored in raintanks can help to reduce mains water consumption by up to 40%!

New technology makes raintanks the ideal way for Victorians to help sustain a major resource – water!

Another smart water initiative

For more information about Raintanks call 1300 369 100

FV: Please refrain from letting rain go down the drain…and call 1300 369 100

Smart Water Fund

RainBANK – RADIO 1v2

8/11/04' rainBANK-RADIO1

TITLE: **RAINBANK IN YOUR RAINTANK** DURATION: **45sec**

KEY No: **MGb/RB-OO1rad**

FV: The rain's in vain, if it goes mainly down the drain…

MV: No!

FV: The rain's a pain, if it goes mainly down the drain…

MV: No…try harder.

FV: Use your brain, don't let rain go down the drain…

MV: By George…we've got it!!!

Now let's use it…smarter.

Rain water tanks fitted with a RainBank system can help reduce mains water consumption by up to 40%! The Rainbank system automatically switches between rain and mains water supply to deliver clean, clear water to toilets and laundry. The Rainbank system is the safe, easy way to save water.

So make sure you get a RainBank with your rain water tank!

For more information about RainBank call Davey Products on 1300 369 100

FV: Please refrain from letting rain go down the drain…

RainBANK – RADIO 1B v2

8/11/04' rainBANK-RADIO1b

TITLE: **RAINBANK IN YOUR RAINTANK-v2** DURATION: **30sec**

KEY No: **MGb/RB-OO1Brad**

FV: The rain's in vain, if it goes mainly down the drain…

MV: No!

FV: Use your brain, don't let rain go down the drain…

MV: By George…we've got it!!!

Now let's use it…smarter.

A RainBank system automatically delivers clean, clear water from your

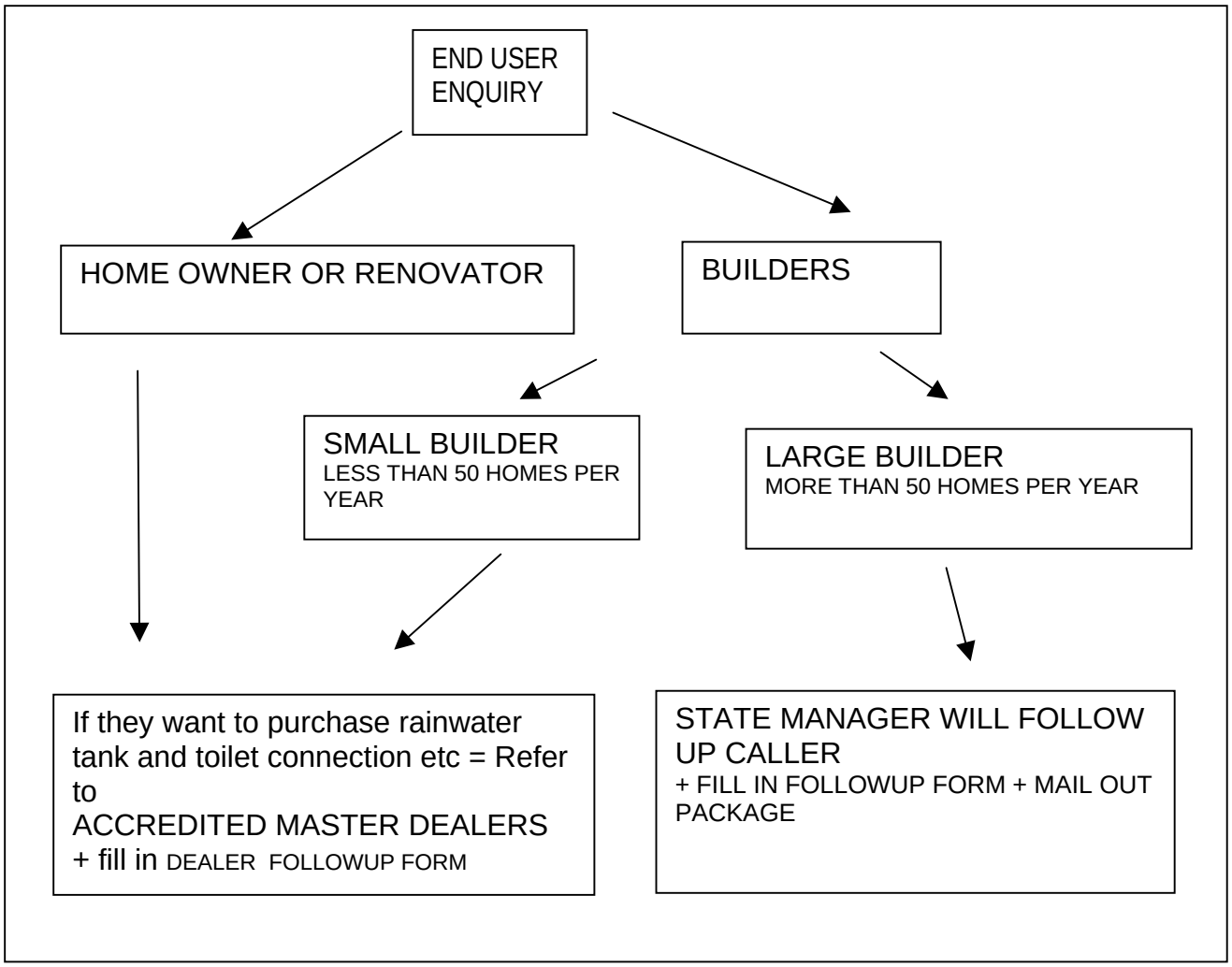
Rain water tank to toilets and laundry.

So make sure you get a RainBank with your rain water tank!

For more information about RainBank call Davey Products on 1300 369 100

FV: Please refrain from letting rain go down the drain…

Appendix C Flow chart for Customer Service Center operators



Appendix D Briefing notes for Customer Service Center operators

RainWater Tank training notes for CSC 12.11.04 mge

1. **Can I use a rainwater tank for watering my garden?** Yes, but most of Australia's rainfall patterns mean that you would need a really big tank of over 3,000 litres to make a real difference to your garden – and won't save any water during winter - using the rainwater inside the home to flush toilets or wash clothes will save up to 40% of your mains water.
2. **How much will a typical rainwater tank cost?** Tanks start at $300 for 200 litres and up to $1000 for 5000 litres, pumps start at $350, tank to mains connection devices such as RainBank are $500. installation costs will depend on the shape of your house and your planned water use – would you like some one to call to provide a quote?
3. **What rebates are available?**
   Your local water authority may be offering rebates off your water bill for water saving measures including rainwater tanks.

   Victorian Water Authorities
   Rainwater tank installations (minimum 600L) in Victoria attract a rebate of $150, with an additional $150 if the tank is connected to allow toilet flushing with rainwater.

4. **What colours do rain water tanks come in?** they are available in a wide range of natural colours that match most exterior finishes.
5. **What are modern rain water tanks made of?** They are mostly plastic, but you can also get good looking steel, fibreglass and concrete tanks.
6. **What is the payback period for a rainwater tank?** At current mains water & electricity prices over 10 years, when connected to the toilet – but we all need to do everything we can to save water.

7. **How much water can I save a year?** Up to 40% of all the water you currently use – if you use the rainwater inside your home for flushing the toilets and washing your clothes
8. **Will rainwater stain my washing?** No, if you keep your gutters clean and free of leaves and make sure you have a filter between the tank and washing machine.
9. **Can I drink rainwater?** Davey & Smart Water Fund are recommending use of rainwater for toilet flushing, washing clothes and garden watering. Rainwater harvested in cities can contain unsafe levels of pollution for human consumption.
10. **What happens when a rain water tank overflows?** All rainwater tanks need to be connected to a storm water drain so that any overflow goes down the drain.

11. **Can a rainwater tank be installed underground?** Yes, underground tanks are a great space saver, but can be more expensive to install – about $4000 each + pumps
12. **Can I install a rainwater tank myself?** No , stormwater overflow requires a licensed plumber
13. **What are the bladder tanks like?** They are a way to make use of sub floor space – Davey is only working with rigid wall tank manufacturers.
14. **Do I need a planing permit to install a rainwater tank?** Generally not if the tank is small and not visible from the street, but its worth checking with your local city council's planning department.
15. **Why should I install a rainwater tank?** Our countries water supply is in crisis and we all need to more sustainable in our uses of water, rainwater tanks can really help take the pressure off our cities water resources by reducing our usage by up to 40%.
16. **Is this the smart water fund?** No, this is Davey Products, we have received a Smart Water Fund grant to promote rainwater tanks (tank to toilet connections). How can we help? The phone number for SWF is 1800 882 432
17. **Where can I buy a rainwater tank?** Davey has a specially trained group of distributors who would be happy to help – what suburb are you in? (use rainbank referral list or Master dealer list as second choice)
18. **Can you give me a quote for a rainwater tank?** I can give you some estimates on likely cost, if you would like an accurate quote I can pass you on to a company that specialises in installing rainwater tanks – what suburb are you in?
19. **Who makes rain water tanks?**

Davey Products preferred supplier list is:

Bluescope Water	1800 654 774
Tank Masta	1800 826 562
TankWorld	1800 686 970

Appendix E Direct Mail Brochure

Available on request.

Appendix F Editorial & Circulation

Publication	Date	Date	Date	Circulation Estimates
About the House	1.8.04			1,000
AIRAH	Oct-04			3,000
Aust. Hardware Journal	Sept. 04	Feb. 04		20,000
Aust. Plumbing Industry	Autumn 05			30,000
Backyard Designs Ideas Yearbook	2004			8,000
BCME	Dec-04	Aug. 04	Feb-04	90,000
Build Home	May-04			10,000
Building Australia	May 04	June 04	Feb 05	35,000
Building Products News (BPE)	Feb-05	Dec. 04	Nov. 04	54,000
City Weekly	Sept. 04			120,000
Connection Magazine Tradelink	1.6.04			3,000
Curve	Sept. 04	Jan-05		20,000
Daily Telegraph	11.9.04			410,000
Emerald Hills Times	4.9.04			20,000
Environ	Summer 2003			78,000
Gardening Australia	Nov. 04			8,000
Green Smart	2005 - Annual			6,000
Herald Sun	11.12.03	19.8.04		370,000
Home - Herald Sun	28.2.04			520,000
Hospitality	Sept. 03			3,000
House & Garden	Aug-04			20,000
Inmotion	Dec 04/Jan 05	Feb/Mar 04		22,000
Local Government Environment Year Book	1.2.05			5,000
Master Builder	Aug/Sept. 04			12,000
Plumbing & Mech. Connection	Spring 04 -Qtrly	Feb.04	Jun-03	75,000
Public Works Engineering	June/July 04			20,000
Renew	Jan/Mar 04			20,000
Renovating	Dec Qtr. 04			8,000
Renovating Trade	Sept. 04 - Qtrly			5,000
The Australian - special report water sustainability	17.9.04			260,000
The Family Handyman	Dec. 04			30,000
The Land	6 Nov. 03			35,000
The Weekly Times	29-Oct-03	17.3.04		55,000
Waste Streams	Apr/May 05			35,000
Waste Technology	Oct. 04			30,000
Water AWA journal	1.3.04	1.6.04		5,000
TOTAL				**2,458,000**

Appendix G Exhibitions

Exhibition	Location	Date	Date	Date	Date	Estimated attendance
Acme Field Day	Warrnambool	Feb-05				30,000
East Gippsland Show	Bairnsdale	Apr-05				35,000
Elmore Field Day	Elmore	Oct-04				55,000
Savewater!	RACV Home Show	Apr-04	Aug-04	Apr-05	Aug-05	360,000
Savewater!	Royal Melb Show	Sep-04			Sep-05	45,000
Seymour Expo	Seymour	Feb-05				20,000
Wandin Field Day	Wandin	Oct-04				20,000
Warragul Field Day	Warragul	Mar-05				50,000
Water Smart Homes	Melbourne Museum	Nov-04				90,000
Wimmera Field Day	Horsham	Mar-05				25,000
TOTAL						**730,000**

Appendix H Direct Mail Deliver Quantities

Locality	Locality P/code	Quantity delivered / addresses
Abbotsford	3067	1650
Albert Park	3206	3618
Altona	3018	4426
Altona North	3025	4025
Ashburton/ashwood	3147	3976
Bacchus Marsh	3340	4147
Balaclava	3183	8500
Beaconsfield	3807	1602
Beaconsfield Upper	3808	300
Beaumaris Inc Black Rock	3193	5301
Bentleigh East	3165	8062
Bentleigh inc McKinnon Ormond	3204	9713
Berwick	3806	10568
Blackburn	3130	7600
Box Hill Inc Nth And Sth	3128	8000
Brighton	3186	7214
Brighton East	3187	4508
Campbellfield	3061	1613
Canterbury	3126	2000
Carrum Downs	3201	5875
Chirnside Park	3116	2600
Clayton	3168	6927
Clayton South	3169	4661
Craigieburn	3064	8750
Cranbourne	3977	12039
Diamond Creek	3089	3078
Doncaster	3108	5835
Doncaster East	3109	7686
Donnybrook	3064	275
Donvale	3111	2886

Eltham	3095	5064
Eltham North	3095	1579
Epping	3076	5775
Ferntree Gully	3156	8379
Frankston	3199	19764
Frankston North	3200	2211
Glen Waverley	3150	16026
Greensborough	3088	7465
Greenvale	3059	2480
Hampton incl Hampton East	3188	3720
Heidelberg	3084	3100
Heidelberg West	3081	5298
Hoppers Crossing	3029	9475
Keilor	3036	1870
Keilor East	3033	4584
Keysborough	3173	4717
Knoxfield	3180	3184
Lysterfield	3156	1146
Mill Park	3082	9732
Mordialloc	3195	8718
Mornington	3931	7553
Mount Waverley	3149	10410
Mulgrave	3170	7395
Narre Warren	3805	11614
Narre Warren North	3804	1350
Park Orchards	3114	960
Patterson Lakes inc Carrum	3197	4523
Point Cook Raf	3030	200
Research	3095	1397
Rowville	3178	10443
Scoresby	3179	902
Seaford	3198	6489
Seville	3139	570
Sydenham	3037	9886
Taylors Lakes	3038	9126
Upper Ferntree Gully	3156	1216
Upwey	3158	1895
Wattle Glen	3096	440
Werribee	3030	9575
Wonga Park	3115	995
Wyndham Vale	3024	1072
Yarra Glen	3775	370
Yuroke/oakland Junc.	3063	250
TOTAL		**380353**

Appendix I Retail Rainwater Tank Dealers

Dealer Name	Address
Aquatrad Services Pty. Ltd.	Unit 2, 1-7 Attenborough Street, Dandenong, Victoria 3175
Bridgeswade	1021 Latrobe Street, Ballarat, Victoria 3350
Brunsdon Pumps Pty. Ltd.	280 Settlement Road, Thomastown, Victoria 3074
Diesel & Machinery Pty. Ltd.	183 Clarendon Street, South Melbourne, Victoria 3205
Eltham Waterhouse	197 Sherbourne Road, Eltham, Victoria 3095
H. Slater & Son Pty. Ltd.	373 Somerville Road, West Footscray, Victoria 3012
Hunter & McPherson	459 Maroondah Hwy, Lilydale, 3140
J.R.B. Webster Engineering Pty. Ltd.	Maxwell Avenue, Geelong, Victoria 3220
McCrackens Water - Monbulk	P.O Box 37, Croydon, 3136
one stop sprinklers - Braeside	810-834 Springvale Rd, Braeside, 3195
one stop sprinklers - Wantirna	1 Burwood Hwy, Wantirna, 3152
P.I.P.E.S. P/L	PO Box 104, Dromana, Victoria 3936
Pakenham Tanks & Irrigation	415 Princes Highway, Officer, Victoria 3809
Sunbury Rural Supplies	59 Vineyard Road, Sunbury, Victoria 3429

Appendix J Radio Ad Schedule

Available on request from Davey Products Ph 9730 9258