

AUSTRALIAN WATER

ASSOCIATION

MEDIA RELEASE

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AWA Calls on Australians to Celebrate National Water Week: Theme is 'Our Water Stories' (17-23 October 2022)

It is just two weeks until the start of **National Water Week** (17-23 October 2022), the **Australian Water Association's** (AWA's) annual event dedicated to building awareness of the value of water in Australia, from the beaches to the bush, from the major cities to the remotest communities.

This year's theme is 'Our Water Stories', and the AWA has for the first time partnered with the Federal Government to help elevate the profile of National Water Week.

"Our Water Stories' invites everyone to think more deeply about our relationship with water. With water comprising three-quarters of our planet and two-thirds of our bodies, its essentiality in our lives cannot be overstated," said Louise Dudley, AWA President.

"With the AWA celebrating its 60th anniversary in 2022, 'Our Water Stories' encourages reflection and sharing of these experiences and relationships."

AWA is also excited for the support of the Australian Federal Government, who have come on board as a partner this year.

Matthew Dadswell, Head of Division - Water from the **Department of Climate Change, Energy, the Environment and Water** said National Water Week was an important opportunity to educate the Australian community about sharing and sustaining national water resources for communities, the environment and industries.

"The Australian Government's new partnership with the Australian Water Association to support National Water Week in 2022 helps us play a pivotal role in connecting government with industries and communities across the board to improve water literacy," said Mr Dadswell.

Held the third week of October annually, AWA hosts National Water Week to promote the value of water across Australia, inspiring individuals, education providers, communities, and other organisations such as local businesses and water utilities to work together to raise community awareness and understanding of water-related issues.

There are a number of ways for Australians to get involved in [National Water Week](#) including:

1. **Hosting or supporting an event:** Individuals, schools, and organisations can go to the official website at www.nationalwaterweek.org to find details, including about hosting events. Organisations and individuals are encouraged to hold events around this year's National Water Week theme "Our Water Stories" during and around the week in the month of October. These events can be hosted and promoted on the official National

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Water Week website. Community members are also encouraged to explore what events appeal to them and attend those of interest in their local area.

2. **Invite an Ambassador to your school:** The National Water Week Ambassador scheme plays an important role in improving water literacy and raising awareness of careers in water management. As part of National Water Week, schools will be connected with Ambassadors to complement their water studies and increase students' knowledge of this pivotal area. AWA is encouraging education leaders to source a National Water Week Ambassador to come and speak their school during the week.
3. **Share your own Water Story:** Community members are encouraged to share their individual water stories on social media this year with our social media competition. We want to hear what water means to the general public, in their daily life, in their community, and in their work. Tell your water story with the hashtags **#National Water Week** and **#OurWaterStories** to win a gift card up to the worth of \$200.

"Australia is the driest inhabited continent in the world," said Dadswell. "Water plays a critical role in protecting our environment, supporting food production and industry as well as a source for health and wellbeing of Australians.

"This is why it's important we don't take water for granted, why we need to do our best to ensure we can take care of this precious natural resource."

For more details: www.nationalwaterweek.org

Social media hashtags: **#National Water Week** and **#OurWaterStories**

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About the Australian Water Association

Australian Water Association is Australia's biggest water network inspiring and driving a sustainable water future, with a membership of over 5,000 individual and corporate members.

www.awa.asn.au

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