

# RMIT's Water Conservation Program

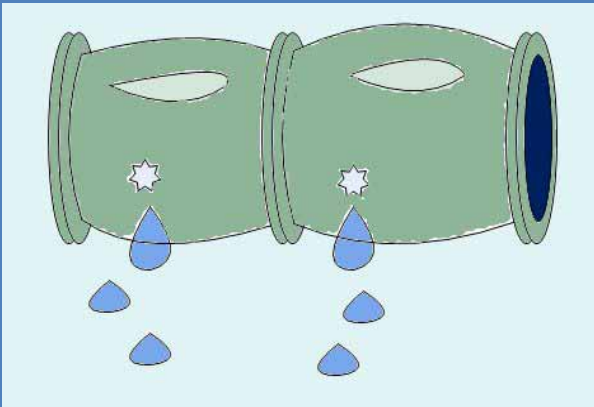
Engaging Staff / Tenants /  
Site Users in Water  
Conservation

# What's Coming?

- Introduction
- Methodology
- The Plan
- Implementation
- What's Next
- Final Thoughts

# Introduction

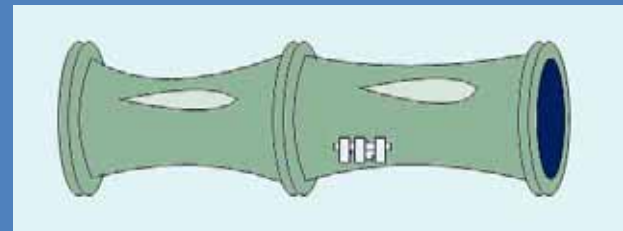
## In the Past



- Inefficient Appliances
- No Water Management Plan
- No Engagement with Users

- Infrastructure Upgrades
- Action Planning and Auditing
- Engagement of Users

## Goal



# Methodology

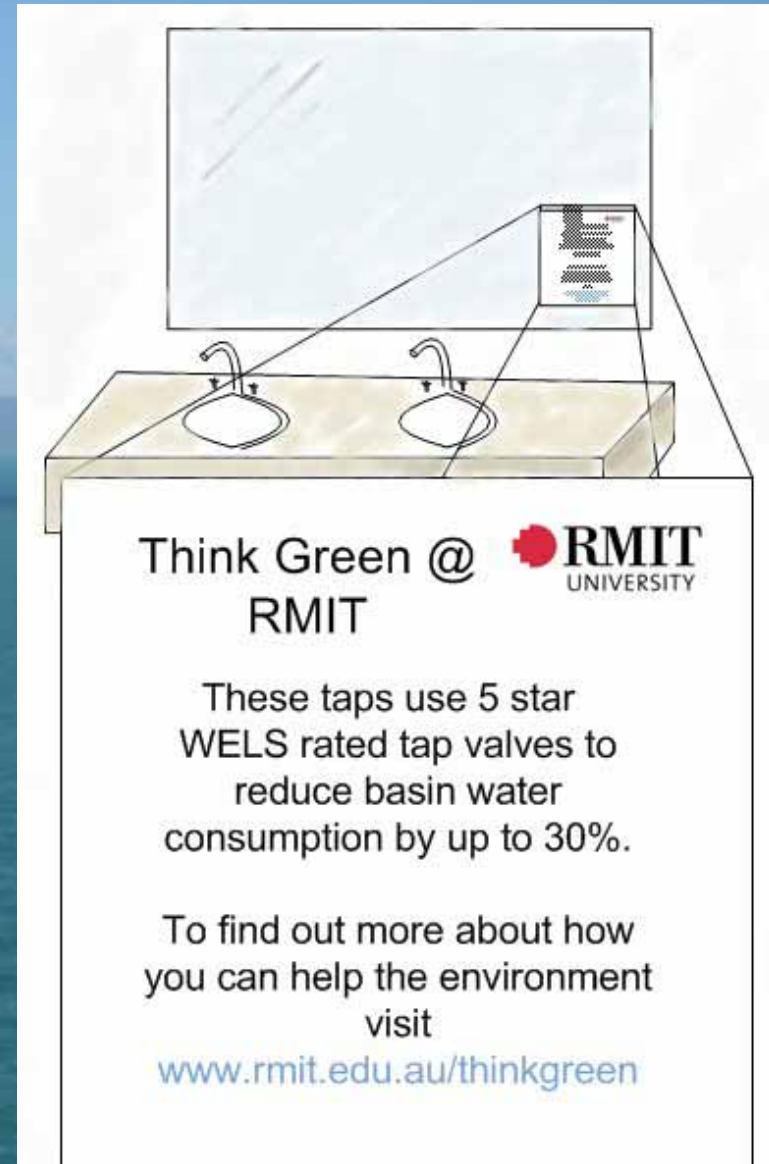
## Team up with Eco-Marketing

- **Identify Stakeholders (end users and other influences)**
- **Create awareness and engage stakeholders (staff, students and general public)**
- **Utilise existing networks and resources**



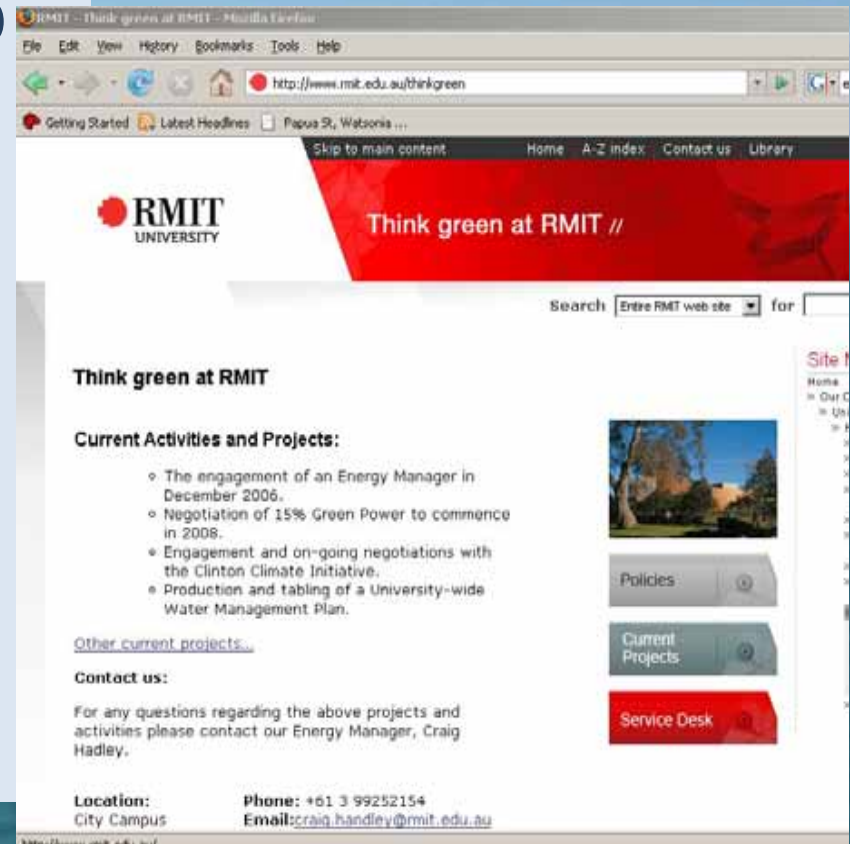
# The Plan

- **Build Operational Support**
- **Establish Framework**
- **Develop and deliver the targeted messages**



# And

- Build supporting information on web portal
- Instigate and encourage dialog between stakeholders through online forums



# Implementation

- **Stakeholder focus groups**
- **Kick off Event**
- **Series of communications –  
Newsletters, email from Vice  
Chancellor, web  
announcements**



# What's Next



- **Keep the momentum**
- **Filter through the information**
- **Continual improvement and change**

# Final Thoughts



- **Need innovation**
- **Lateral thinking**
- **Find ways to connect with the stakeholders**

# Questions

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