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Submission to the House of Representatives
Standing Committee on Agriculture, Fisheries
and Forestry.

Re: Future Water Supplies for Australia's Rural Industries
and Communities.

INTRODUCTION

The management of knowledge is one of the most important parts of any discussion about ensuring adequate and sustainable supply of water in rural and regional Australia. This same knowledge was accumulated over time by the peoples who were here first.

HISTORY

It is now in recent times that the nation must come to terms with the fact that taking fresh clean water for granted is not about smart thinking. The next lot of major wars will be fought over water and food.

ISSUES

1. Education about what is needed to be delivered to the consumer is top priority.
2. Creativity and simplicity of presentation must be elementary.
3. Bad and good examples are to be used for maximum impact.

RECOMMENDATION

I have already asked our DERWENT VALLEY COUNCIL to consider putting funds aside for an educational/advertising campaign about our municipalities usage of water.

a.) I recommend that the Commonwealth as part of its role in the ensuring adequate and sustainable supply of water consider a partnership with the Derwent Valley Council.

b.) The joint pilot project could then be used as a blueprint for the rest of the Nation.

Secretary: *[Signature]*
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 27 AUG 2002
 HOUSE OF REPRESENTATIVES
 STANDING COMMITTEE ON
 AGRICULTURE, FISHERIES
 AND FORESTRY

ACTION

How2O ORGANIZE

The amount of H₂O you use.

The look is designed to be a designer label
ie. T-shirt, Caps, Stickers, Graffiti Tag etc.

a snappy to the point sticker campaign **H₂OYA**

migloo/ManiA 23/08/02

