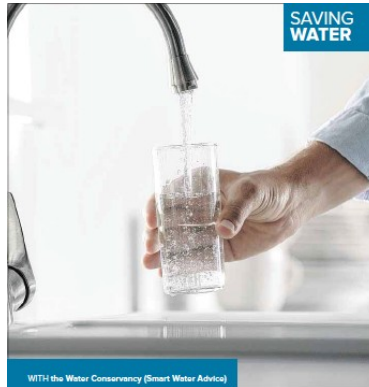


- Conservation of natural resources / Water conservation

Why should we use water efficiently?

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SAVING water helps our environment, the planet and our bank balance.



Have you ever stopped to think how often you rely on water in everyday life and how much you use?

And what about the water that comes out of your taps and how climate, weather and population impact this water supply?

Let's be honest, most of us take water for granted.

We expect it to flow out of our taps day in day out and we rarely give it a second's thought.

But it's a precious resource, and one we all need to use more wisely.

Here are three reasons why water efficiency matters and easy ways you can change your water habits:

- It's better for the environment - by using water efficiently rivers keep flowing, dams stay full and groundwater supplies stay healthy for wildlife and plants.
- It's better for the planet - capturing, treating and pumping less water to our homes uses less energy.
- It's better for the bank balance - reducing your water bills and by using less hot water, reduces your energy bills as well.