Encouraging water compliance

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What will we discuss?

• Why?
• Project overview
• Motivations and barriers
• Insights gained
• Future directions
Why?

• legislative framework
• our role
Project overview

• What?
• Who?
• How?
Motivations and barriers

• motivations: doing the right thing or ‘avoiding the stick’
• barriers: compliance burden
Insight 1 – messaging

• communicate clearly
• build relationships
• offer value
Insight 2 – economic interventions

- keep it positive and fair
- enable reduction of cost and stress
Insight 3 – support tools and activities

• reduce the burden of being good
• provide active (multi-channel) assistance
• align with roles
Future directions

- education and engagement programs
- internal and external communications
- staff training
- continuous improvement
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