

School Engagement Guide

2025

WATER NIGHT

Thursday 23 October
5-10 PM

 waternight.com.au 



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Schools for Water Night

Help boost water literacy

Statistics on Young Australians' Relationship with Water

THE WORST
WATER
KNOWLEDGE

ADMIT TO
KNOWING
THE LEAST
ABOUT
WATER

LEAST LIKELY TO
CARE ABOUT
HEALTHY
WATERWAYS,
SAVING ENERGY
& SAVING WATER

YET

THE MOST
LIKELY TO BE
CONCERNED
ABOUT CLIMATE
CHANGE.

UNAWARE OF
THE NEED TO BE
CONSCIOUS
OF/LIMIT
WATER USE
DURING
DROUGHT

LEAST
LIKELY TO
HAVE
WATER-
SAVING
HABITS



Read more at: <https://thewaterconservancy.org/research/>

Schools for Water Night

Help boost water literacy

Mufti Day

We encourage schools to host a Mufti Day where the students wear something blue on the day of Water Night – Thursday 23 October 2025. Rather than a gold coin donation, the students' caretakers would sign them up for Water Night. This brings water awareness to the whole family and encourages students as adults are here to take part in securing the youth's future water supply too. Staff would also be encouraged to register.

Giveaway Prize

The school with the highest % of registrations will win a \$750 Ready Fund Grow campaign. Thanks to WaterUps, the top participating school will receive a kick-start fund to launch a wicking garden project, empowering students to grow, learn, and save water together.

How to enter and eligible entries can be found via the T&Cs (attached).



Schools for Water Night

Help boost water literacy

Resources for classes or to complete at home

There are plenty of resources to be found at waternight.com.au/resources for class lessons or for students to complete at home.

Examples include:

- School audit
- How water gets to the home - colouring
- Saving water at school



Home Water Efficiency Audit

Do you know how much water your household uses? A home water audit by monitoring how much water you use and fixing leaks promptly, you can just follow the steps and add the information you collect to the Audit Form.

STEP 1
How Much Water Do We Use?

1. Find out where your local water supply comes from by checking your rates notice.
2. Check your water meter which is typically located in the ground outside, towards the street.
3. Check how much water your home is using each month by making monthly water use monthly bills. You can quickly detect any unexplained increases in water use that may indicate a leak.

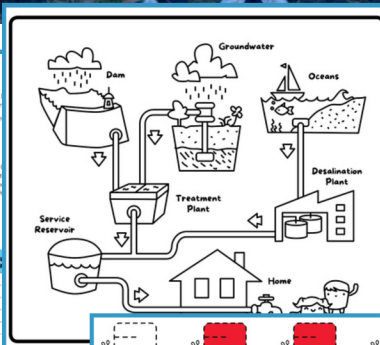
STEP 2
Where Do We Use Water?

1. Complete the Household Checklist below using the water usage calculation.

Water Use	No. of people in house (AT)	No. of uses per week (U)
Toilet		
Shower		
Bath		
Teeth cleaning		
Shaving		
Washing hands		
Dinking		
Washing dishes		
Dishwasher		
Washing machine		
Inside cleaning such as showers, floors		
Washing car/bike/boats		
Washing car		
Washing garden/lawn		
Outside cleaning such as driveway, balconies		
Pools/water features		
Other		
Total		

You can use additional sheets of paper if you need more space for all your water using places.

WATER NIGHT Turn off your taps on Thursday 23 October 5 - 10 PM and join Australia in changing how we value water.



Turn off your taps

on Thursday 23 October 5 - 10 PM
and join Australia in changing
how we value water

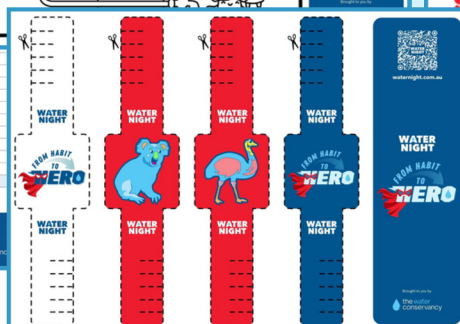
FROM HABIT TO HERO

How to save water at school

- 1. Collect excess water and use it wisely**
Place ice cream containers under school water fountains and use excess water in the garden.
- 2. If not using the tap, turn it off**
Turn the tap off as soon as you've washed your hands. Put signs near the basins to remind students to do the same.
- 3. Report leaks**
Get someone to fix any leaking taps, water fountains or toilets as soon as they are reported. Make it a classroom activity to check for leaks regularly.
- 4. Use a container to wash your brushes**
Wash paint brushes in a bucket or ice cream container, rather than under a running tap.

WATER NIGHT Brought to you by the water conservancy

SCAN ME



2025 Theme

Turn off your taps
on 23 October 5 – 10 PM
and join Australia in changing
how we value water



waternight.com.au

SCAN ME!

FROM HABIT
TO



**WATER
NIGHT**

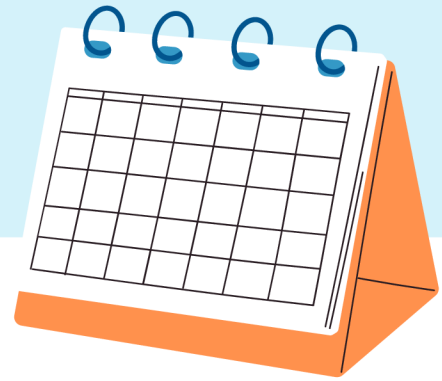
 the water
conservancy
SMART WATER THINKING

About Us

Run by The Water Conservancy - a not-for-profit that is leading the way as an independent knowledge resource and advisory hub for the education, facilitation, and adoption of a more conscious and sustainable approach to water use in Australia.

Water Night is national event that occurs every year during National Water Week to help raise awareness of how often we use tap water in Australia. Our aim is for all Australians to become more conscious of their water use and to increase education, understanding and sustainability efforts to help conserve our most precious resource - water.

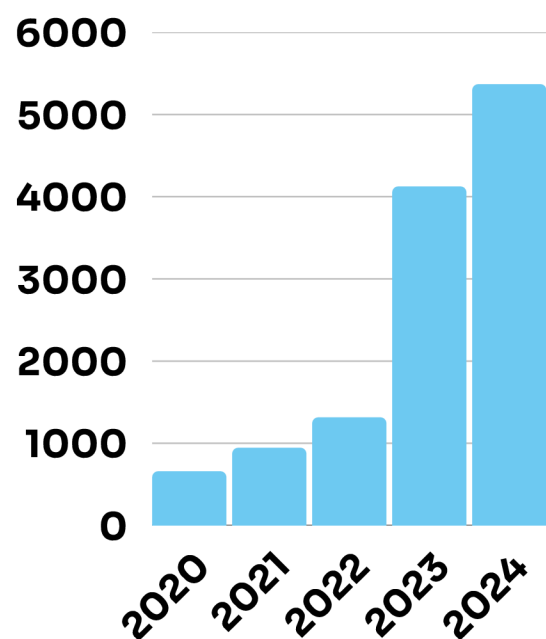
Similar to Earth Hour, Water Night is a symbolic event that takes place during National Water Week, the third week of October every year. We are encouraging Australian households to not use their taps from 5pm to 10pm on Thursday 23 October 2025.



THE BIGGEST EVENT OF NATIONAL WATER WEEK

MONDAY 20 OCTOBER -
SUNDAY 26 OCTOBER 2025

YOY Household Registrations



01

CREATE VALUE FOR WATER AS A PRECIOUS RESOURCE

To be respectful and conservative with our water use, we must treasure water itself. Value perception is key to changing attitudes and behaviours. Water should have the equivalent value perception as diamonds and gold.

02

IMPROVE WATER LITERACY

Water literacy levels are weak across Australia. The aim is to improve understanding of water supply and close the knowledge gap across generations. A more educated consumer will likely be more waterwise.

03

EDUCATE ON TIES WITH CLIMATE CHANGE

In line with discussions of sustainability and renewable resources, water conservation should be highlighted. Aligning water conservation with Gen Y/Z's green attitudes will improve their poor water usage behaviours.

04

BOOST REGISTRATIONS

Drive awareness of Water Night and encourage participation. Water Night 2024 had 5,638 registrations. Water Night 2025 will aim to match this at a bare minimum with the goal of increasing participation to 7,000 household registrations.

05

BOOST AWARENESS OF CONSCIOUS USE OF TAP WATER

This objective also feeds into the other objectives as the purpose of the campaign is conscientious use of water due to it's precious nature.

Water Night Objectives



Long Term Goals



01

Build Water Night to the scale of **Earth Hour** - be an acknowledged and respected event within Australia & overseas.



02

Strongly collaborate with **National Water Week** & continue to be the biggest national event during this time.

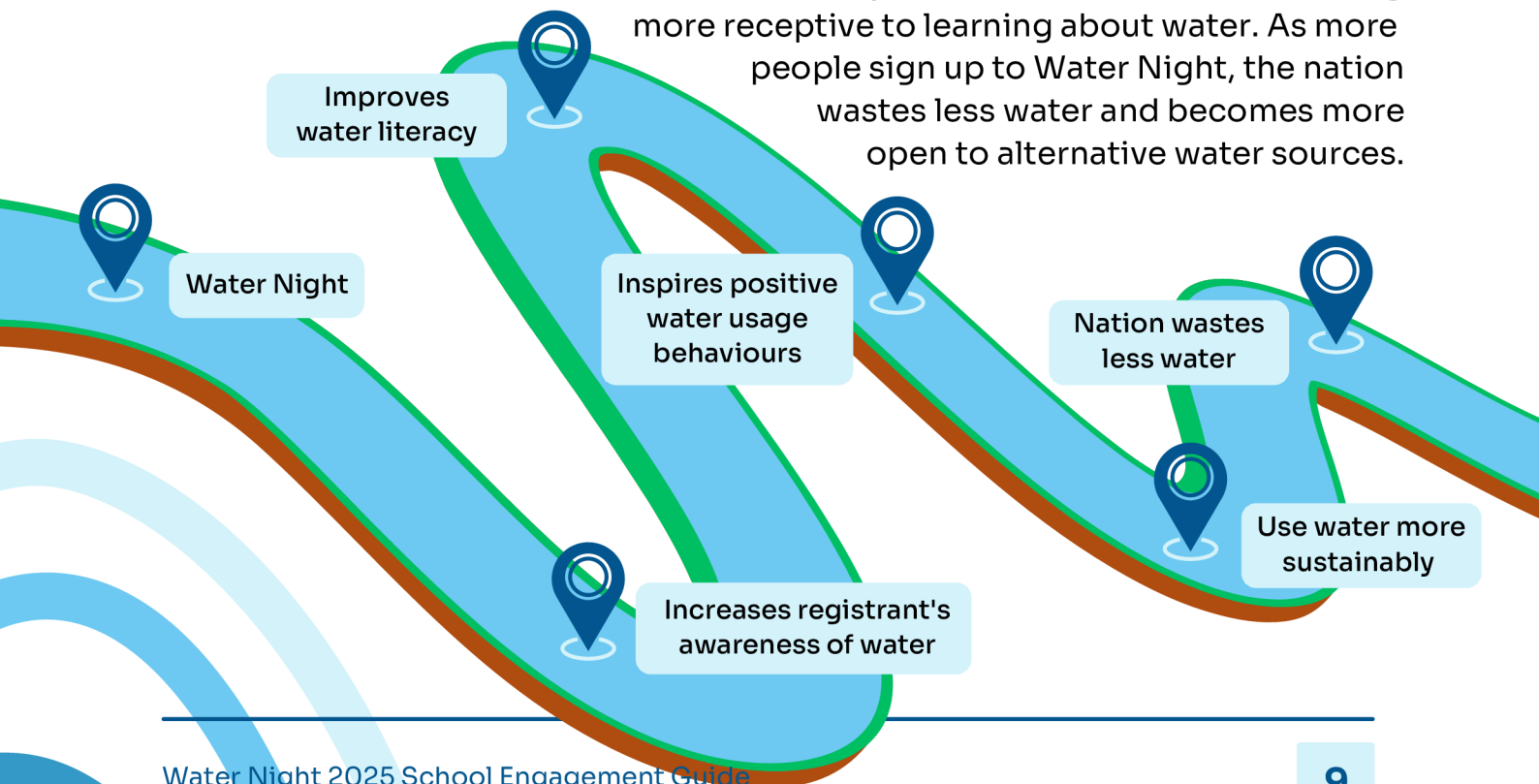


03

Increase participation across Australian **schools** and **universities**.

The Journey

Water Night starts the conversation of water **sustainability** through an increase in water knowledge. It is the first step in the journey to enable households to use water efficiently. The Water Night experience provides an opportunity to become aware of our water use, possibly for the first time ever, becoming more receptive to learning about water. As more people sign up to Water Night, the nation wastes less water and becomes more open to alternative water sources.



Highlights

Shown to raise water literacy levels by **38%**

Consistent YOY growth with a increase in **31%** regos from 2023 to 2024

Attracts regular **global** interest

2023 campaign total reach **22M+**

15K individuals registered in 2024

Increase in website conversions by **42%**

77% of participants in 2024 were Gen Y or younger

Supported by the Australian

Federal Govt

strengthened local water utility campaigns and highlights the climate change conversation

Annual

research report published



Why align your school with Water Night?

01

HELP SECURE THEIR FUTURE WATER SUPPLY

Use Water Night as a vehicle to encourage students' sustainable thinking.

02

IMPROVE WATER LITERACY

Be part of the improvement of water knowledge which we know is worsening with the younger generations.

03

VALUE ADD

Take part in a national initiative, along with schools across Australia & enter the WaterUps giveaway!

2025 Sponsors



Australian Government

Department of Climate Change, Energy, the Environment and Water



Water and Sewer

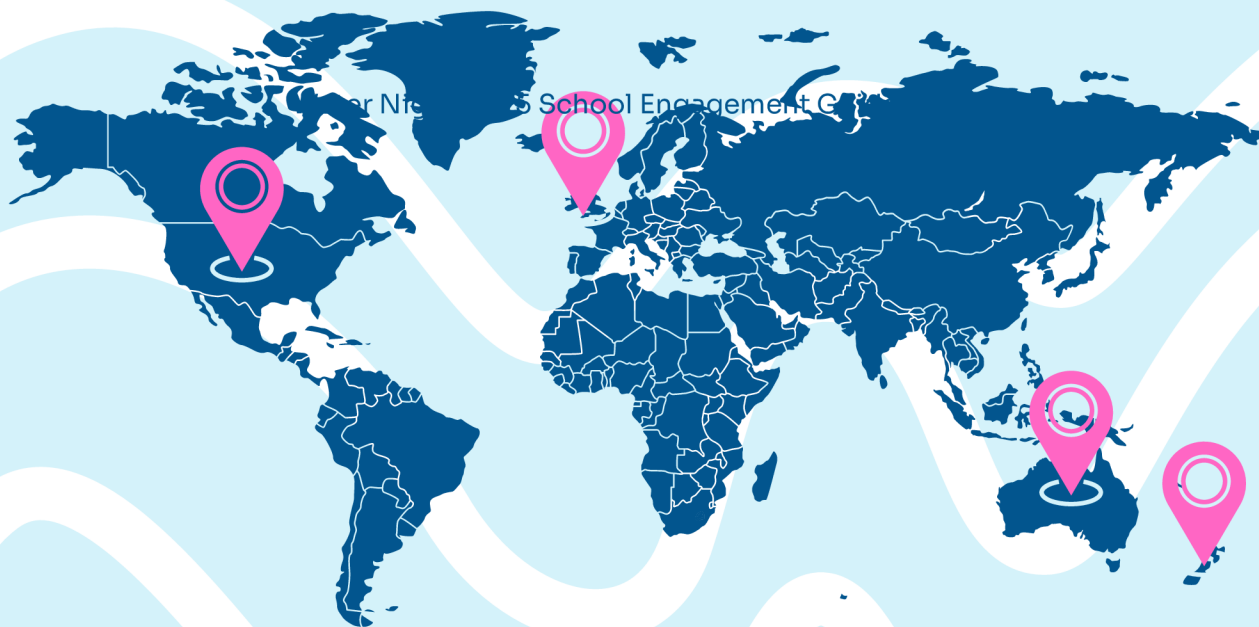


SHOWERSTAR®



A Growing Cause

Global interest is picking up. The UK purchased the IP and is delivering Water Night annually, along with us, and interest recently from San Francisco Water and Energy.



Words from the CEO



Water Night's growth over the last five years has been incredible to watch, as Aussies get on board with this powerful water education and sustainability initiative. 2024 was the best ever with the most households and schools signed up to date. We anticipate 2025 to be bigger and better than ever.



0422 289 599



chris.philpot@thewaterconservancy.org

Contact us



Level 6 75 Elizabeth St
Sydney NSW 2000



thewaterconservancy.org



(02) 7229 5388



info@thewaterconservancy.org

WATER NIGHT

Be seen as a leader and
supporter in the climate change,
education and water
sustainability fields for youth.

