

Smart Rinse Program Overview

The Smart Rinse Program is for owners and operators of cafés, restaurants, take away food shops and clubs who want to save water.

The program offers free replacement of pre rinse spray valves with a water efficient Smart Rinse valve.

Smart Rinse valves use about 40 per cent less water than conventional pre rinse spray valves, saving businesses money off water and energy bills.

This information sheet provides an overview of the program's communication and marketing strategy to help ensure consistent promotion of the program.

Smart Rinse Program

From April 2008, qualified plumbers will visit businesses in the dense food areas of Sydney. They will offer to replace pre rinse spray valves with a water efficient one for free. The service is valued at least \$300.

The plumber will:

- make a quick assessment to see if the existing pre rinse spray valves are suitable for a replacement
- remove the existing pre rinse spray valves
- install at least one Smart Rinse valve and up to a total of three valves
- repair any minor leaks on the valve assembly to make the valve more efficient
- show the owner and staff how the valve works.

From April-June 2008 plumbers will visit businesses in the City of Sydney, Fairfield, Manly, Marrickville, North Sydney and Parramatta local government areas. From July, plumbers will visit businesses in other areas of Sydney.

Restaurants and take away food shops in Sydney use more than 5.9 billion litres of water a year rinsing dishes. Smart Rinse valves are the most efficient way to rinse dirty dishes because they use water pressure and not volume to clean. A Sydney Water study showed that small and medium sized hospitality businesses can make significant water savings by using the valves.

The program will run for three years and is estimated to save at least 822 megalitres a year by 2011.

Key messages for businesses

The key messages for the program are:

- Restaurants and takeaway food shops in Sydney use more than 5.9 billion litres of water a year rinsing dishes.
- Sydney Water is replacing pre rinse spray valves for water efficient ones for free.
- Smart Rinse valves use about 40 per cent less water.

Smart Rinse Program

Key messages for businesses

- The service is normally valued at least \$300.
- Save water and money (on water and energy bills).
- Water savings:
 - 3250 Smart Rinse valves are estimated to save at least 822 megalitres (ML) a year by 2011.
 - 500 Smart Rinse valves can save 126 ML a year.
 - 100 Smart Rinse valves can save 25.2 ML a year.
- Plumbers will be visiting businesses in the City of Sydney, Fairfield, Manly, Marrickville, North Sydney and Parramatta local government areas.
- Businesses can call 1800 622 695 between 8.30 am–5 pm Monday to Friday to book a visit.
- The Smart Rinse Program is an initiative of Sydney Water's Every Drop Counts Business Program. Through the business program, Sydney Water is helping business and government customers use less water, resulting in water savings of more than 36 million litres a day.

Key messages for stakeholders

- Sydney Water is offering owners and operators of cafés, restaurants, take away food shops and clubs in Sydney, the Blue Mountains and Illawarra free replacement of pre rinse spray valves with water efficient ones.
- Smart Rinse valves use about 40 per cent less water than conventional pre rinse spray valves, saving businesses money off water and energy bills.
- From April 2008 plumbers will be visiting businesses in the City of Sydney, Fairfield, Manly, Marrickville, North Sydney and Parramatta local government areas.
- Businesses outside these areas can call 1800 622 695 between 8.30 am–5 pm Monday to Friday to book a visit.
- For information on how you can help promote the program:
 - call your Sydney Water contact
 - call Sydney Water's Every Drop Counts Business Program on 9350 6130
 - email EDCBusiness@sydneywater.com.au

Resources to support the promotion

The program will be promoted in Sydney, Illawarra and the Blue Mountains by councils, industry and proactive media. From April to June 2008 we will test three different means of direct promotion in six local government areas:

1. City of Sydney and Manly – postcard, followed by plumber visit
2. Fairfield, Parramatta – letter and brochure, followed by plumber visit
3. Marrickville, North Sydney – plumber visit only

Materials to support the promotion

1.	<i>A new way to save water and money</i> postcard that introduces businesses to the Smart Rinse Program and asks them to look out for the plumber. Postcards will be delivered to businesses 1–2 weeks before the plumber visits.	City of Sydney and Manly
2.	<i>Saving water makes good business sense</i> letter that informs businesses about Smart Rinse, what's involved, potential savings, asks them to look out for a plumber and promotes phone registration.	Fairfield and Parramatta
3.	<i>Replace your pre rinse valves for free</i> brochure. The brochure informs businesses about Smart Rinse, what's involved, the benefits, how valves work, shows a case study and promotes phone registration. The brochure will be sent with the introduction letter in Fairfield and Parramatta and be available to plumbers visiting the other areas. Brochures will be available in Chinese, Thai and Vietnamese.	All areas
4.	<i>Saving water makes good business sense</i> letter for business owners who weren't present at the plumber's visit. It informs owners of Smart Rinse, what's involved, potential savings and promotes phone registration.	City of Sydney, Fairfield, Manly, Marrickville, Parramatta, North Sydney

Help promote the program

Councils, industry associations and others can help promote the Smart Rinse Program to hospitality businesses:

- in newsletters
- on the internet
- to local media.

Hospitality businesses that can benefit from the Smart Rinse Program are:

- cafés
- coffee shops
- canteens
- hostels
- function and reception centres.
- restaurants
- clubs
- pubs
- backpackers
- take away food shops
- fast food outlets
- motels
- retirement villages

More information

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