

## NOVEMBER NEWSLETTER

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### **Busselton Water engages with its community**

Busselton Water has been raising its profile within the local community thanks to SMR's assistance with a public relations strategy.

Responses to the utility's annual Customer Satisfaction Survey – also undertaken by SMR – demonstrated a high level of satisfaction with the water supply as well as identified areas the utility could improve upon.

Busselton Water's Customer Services Manager Julie Rawlings said the utility had a strong focus on continual improvement and education, which included communicating the wide range of duties and responsibilities performed by Busselton Water.

"Busselton Water is responsible for planning, water treatment, conservation, repairs & maintenance and compliance requirements," Mrs Rawlings said.

"It was believed that if the community understood all of these roles this would improve communications between Busselton Water and our customers."

Elements of the Busselton Water Public Relations Strategy have included:

- A Water Wise Garden Display at Busselton Central during 2010 National Water Week. Special guest and gardening expert John Colwill spoke to approximately 200 people as part of the promotional display;
- Hosting an interactive exhibit at the Busselton Agricultural Show including Scitech displays which was visited by more than 500 families;
- Launching a Waterwise Award for local businesses showing commitment to waterwise initiatives;
- Developing a Schools' Education Program

"Busselton Water is enjoying the opportunities created by SMR to interact with our community in a positive manner," Mrs Rawlings said.

"We do care about our community and we will continue to demonstrate this ethos as we work towards identifying and implementing further educational opportunities."