

STAKEHOLDER PACK

MAKE EVERY DROP COUNT



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INTRODUCTION

Water is one of Victoria's most precious resources and our supply is under increasing pressure. Rising temperatures, below-average rainfall, and growing cities are placing unprecedented demand on the water we all rely on.

The Make Every Drop Count campaign encourages Victorians to take practical steps to save water. Small daily habits, like shorter showers and running full laundry loads, can save millions of litres each year.

This stakeholder pack is designed for organisations working closely with communities across Victoria. Inside, you'll find resources designed to help you spread the message about water-saving habits.

By sharing these materials you'll play a vital role in protecting our water supply now, and for generations to come.



KEY MESSAGES

The following key messages are guide for what to talk about when discussing the campaign:

- Victoria's water supply is under pressure due to growing cities, decreased rainfall, and a changing climate.
- Everyone has a role in protecting our water for the future.
- Small, everyday actions at home can help save thousands of litres every year.
- Keep your showers to less than four minutes, turn the tap off when you brush your teeth and only run full laundry or dishwasher loads
- Rainfall alone cannot meet our future water needs. The government is investing in alternative sources including: desalination, recycled water and stormwater.
- When you use water efficiently it reduces pressure on reservoirs and helps communities prepare for dry years.

Visit makeeverydropcount.com.au to learn more.

WHAT'S IN THE PACK?

2 x Posters	7
Web banners	8
Email signature	9
Teams background and screensaver	10
Powerpoint template	11
1 x Sticker	12
1 x Hotel tent card	13
1 x Garden centre tent card	14
3 x Social tiles	15
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HOW CAN YOU HELP?

Your support is vital to ensuring this campaign reaches the right audiences. Here's how you can help:

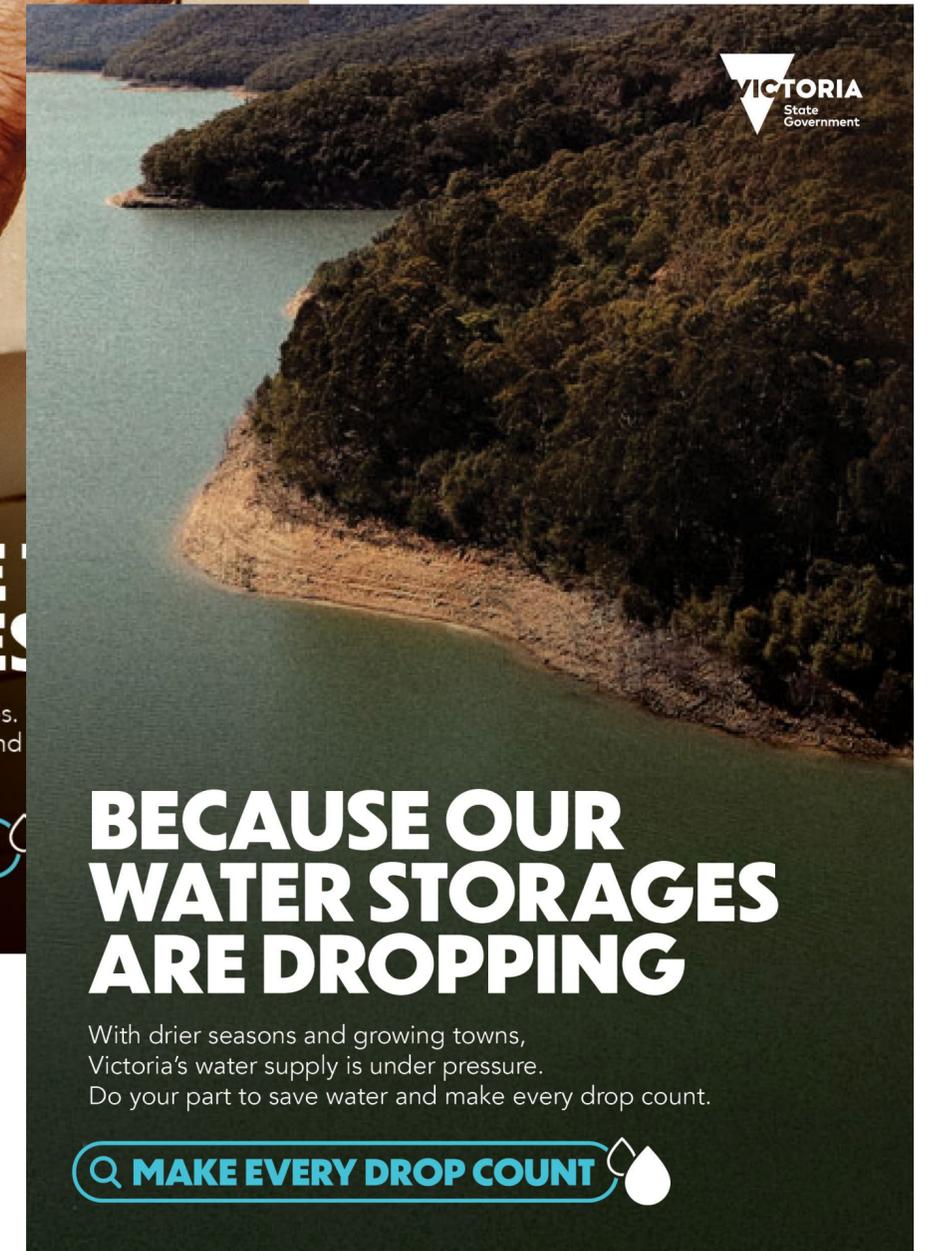
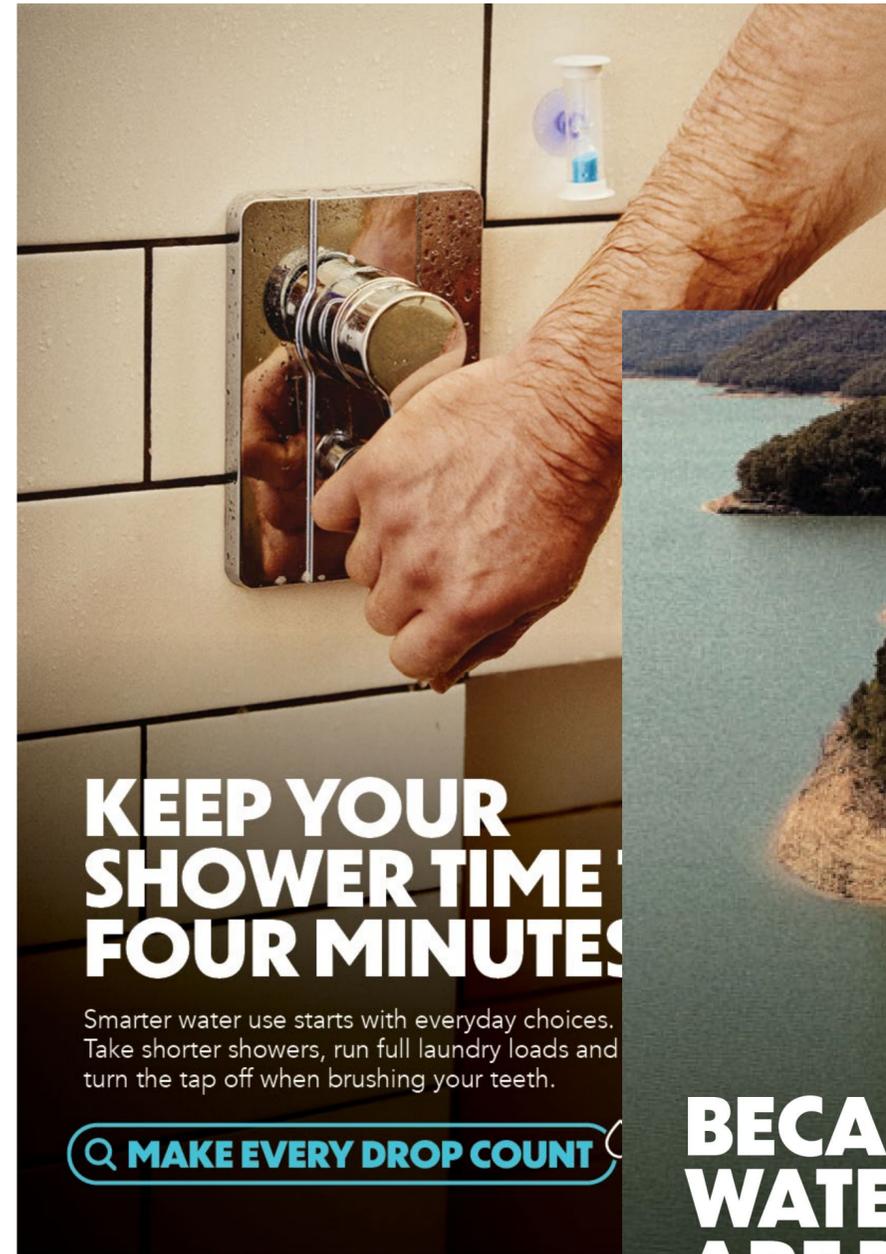
1. Download the materials in this pack
2. Share the campaign materials with local communities
3. Post the social content on your social media channels.
4. Display posters in public spaces and community hubs
5. Include digital web banners on your website
6. Print and hand out stickers to visitors or members of the public
7. **Direct people to visit makeeverydropcount.com.au**

POSTERS

We've created two posters designed to highlight key behaviours around saving water.

These posters can be printed or displayed digitally in community spaces, offices, and public areas to encourage people to adopt water-saving habits in daily life.

[DOWNLOAD POSTERS](#)



WEB BANNERS

These web banners promote the Make Every Drop Count campaign online. They can be used on websites, newsletters, emails or internal communication portals.

Please ensure that each banner links directly to makeeverydropcount.com.au

DOWNLOAD WEB BANNERS



EMAIL SIGNATURE

This email signature promotes the Make Every Drop Count campaign. It can be used on your email platform for internal or external communication.

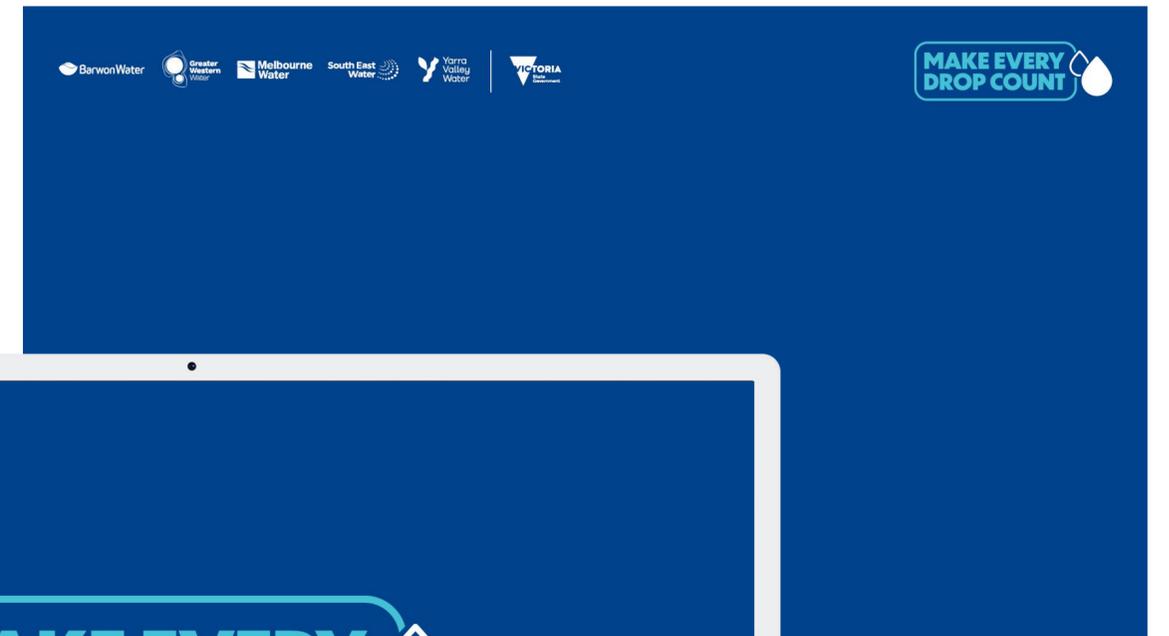
Please ensure that each banner links directly to makeeverydropcount.com.au



DOWNLOAD EMAIL SIGNATURE

TEAMS BACKGROUND AND SCREENSAVER

These digital wallpapers promote the Make Every Drop Count campaign. It can be used on your desktop as a screensaver or as a backdrop on your video call platform.

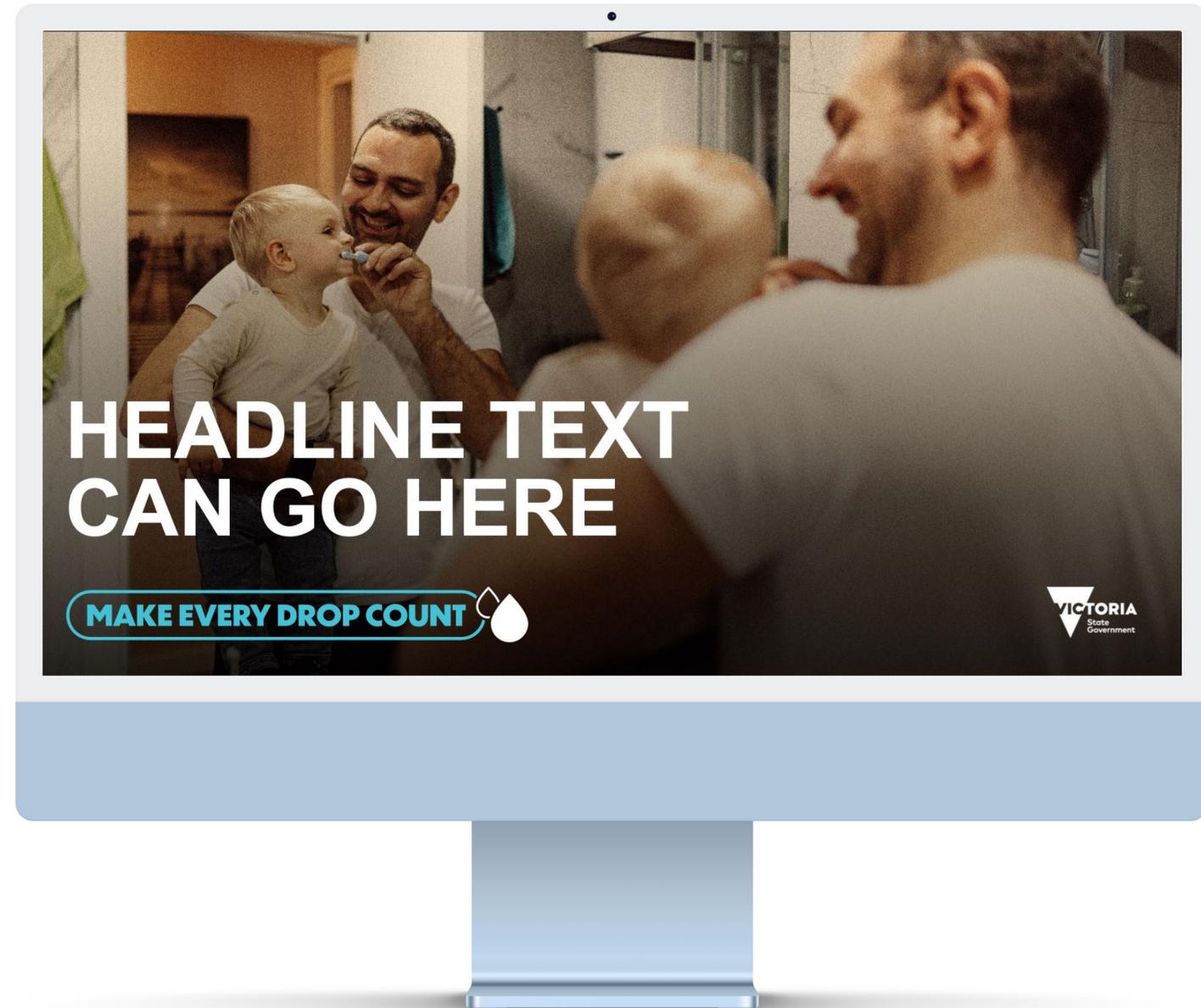


[**DOWNLOAD TEAMS BACKGROUND**](#)

[**DOWNLOAD SCREENSAVER**](#)

POWERPOINT TEMPLATE

This powerpoint template promotes the Make Every Drop Count campaign.



[DOWNLOAD TEMPLATE](#)

STICKER

The following sticker is a simple and engaging reminder that can be placed on laptops, cars, water bottles, or handed out at community events.

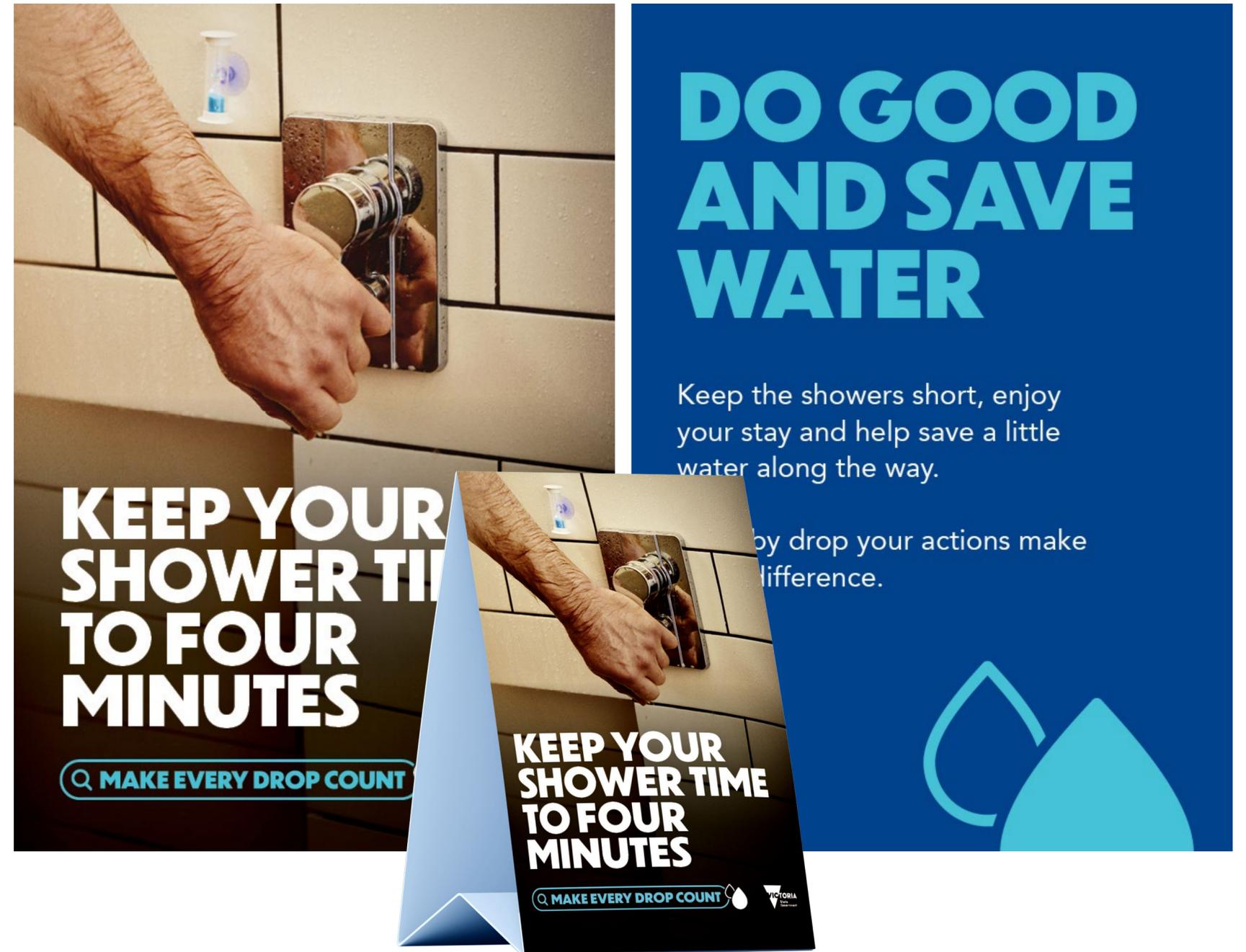


[**DOWNLOAD STICKER**](#)

HOTEL TENT CARD

This tent card is designed to be printed and placed in hotel bathrooms. The card encourages guests to take shorter showers, highlighting the water saved by limiting shower time to 4 minutes.

[DOWNLOAD TENT CARD](#)



GARDEN CENTRE TENT CARD

This tent card is designed to be printed and placed in Garden centres. The card encourages visitors to be smart with how they use water in the garden and stick to watering their plants in the mornings and evenings.



DO GOOD AND SAVE WATER

Water your garden early morning or late evening to make every drop count. Give your plants more water, less often, to help them develop deep roots and save water.

Every drop your actions make a difference.



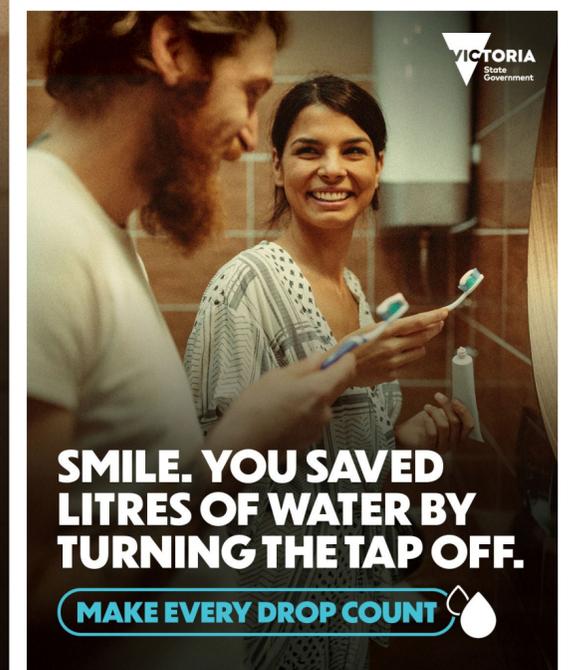
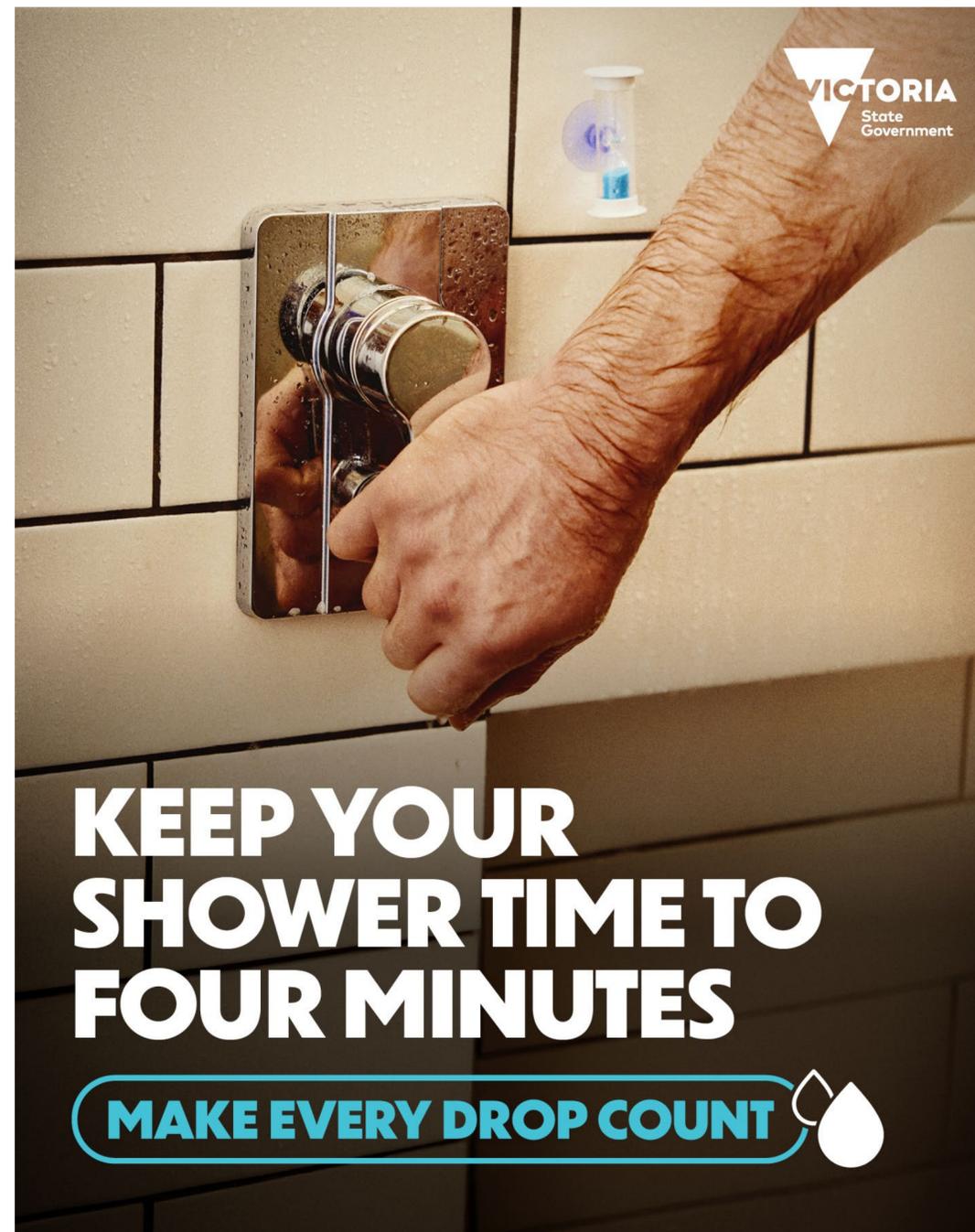
[DOWNLOAD TENT CARD](#)

SOCIAL TILES

We've provided three social media posts with captions to share across your digital channels. These cover one key reason why we need to save water and two key water saving habits.

Please download and share these across the channels that reach your audience best.

[DOWNLOAD SOCIAL TILES](#)



TRANSLATED MATERIALS

These translated social tiles provide practical water-saving tips in Arabic, Punjabi, Simplified Chinese, Traditional Chinese, and Vietnamese.

Please download and display them in shared spaces and public areas relevant to your community.

[DOWNLOAD TRANSLATED SOCIAL TILES](#)



MORE INFORMATION

To learn more about saving water and to explore the campaign further, visit: makeeverydropcount.com.au

MAKE EVERY DROP COUNT

