Frenchenviro Case Study

Salisbury Water

COMPANY PROFILE

Salisbury Water (a business unit of the City of Salisbury)

Location: Salisbury, Northern suburbs, Adelaide, South Australia

Established: 2010

Staff: 6

Current assets: $60M in stormwater harvest, biofilters, managed aquifer recharge (MAR) wells and 140 Km of ‘purple’ distribution pipe.

Business description: Salisbury Water delivers recycled water to the region’s parks, schools, industry and new residential sub-divisions to support the Council in delivering economic, environmental and social benefits to their community. In doing so, they have helped pioneer urban stormwater harvesting and treatment at a commercial scale utilising a technique known as Managed Aquifer Recharge (MAR). This approach has been proven to be so effective that it is now being rapidly adopted both nationally and abroad to help combat the issues of drought and limited water availability.

Frenchenviro’s brief: To assist Salisbury Water in (a) educating stakeholders on how to help improve stormwater quality entering the MAR system, and (b) develop concepts and discussion documents for urban farming projects.

SALISBURY WATER

Salisbury Water plays a vital role in helping the council maintain the region’s economy and create multi-functional and biodiverse recreational spaces by supplying water to its electorate at a significantly lower cost than mains supply. The supply of this locally sourced and recycled water also plays a significant role in mitigating a number of environmental threats including increasing temperatures in urban areas caused by a proliferation of hard surfaces and the lack of green spaces and shade.

During their 6 years of operation, it has become increasingly apparent that the community plays a key role in both helping improve local water quality and increasing demand. A better quality of water entering the council’s treatment and recycling system significantly decreases the system’s operating costs and awareness of the benefits and cost of this water helps the network expand. Subsequently, Salisbury Water constantly seeks to improve their community’s capacity to help manage water and promote their environmentally beneficial supply and storage system.

Salisbury Water approached Frenchenviro to help them develop educational tools that addressed these needs and collaborate on innovative trials involving the use of recycled water in small scale, commercial urban farming experiments aimed at boosting the regional economy.

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OUTCOMES

1: Water cycle and supply sign series
Frenchenviro developed a four-part public signage series designed to educate a wide cross section of the community on some simple ways they can help improve the quality of the water entering the council recycled water scheme. The series explains where the region’s current water system is supplied from, how it’s supplied, the considerable cost associated, and why it’s important to displace that imported water with locally sourced water.

“It provides some very good suggestions on how they could implement these actions at home with rainwater harvesting but also explains how council collect and treat the storm water runoff, and once again highlights the fact that the community can play a big role in improving the system”. Salisbury Water Manager, Bruce Naumann

Impact
The signage is currently on display at several locations including the Watershed Sustainability Centre which hosts international delegates from other drought stricken countries including Indonesia, USA and Korea wishing to learn more about the council’s innovative approach to water management.

The signs effectively communicate complex ideas in a simple visual and explanatory format which is easily understood by people from diverse ages and nationalities. They are to be featured in an upcoming segment on South Korean national TV.

According to Bruce, the work has also played a role in strengthening important relationships between the council and research partners UniSA by highlighting several aspects of collaboration between the two organisations.

“A combination of Frenchenviro’s artwork and wording has been as good as, if not better, than anything else I have had done before. Dan doesn’t need a really detailed brief to get underway. He can just listen and then generate some great work.” Bruce Naumann, Manager Salisbury Water
2: Urban farming concept project
To support local industry and job creation within their electorate, Salisbury Water continually looks for innovative commercial uses for its recycled water. Frenchenviro worked in partnership with Salisbury Water, UniSA and not-for-profit group Northern Futures to help develop experimental farming pilot projects and concepts using recycled industrial waste water for productive agriculture on marginal land. Frenchenviro assisted by developing several concepts and discussion documents which were used to effectively communicate ideas and gather high-level stakeholder support for the projects.

The visualisations have been effective in providing a vision for future urban agricultural industries and several trials are currently being facilitated by the Council and UniSA.

NEXT STEPS
Salisbury Water are looking to further develop their community capacity building programs and will be working with Frenchenviro to continue creating a range of educational tools to help facilitate sustainable development in their region. The Council is also actively supporting an expansion of urban agricultural trials using reclaimed industrial waste water.

For more information visit www.frenchenviro.com.au
or Salisbury Water: email: city@salisbury.sa.gov.au or phone: 8406 8222

Frenchenviro develops environmental and sustainability focussed action plans and projects that empower your organisation and its stakeholders to become more sustainable by building capacity, reducing costs and adding value.