



Mildura Midweek Tuesday 14/10/2008

Page: 6
Section: General News
Region: Mildura VIC, AU
Circulation: 16667
Type: Regional
Size: 177.59 sq.cms.

Cafes make water count

VICTORIAN cafes are being asked to join forces to cut the industry's water usage one glass at a time as part of a new environmental action and awareness campaign "Drink For Change".

Cafes can now register free for a week-long event, during which they'll request loose change from patrons in exchange for usually-free drinking water, to fund water-saving devices and programs.

All money collected during the event, to coincide with the first week of summer (December 1 to 7), will be invested by cafes in their own water saving initiatives, with the aim of effecting industry-wide change.

Registrants can also nominate their own **PAY UP:** Patrons will be asked for donations for usually free drinking water.

dollar-matching commitment, which they can elect to add to a public profile on the official campaign website at www.drinkforchange.com.au.

The campaign is being run by Grow Me The Money – a partnership between the Victorian Employers' Chamber of Commerce and Industry and the Environment Protection Authority Victoria.

Grow Me The Money helps small to medium sized businesses to reduce resource consumption and, often, save money in the process.

The program is free for businesses.

While the campaign's aim is to "turn loose change into real change" across the industry, participating cafes may also benefit financially from their water saving efforts.

St Kilda café and restaurant Monroes cut its annual water bill from \$4000 to \$2000 by installing two tanks on its Fitzroy Street premises.

The two 13,500 litre tanks are together saving three million litres of precious water per year.

If just a quarter of Victoria's 38,322 cafes and restaurants each saved just 50 per cent of this yearly saving, the collective annual saving would be over 1.4 billion litres – enough to fill 1437 Olympic size swimming pools.

Drink For Change will also help participants to demonstrate to customers their commitment to reducing their business' environmental impact.

They can also share water saving measures with other businesses.

