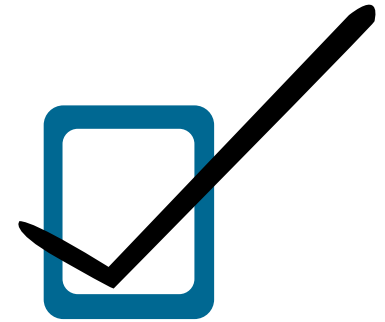


PART FOUR

building community momentum



Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed it is the only thing that ever has.

Margaret Mead, US anthropologist, 1901–1978

The public release of this document, *Our Water Mark*, signals a new phase in the way people can engage in meaningful water reform in Australia.

People usually wear several different hats: as individuals; members of families and households; employers and employees; volunteers; sports coaches or players; members of school councils or local organisations, professional associations and so on. Given the many domains we all interact with, we have an enormous capacity to trigger change and make a difference on big issues.

Working in with others can make this even easier. The small groups of friends and acquaintances who came together during the Watermark Project found there were lots of benefits in learning and discussing together. You could start just by getting a group of friends, or family members together and working your way through this document, discussing its different parts and deepening your understanding of water. Maybe you could initiate such a group in your workplace. If you decide to do so, contact the Watermark Australia team and we can provide you with multiple copies and other support materials.

In another way of enabling change, from the time *Our Water Mark* is released, the team at the Victorian Women's Trust will set up a simple process whereby people can be connected with others on water matters. This will make it possible to share ideas, experiences and strategies.

So, after reading *Our Water Mark*, if you wish to endorse its goal and principles, you can do so by registering your support for the Watermark Australia Project online. Along with this declaration of support you might decide to take a significant step – or indeed several steps – either by yourself or within your community, to achieve real water efficiency within the next year or so.

When goals are achieved, you can report this online. Remember that experience is a great teacher. By sharing our experiences with others we can learn from one another, avoid pitfalls and save valuable time and effort. Your story can inspire others to change and build vital community momentum. Together we *can* bring about real change!

Watermark Australia: (03) 96420422
Email: enquiries@watermarkaustralia.org.au

- ✓ I would like to endorse the goal and principles of *Our Water Mark*.
- ✓ Over the next 12 months I intend to take significant action, either by myself or within my community, that will lead to greater water efficiency and help Australia become a nation of super-efficient water users.
- ✓ I would love to report my achievements to others to help build much-needed community momentum around water reform.
- ✓ I intend to register with the online team at www.watermarkaustralia.org.au and be part of a wider community engagement in water reform.