

“WATER4FOOD AUSTRALIA”

**LOCAL GOVERNMENT AND SHIRES ASSOCIATION
WATER MANAGEMENT CONFERENCE**

THURSDAY 10TH SEPTEMBER 2009

**PRESENTATION BY RAMROC CHAIRMAN CR. TERRY HOGAN AND
EXECUTIVE OFFICER RAY STUBBS**

“Water4Food Australia” campaign





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Population

Albury	49,779
Balranald	2,488
Berrigan	8,494
Carrathool	2,916
Conargo	1,710
Corowa	11,481
Deniliquin	7,635
Gr.Hume	10,273
Griffith	25,278
Hay	3,389
Jerilderie	1,657
Leeton	11,727
Murray	7,076
Murrumbidgee	2,547
Narrandera	6,181
Urana	1,270
Wakool	4,414
Wentworth	7,159

RAMROC Councils, NSW

Total Area 126,595 sq km - Total Population 165,474

AGRICULTURAL IMPORTANCE OF WATER TO THE RAMROC REGION

- **2005-2006 ANNUAL GROSS VALUE OF AGRICULTURAL PRODUCTION - \$2.2 BILLION AT FARM GATE AND \$9 BILLION VALUE ADDED**
- **REPRESENTS 10% OF NATIONAL AND 25% OF NSW TOTAL**
- **REGION PRODUCES WIDE RANGE OF SUMMER AND WINTER GRAIN CROPS, FRUIT, VEGES, HORTICULTURE, VITICULTURE, DAIRY, LIVESTOCK**
- **EMPLOYS 30,000 IN REGION - 37% OF TOTAL REGIONAL EMPLOYMENT – PROCESSING EMPLOYS FURTHER 17,000**

BACKGROUND

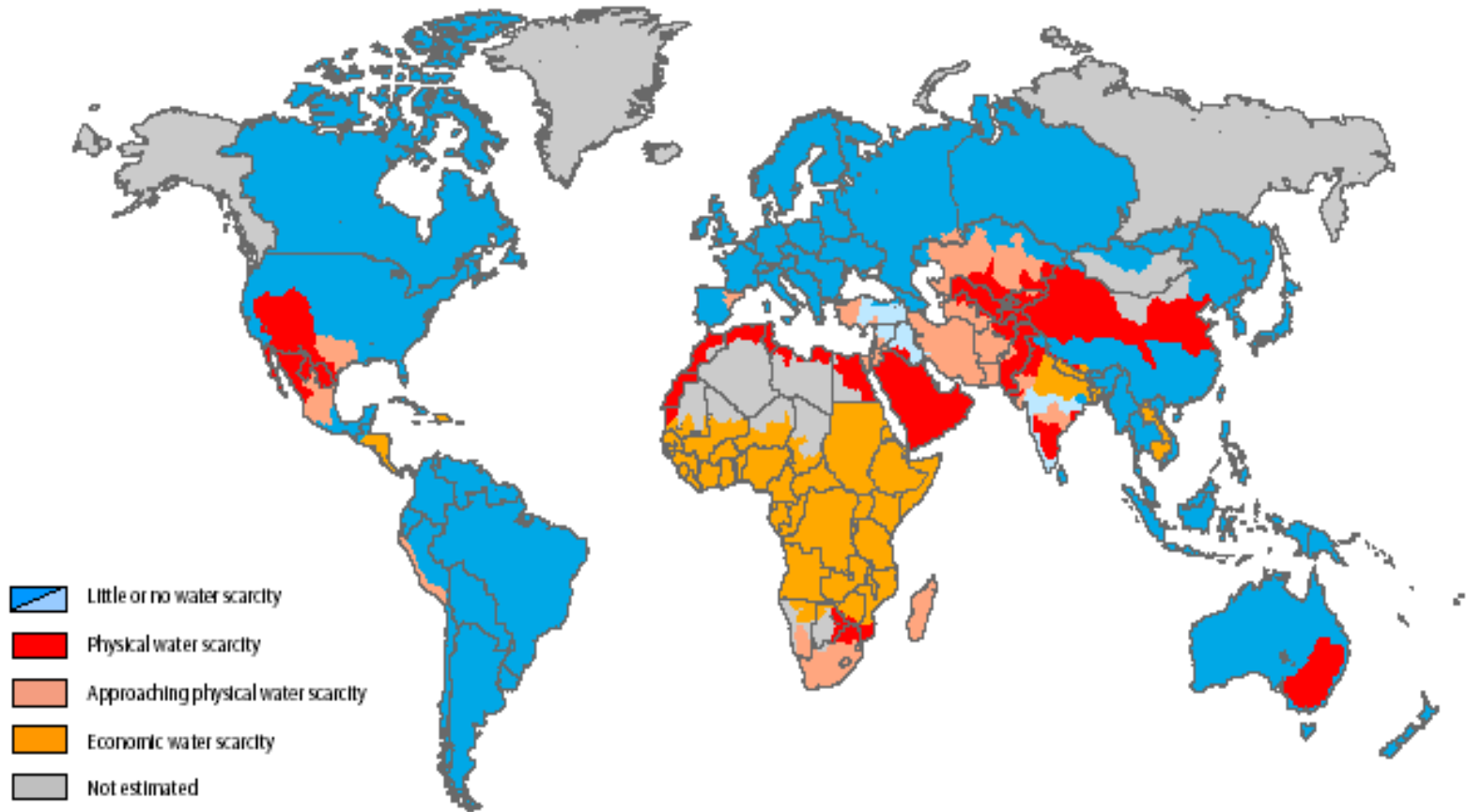
WORLD FOOD CRISIS (Source Professor Julian Cribb)

- **IN PAST 7 YEARS, THE WORLD HAS CONSUMED MORE GRAIN THAN HAS BEEN GROWN**
- **WORLDWIDE HUMAN POPULATION IS GROWING FAST – FROM 6.5 BILLION IN 2010 TO ESTIMATED 9.1 BILLION BY 2050**
- **DEMAND FOR FOOD, ESPECIALLY IN CHINA AND INDIA, IS RISING AT A RAPID RATE**
- **FOOD WASTEAGE A SIGNIFICANT ISSUE**
- **TOTAL WORLD FOOD DEMAND WILL THEREFORE RISE 110% IN NEXT 40 YEARS – REPRESENTS A NEED TO FEED THE EQUIVALENT OF 13 BILLION PEOPLE**

WORLD WATER AND FOOD CHALLENGES (Source Julian Cribb)

- **THE CHALLENGE FACING TODAY'S FARMERS IS TO DOUBLE FARM OUTPUT, USING LESS LAND, FAR LESS WATER, FEWER NUTRIENTS**
- **AND IN THE FACE OF CLIMATE CHANGE AND INCREASING DROUGHT CONDITIONS**
- **SUSTAINING THE WORLD FOOD SUPPLY IS THE GREATEST CHALLENGE OF OUR AGE – ARGUABLY MORE URGENT THAN CLIMATE CHANGE ITSELF**

Looming water scarcity



Source: IWMI

WATER: THE BIG PICTURE

World rainfall	110,000	cubic kilometres
Evaporation from landscape	62,000	cu kms
Rainfed agriculture	5,000	cu kms
Irrigated agriculture	2,700	cu kms
Losses from storages	1,500	cu kms
Used by cities and industry	1,200	cu kms
Runs into sea	38,000	cu kms

Source: IWMI

THE “WATER4FOOD” CAMPAIGN

- **A COMMUNITY BASED PROGRAM**
- **EASILY UNDERSTOOD BRAND AND NAME**
- **GROWS COMMUNITY KNOWLEDGE OF ISSUES**
- **FOSTERS STRONG RELATIONSHIPS WITH STATE AND FEDERAL GOVERNMENTS AND AGENCIES**
- **HAS SUPPORT OF INDUSTRY STAKEHOLDERS**
- **POSITIONS REGION AS PART OF THE SOLUTION, NOT JUST PART OF THE PROBLEM**

“WATER4FOOD” CAMPAIGN OBJECTIVES

- **A BALANCE BETWEEN ENVIRONMENTAL WATER NEEDS, MAINTAINING IRRIGATED FOOD PRODUCTION LEVELS AND LONG TERM SUSTAINABILITY OF RURAL TOWNS AND COMMUNITIES**
- **FAIR AND EQUITABLE TREATMENT OF MURRAY AND MURRUMBIDGEE VALLEYS IN GOVERNMENTS' WATER ACQUISITION PROGRAMS**
- **LONG TERM FIXED AND GUARANTEED ALLOCATION OF WATER RESOURCES TO ENSURE SECURITY OF FOOD PRODUCTION LEVELS**

CAMPAIGN OBJECTIVES (continued)

- **FUNDING FOR UPGRADING OF IRRIGATION INFRASTRUCTURE, ON-FARM EFFICIENCY PROGRAMS AND INDUSTRY RE-STRUCTURING (\$5.8 BILLION PROGRAM)**
- **FUNDING FOR STRUCTURAL ADAPTATION OF RAMROC COMMUNITIES IMPACTED BY REDUCED WATER AVAILABILITY**
- **ADDITIONAL GOVERNMENT SCIENTIFIC R&D INITIATIVES TO SECURE FOOD PRODUCTION**

“WATER4FOOD” CAMPAIGN PLAYERS

- **RAMROC - CAMPAIGN’S CENTRAL COORDINATOR**
- **REGIONAL IRRIGATION INDUSTRY STAKEHOLDERS**
 - **PRODUCERS OF FOOD**
 - **PROCESSORS OF FOOD**
 - **SERVICE PROVIDERS TO THE FOOD INDUSTRY**
- **REGIONAL COMMUNITY ORGANISATIONS AND BUSINESSES**
- **IMC MARKETING AND COMMUNICATIONS (SYDNEY) – FOR COMMUNITY CONSULTATION, COMMUNICATIONS AND EDUCATION STRATEGIES**
- **ENDEAVOUR CONSULTING GROUP (CANBERRA) – FOR GOVERNMENT RELATIONS STRATEGIES**

FUNDING \$250,000 TARGET

\$270,000 CONTRIBUTED TO DATE

Region's Councils, irrigation companies, agricultural industries, food producers, local businesses, community organisations, service clubs etc

MARKETING AND COMMUNICATIONS STRATEGIES

- WEBSITES – www.water4food.com.au
www.ramroc.org.au
- MEDIA RELATIONS - TARGETING NATIONAL AND REGIONAL MEDIA
- “THE WATER CYCLE” – DIGITAL ANIMATION DVD EDUCATIONAL TOOL
- REGIONAL MEETINGS FOR BUSINESS AND MEDIA
- “WATER4FOOD” PARLIAMENT HOUSE EVENTS FOR FEDERAL AND STATE POLITICIANS

GOVERNMENT RELATIONS STRATEGIES

LOBBY FEDERAL AND STATE GOVERNMENTS FOR:

- **A BETTER MANAGED APPROACH TO THE PURCHASE OF WATER ENTITLEMENTS**
- **LONG TERM SECURITY OF WATER ENTITLEMENTS**
- **FUNDING FOR UPGRADING OF IRRIGATION INFRASTRUCTURE – ON AND OFF FARM**
- **FUNDING FOR STRUCTURAL ADAPTATION OF RAMROC COMMUNITIES**
- **EMPHASIS ON R&D FOOD PRODUCTION INITIATIVES – LEAD TIME 15 TO 20 YEARS**

EMPTY SHELVES AND HIGH FOOD PRICES - CAMPAIGN AIMS TO ENSURE THIS DOES NOT EVENTUATE



CAMPAIGN - WHERE TO FROM HERE

- **CONTINUED EMPHASIS ON BALANCED APPROACH TO MEET NEEDS OF THE ENVIRONMENT, FOOD SECURITY AND SUSTAINABLE COMMUNITIES**
- **CONTINUE TO LIAISE CLOSELY WITH FEDERAL AND STATE GOVERNMENTS**
- **MAINTAIN STRONG PROFILE AT BOTH GOVERNMENT AND COMMUNITY LEVELS**
- **EXPAND CAMPAIGN INTO NORTHERN VICTORIA – HAS BEEN RAMROC REGION FOCUSSED TO NOW**

WHERE TO FROM HERE (cont)

- **UPDATED MANIFESTO TO TAKE TO GOVERNMENTS**
- **PRODUCTIVITY COMMISSION INQUIRY INTO ALTERNATIVE BUYBACK MECHANISMS**
- **FOCUS ALSO ON THE FEDERAL GOVERNMENTS “STRENGTHENING BASIN COMMUNITIES PROGRAM” – COMMUNITY ADAPTATION**
- **COMMUNITY EDUCATION FOCUS – CAPITAL CITIES AND IN SCHOOLS**
- **FORTUNATELY FUTURE EXPENDITURE WILL NOT BE AS INTENSE – BUT ONGOING FUNDING IS CRITICAL TO SUCCESSFUL OUTCOMES**

Water4Food Campaign

Any Questions?

Thank you

