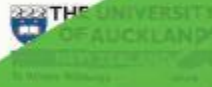




WAI
AUCKLAND

AUCKLANDERS
CHOOSE WATER
OVER SUGARY
DRINKS





ALMOST
1 IN 10

CHILDREN HAVE
A SUGARY DRINK
EVERY DAY



COLLECTIVE ACTION

MANY AGENCIES,
MANY CHANGES
ON MANY FRONTS

Health, Transport,
Local Government.

30 HAT Partners
plus Education.

Evaluation so
we can prove
what works.



FOUR STREAMS



Tap water is easy to find when you're out.

Aucklanders choose water over sugary drinks.

Water is the new normal in schools, facilities and at events.

Communities, parents push for water only.

THE CHARGE FOR
1 LITRE OF BOTTLED
WATER IS THE SAME COST AS

6000

GLASSES FROM
THE TAP



1000 X

Watercare
An Auckland Council Organisation

Auckland Transport
Auckland Council Organisation



Auckland Regional Public Health Service
Rātonga Haurora ā Iwi o Tamaki Makaurau





INFRA-STRUCTURE

**WATER IS
ON TAP,
ON HAND**

More fountains,
mobile drink and
refill stations.

Where people are
thirsty – shopping
centres, schools,
bus stops.

Easily find
an app for tap
water when out.



**TAP WATER
FOUND HERE**
Māngere Town Centre
-36.968443
174.798910



WE SPEND MORE THAN
\$680 M
A YEAR ON BOTTLED
WATER



OUR FOUNTAINS

363 public
drinking fountains
1:4400 people
no design standards
inequitable distribution
unknown visibility

CHARACTERISTIC	YES
Functioning	96.5%
Linear water flow	85.3%
Drinkable	72.8%
Clean	61.7%
Vandalism	1.1%

Sample N = 282/363



THERE ABOUT
16 TEASPOONS
OF SUGAR IN ONE
600 ML BOTTLE OF
REGULAR SOFT
DRINK



COMMUNICATIONS & MARKETING



WATER IS FREE AND GOOD

Normalising water and showing sugary drinks are bad for health.

Need to know It is safe and high quality.

Research 'WHY NOT WATER' - taste, convenience, status.

Tailor social media and other marketing.



PRACTICAL STEPS FOR SCHOOLS, ECE AND VENUES

WE DRINK WATER HERE

ECE and schools
have water only
practices.

Council, boards
keep up the good
work in facilities,
festivals.

WE
DRINK A TOTAL OF
221 CANS
OF SOFT DRINKS
PER PERSON,
PER YEAR.



TAP WATER
FOUND HERE
Takapuna Primary
+64 9 850 527
174.767874



Tip Top

Real ice creamier

SCHOOL DAIRY

Tip Top

Real ice creamier

FIZZY DRINKS
CONTRIBUTE MORE THAN

1/4

OF THE ADDED SUGAR
IN CHILDREN'S
DIETS



**NO
FIZZY DRINKS
SOLD
HERE**



TAP WATER
FOUND HERE
School Dairy
~36.85 05 27
174.767874

COMMUNITY ACTION

**PEOPLE
LIKE YOU
CHOOSE
WATER**

Community
support
at church, on
marae.

Sports clubs
see water as the
winning drink.

Local action with
dairies to back up
school initiatives.

BENEFITS

BOTTLING WATER
PRODUCES OVER
2.5 MILLION
TONS
OF CARBON
DIOXIDE



- It's easier for everyone to drink tap water when thirsty



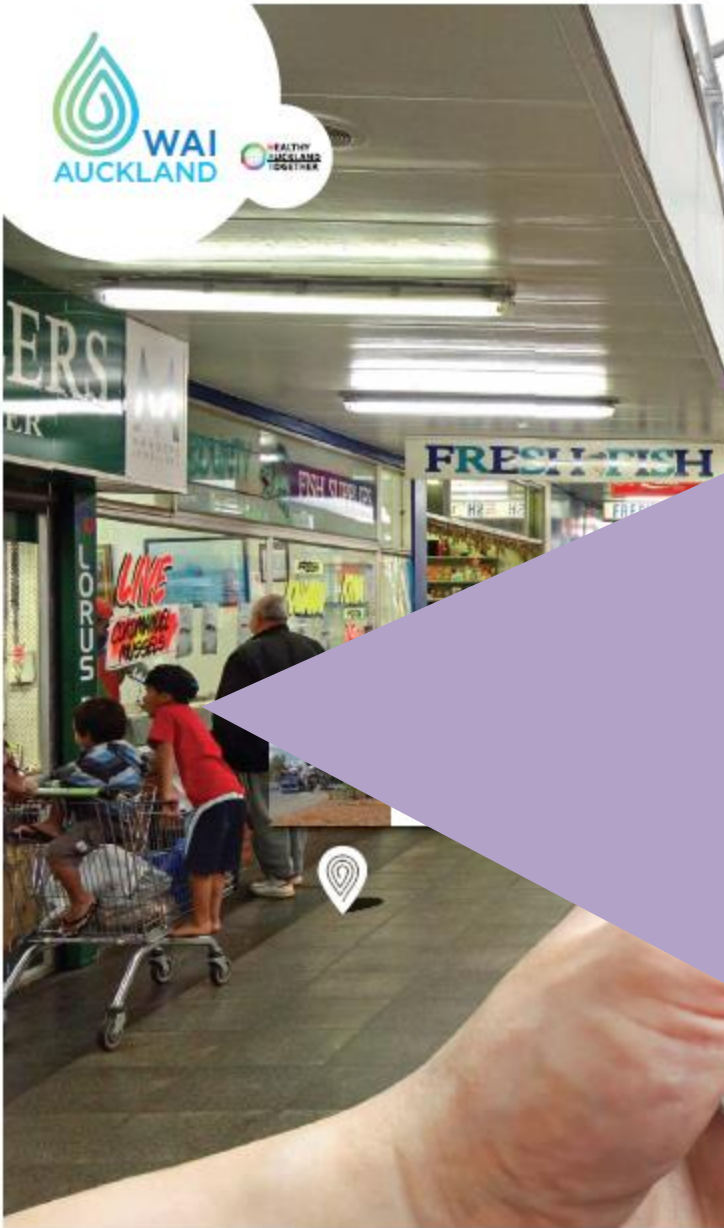
- Greater awareness that water is the beverage of choice



- Better oral health, less weight gain



- Less rubbish in your community, less petrol and plastic



NEXT STEPS



OUR YEAR TWO FOCUSES ARE:

Partnership with RefillNZ
to create 1000 Auckland
refill stations

Guidelines for drinking
fountain infrastructure

Research to support
advocacy for displacing
sugary drinks

Co-designed messaging for
Māori and Pasifika

Community stream
implementation



London's new water fountains have saved 155,000 plastic bottles in 12 months

In Liverpool Street station alone nearly 30,000 litres of water have been dispensed, saving almost 60,000 bottles from going to waste

SIAN BAYLEY | 2 days ago | 0 comments



IN ASSOCIATION WITH



THE POTENTIAL