



widcorp

water in drylands
collaborative research program

Water and the Sustainability of Regions

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Introduction

- **Water Authority ‘Paradox’** (Ayoo & Horbulyk 2008)
 - Reduced consumption targets
 - Increased profit targets
- **‘Social Optimisation’ of water** (Bjorlund 1997; Khaleq & Dziegielewski 2006)
 - Conflict of interest?
- **Sustainable Options** (Shaw 2005)
 - Pricing and packaging alternatives
 - Greater individual responsibility & discretion



Literature Overview

- **Rational Economic Theory & Water Management** (Sibly 2006)
 - Rationing vs. Higher prices
 - Beliefs, attitudes and behaviours
 - SEI driving financial responsibility
- **Equity in Current Water Policy** (Strand & Walker 2005; Ayoo & Horbulyk 2008)
 - ‘Grey’ areas surround ‘grey water’
 - Inconsistency in policy
 - Emphasise individual responsibility



Research Questions

- What provides the most *value* in water consumption (*individual* perspective)?
- What *relationship* do these benefits have in *influencing* individuals willingness to pay for water?
- How can water authorities *capture greater value* from their customers?
- How might water authorities be able to provide *greater social optimisation* in their service delivery?

Methods

- **Mixed Methods Approach**
 - Quantitative:
structured survey with new scales
 - Qualitative:
formal, single-participant interviews
- **Structural Equation Modelling**
 - Applications for causal and indicative models



Potential Implications of Findings

- **Water Authority ‘Paradox’**
 - Customer segmentation
- **‘Social Optimisation’ of water**
 - Delivery (packaging) alternatives
- **Sustainable Options**
 - Promote individual responsibility
 - Equity among water users