

ACWA PUBLIC RELATIONS

ACWAs Stormwater position presented well on Ch. 10 News

Recently the Melbourne water restrictions were taken back to Stage 1 which allows home car washing with a hose and trigger nozzle. ACWA decided to use the media interest opportunity to push the stormwater pollution issue in a media release.

Channel 10 took up on the release and gave us an extended shoot, presenting a very positive piece on their main evening news last week.

Their reporter opened by saying that with the easing of water restrictions allowing people to wash their cars at home, experts are warning that there is a hidden environmental cost with millions of litres of toxic sludge going down the drains.



While showing a car being washed on concrete near a stormwater drain, she continued to describe the sludge as being ¾ litre bottle full of petrol, detergents, motor oil, lead and zinc produced every time you wash your car

Diane Ross, on behalf of ACWA, noted that over a billion litres of dirty, sludgy contaminated water is going into the waterways of Melbourne each year.

Diane continued with a softer angle agreeing that it is part of the Aussie tradition for a family to wash the car together but if you want to do it at home do it on the grass where the contaminants will be trapped in the soil.



The Channel 10 reporter re-emphasised that home car washing must not allow the waste water to run down the drain and then interviewed the President of Stormwater Victoria.

He emphasised the damage done to the waterway systems by this simple home activity and to the plants, fishes and other aquatic animals that live there. He added that everyone should be aware that the oils and greases we wash off our cars all have an impact on our environment down stream



Channel 10 continued to film a couple of cars being washed in a bay at the car wash and as one sparkling 4WD was driven off finished the piece by saying ...or visit a commercial car wash facility where the run-off is collected underground rather than clogging Melbourne's rivers, creeks and bays - killing wildlife and plants.