

Teaching water management to the world

OPEN a newspaper, turn on a TV or listen to the radio and you will soon realise that water management and supply is a major issue for South Australia.

While there is much public debate on this subject, it is unclear how an organisation or marketing professional can benefit or engage in it.

University of Adelaide professor of water economics and management Mike Young says the



Michelle TUSTIN

water shortage and management adversity can offer potential opportunities for the state.

He calls for the establishment of Adelaide as a global centre of demonstrated expertise in the astute management of declining water supplies, with the state

having the same water management reputation that Israel gained last century.

But marketing professionals in SA will be able to do little until the Government brings SA water policy and water management into the 21st century, he believes.

His vision is for a city that is renowned for the way it optimises the use of water sourced from storm water, sewage, the Adelaide Hills, desalination plants and the ocean.

He imagines a city that prices water properly and allows businesses to trade water.

He wants arrangements that force developers to provide a water supply contract for every house they build and for SA Water to be transformed into a business that competes fairly with the world's most innovative water supply companies.

This is a great vision, but Professor Young added that before these opportunities could

be maximised, it was necessary to convince the State Government that it is achievable and it would bring big benefits to the state.

His view is that marketing professionals' role would be to ensure this vision becomes reality by "selling it to the SA public".

Michelle Tustin is a SA councillor with the Australian Marketing Institute. This is part of a regular series of columns written by institute members.

Licences to reflect levels of pollution

CLARE PEDDIE
ENVIRONMENT REPORTER

THE Environment Protection Authority is changing licence fees to a "user pays" and "polluter pays" system.

Former EPA chief executive Dr Paul Vogel said in the past, companies that put out a lot of pollution were subsidised by those that did not.

The fees were calculated on the basis of the amount of product a company produced - the size of the operation - rather than the amount of waste and pollution it generated as a byproduct.

"That doesn't necessarily have any connection with the impact that company might have on the environment," Dr Vogel said.

"So, what you've had in the past is companies which emit a lot have been subsidised by companies that don't."

He said the new licence fees would provide an incentive to reduce waste and pollution.

The fee is built from three main components:

policy

A FLAT admin fee (\$50);
ENVIRONMENTAL management fee - to reflect the regulatory effort required by the EPA (user pays);

POLLUTANT load fee - based on the amount and types of pollutants discharged into the environment (polluter pays).

There are more than 2000 licences issued by the EPA to a range of industries, from large cement manufacturers, electricity generators and waste water treatment plants to foundries, abattoirs and shipyards.

The EPA expects no more than 10 per cent will have to pay the load-based fee, because this is designed to target "very large emissions".

The big polluters can reduce their licence fees by reducing their emissions.

Go to www.epa.sa.gov.au for more information.



SOLUTIONS: Big Switch Projects state director Simon Divecha.

Big green switch-over

ALEXANDRA TREDREA

BUSINESS services consultancy firm Big Switch Projects says a new program it has developed will help South Australian companies improve energy efficiency and save on power costs.

Big Switch Projects state director Simon

Challenge to business
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The Advertiser

Divecha said incentives were available as part of its Business Energy Efficiency Program.

"Our services include a detailed financial and risk analysis, engineer-

ing design and tendering, contractor management and commissioning of new equipment," he said.

Mr Divecha said that based on interstate experience, businesses which undertook energy audits could expect to recoup the costs of cutting power use in as few as three years.

Manage climate change

CLIMATE change and sustainability issues can have catastrophic effects on businesses as well as the environment, the University of South Australia's Geoff Wells says.

Dr Wells is the inaugural lecturer in the university's online graduate certificate in sustainable business for managers.

He said accounting for carbon emissions was just one aspect of sustainability which businesses had to be aware of.

"Environmentally aware consumers are going to put a lot more pressure on businesses to deliver green products and services," Dr Wells said.

Course meeting

UNIVERSITY of South Australia's International Graduate School of Business will host an information session about the Graduate Certificate in Sustainable Business at 6pm, December 13 in room GK 5-15 at UniSA's City West Campus.

For information, visit <http://www.unisa.edu.au/igsb/gcsb/default.asp>

Looking after your brain: new approaches to an age-old problem

TONIGHT

A Research Tuesday with Professor Robert Vink
Tuesday 13 November at 5.30pm, North Terrace Campus

How the brain works remains one of the great unknowns of modern medicine. This is even more of an issue when it comes to how the brain attempts to survive and recover from acute and chronic injury.

This lecture will examine some of the revolutionary new approaches being developed to brain protection in both the young and the old, and how we as

individuals can incorporate some of these measures into our everyday lives. Professor Robert Vink is the NRF Chair of Neurosurgical Research and Head of the School of Medical Sciences. He is one of Australia's leading researchers in brain injury and has a particular interest in developing and commercialising novel pharmacological approaches to brain protection.

Venue: Napier Building (Lecture Theatre G04). Duration one hour. Admission is free.

Booking essential.
Ph: 8303 3692 or email: research.tuesdays@adelaide.edu.au

For more information:
Visit www.adelaide.edu.au/research

Coming up in the series...
11 December
The Hon. John von Doussa and Professor Barry Brook
Climate Change: Catastrophic Impacts and Human Rights

Life Impact



CHCD3 Product Number 007294

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