

22 March 2021

## Gladstone Area Water Board taps into World Water Day 2021

Today, on World Water Day 2021, Gladstone Area Water Board is urging the local community to start a conversation about the value of water in our day to day lives.

Held annually on March 22, the purpose of World Water Day is to focus attention on the importance of water security and to advocate for the sustainable management of all freshwater resources.

Gladstone Area Water Board (GAWB) Chief Executive Officer Darren Barlow said this year's World Water Day theme was 'Valuing Water' which aims to build a more comprehensive understanding of how and why people value water.

"For GAWB, World Water Day is also an opportunity to reflect on what we do: provide an essential service that promotes the economic development and enhances the lifestyle of regional Queensland.

"Over the last two years, GAWB has sought to better understand how our customers, community and people value water and their views on water security planning in the Gladstone region.

"For us, every day is World Water Day and we need to continuously work in partnership with our customers and our community to create a shared vision for the region's water future.

"With capacity at Awoonga Dam now well below 60%, I strongly encourage our entire community to reflect on not only why they value water but how they can contribute to the conservation of our region's most essential resource."

### ENDS

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## About World Water Day

### When is World Water Day?

World Water Day is 22 March. The first one was in 1993.

### What is World Water Day?

World Water Day is an annual United Nations Observance focusing on the importance of freshwater.

### What is the aim of World Water Day?

World Water Day celebrates water and raises awareness of the 2.2 billion people living without access to safe water. It is about taking action to tackle the global water crisis.

Learn more: <https://www.worldwaterday.org/>