

A THIRST TO GO GREEN

Bottled water

People urged to tap into natural product to help the environment

279,941,000 litres

amount of bottled water Australians consumed last year

Up to 7 litres of water and 1 litre of crude oil

are needed to make a single litre bottle of water

38 per cent

discarded bottles' share of the total litter volume

.001c

average cost of a litre of tap water in Australia

\$2.53

average cost of a litre of bottled water in Australia

14 litres

amount of bottled water the average person consumes per year

118,000 tonnes

amount of plastic drink bottles Australians buy a year

Half a billion dollars

amount Australians spent on bottled water last year

8 years

the time it would take the average Australian to recoup the cost of a bottle of water by refilling their bottle with tap water

76,700 tonnes

of plastic drink bottles are not recycled and end up in landfill or in our waterways

13 per cent

bottled water's share of the total beverage industry



THE Brumby Government has declared war on bottled water.

Environment Minister Gavin Jennings yesterday called on Victorians to ditch the water bottle and drink tap water.

This came as studies showed it could take up to seven litres of water and a litre of crude oil to produce one litre of bottled water.

Discarded water bottles also accounted for almost 38 per cent of general waste, with thousands of plastic bottles fished out of the Yarra River each week.

And a *Sunday Herald Sun* taste test revealed 68 per cent of people preferred the taste of tap water over bottled water, while 20 per cent could not tell the difference. Twelve per cent preferred bottled water.

"The negative environmental impact of bottled water is clear," Mr Jennings said.

"By taking a drink from the tap, Victorians can help keep themselves and the climate cool.

Figures showed the trend to drink only bottled water was rising, with the industry taking a 13 per cent share of the national beverage market last year.

New figures revealed: TAP water had only 1 per cent the environmental impact of bottled water.

BOTTLED water production generated an estimated 600 times more CO₂ than tap water.

AUSTRALIANS spent more than \$500 million on bottled water last year.

ONE bottle of water had the same impact on the environment as driving a car 1km.

MORE than 65 per cent of water bottles end as landfill.

AUSTRALIA'S love affair with bottled water

SHANNON DEERY

was costing the planet 314,000 barrels of oil a year.

Clean Up Australia Day Chairman Ian Kieran said people underestimated the impact of the bottled water industry on the environment.

"About 76,000 tonnes of plastic bottle waste went to landfill or ended in our environment as rubbish in recent years," he said.

Planet Ark founder and chairman Jon Dee labelled bottled water "environmental vandalism."

"Single-use bottled water is up there with plastic bags as one of the most blatant examples of environmental waste," Mr Dee said.

"Bottled water is a big marketing con and the companies that distribute the stuff have got away with it for far too long," he said.

'By taking a drink from the tap, Victorians can help keep themselves and the climate cool'

STATE ENVIRONMENT MINISTER GAVIN JENNINGS

Australian Beverages Council chief Tony Gentile defended the industry.

"Environmentalists ignore the fact that we are very active and conscious of our environmental responsibilities," he said.

"The industry has been very active over 20 or more years when it first started the recycling campaign. Our leading edge technology allows us to use less water to produce beverages than anywhere else in the world," he said.



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A THIRST TO GO GREEN

in the firing line



Celebs save money, plastic

David Brown, weatherman, Channel 7: "I drink tap water. Always have, always will. I even drink water from my rainwater tank. Bottled water is a waste of resources, and a rip-off."

Paul McDermott, *Good News Week*, Network 10: "I just drink tap water. Why should we succumb to European sensibilities in regard to dirty water. Our pipes are clean."

Kim Watkins, *9am with David & Kim*, Network 10: "I drink tap water 95 per cent of the time and so do my kids. Tap water gives them the fluoride which is essential for their teeth. I feel sick about the number of water bottles that are sold, only to turn into landfill."

David Hoflin, *Neighbours*, Network 10: "Generally I drink water from the tap that has been chilled."



Pro tap water: David Brown.

James "Jesse" Tobins, *Go Go Stop*, Channel 7: "I bought an aluminium drink bottle and I fill it with tap water. The fewer plastic bottles we use the better."



Pro bottled: Sam Clark.

Sam Clark, *Neighbours*, Network 10: "I drink bottled water or filtered tap water whenever possible. Chlorine is added to most public water supplies, which is good, but it also kills good bacteria in your gut, so I think I'm gonna stick to the filtered or bottled variety."

Stefan Dennis, *Neighbours*, Network 10: "Tap water, definitely. Why pay for something that comes out of a tap? More importantly it (plastic) helps to destroy the environment."

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Moomba Waterfest
7 - 10 March

COCA-COLA RIVER RHYTHMS MAIN STAGE
Alexandra Gardens, Engineers Lawn
Noon - 10.30pm. Highlights include:
Noon: Batacoda Sound Machine - this distinct Brazilian vibe will be too good to resist. BSM covers everything from salsa and cha-cha to hip-hop, dub and funk.
4pm: Swing Patrol - Swing is back! Watch, learn and groove to the tunes of "Frankie Wants Out".
7.30pm: Rockwiz Live - Julia Zemiro, Brian Nankervis, the superbly talented Rockwiz Orkestra and Dugald are ready to produce some Moomba musical mayhem. To close the night Rockwiz present BLUE KING BROWN.

MOOMBA @ DOCKLANDS
Waterfront City, Melbourne Docklands
Noon - 5pm
Making a splash at Docklands, Moomba entertains with an afternoon of activities for the whole family to enjoy. Try your skills at bungee trampolining, bath tub racing, African drum workshops and Latin dance classes; watch the thrills and spills of Wakeboarding demonstrations and International Dragon Boat Festival races.

BINGLE BIRDMAN RALLY
Yarra River - Sea Wall
Viewing Birrarung Marr & Alexandra Gardens
Noon - 1.30pm
Those magnificent men and women in their flying machines, they may go up but they're certainly going to come down. Soak up the action and be thoroughly entertained as some zany Melburnians take flight into the Yarra. Presented by Bingle. Low cost car insurance. Online.

MOOMBA FIRESHOW
Yarra River, between Princes and Swan Street Bridges
9.30pm
Come to the banks of the Yarra and be entranced by a dazzling spectacular in the sky. Watch as the Yarra is transformed into a massive canvas painted with a myriad of sparkling colour and light during these amazing pyrotechnic performances.

Let your imagination guide you...

Public transport is best when heading to Moomba Waterfest. Call Metlink on 131 638. Visit thatmelbourne.com.au for a full program of Moomba Waterfest events.