Urban Water Strategy customer survey

Between February and April 2026, we invited our customers to complete our Urban Water Strategy Survey.

We asked them to consider the value they place on water and what trade-offs, if any, they'd be willing to accept to balance water security, water bills, environmental impacts, and community value.

Here's what we heard!

Who responded

Number of respondents

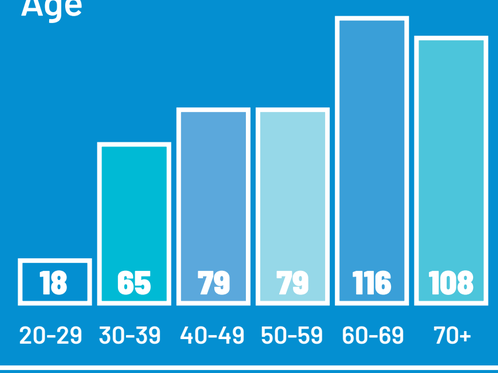
467

Provides statistical validity to 95% confidence

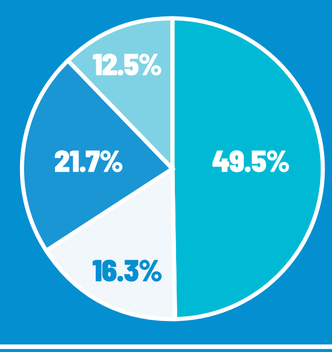
Gender

46.67% | 52.25%

Age



Level of wealth



- Have just enough to live on
- Struggling to keep up with the cost of living
- Progressively building a comfortable amount of wealth
- Adequately wealthy

Most valued water uses (top three)

- Water for home, garden, and/or swimming pool
- Water for farming and agriculture
- Water for our rivers

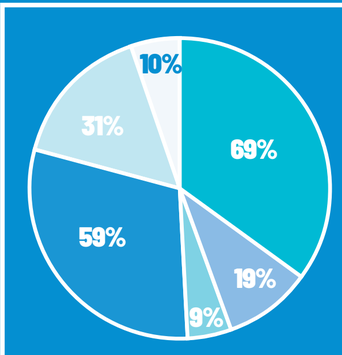
There is strong support for investment in climate resilience

90% Agreed or strongly agreed we should improve the network to meet the needs of a growing population

92% Agreed or strongly agreed we should improve connectivity in the networks to improve resilience

85% Agreed or strongly agreed we should invest in infrastructure that can withstand extreme weather events

When considering water restrictions

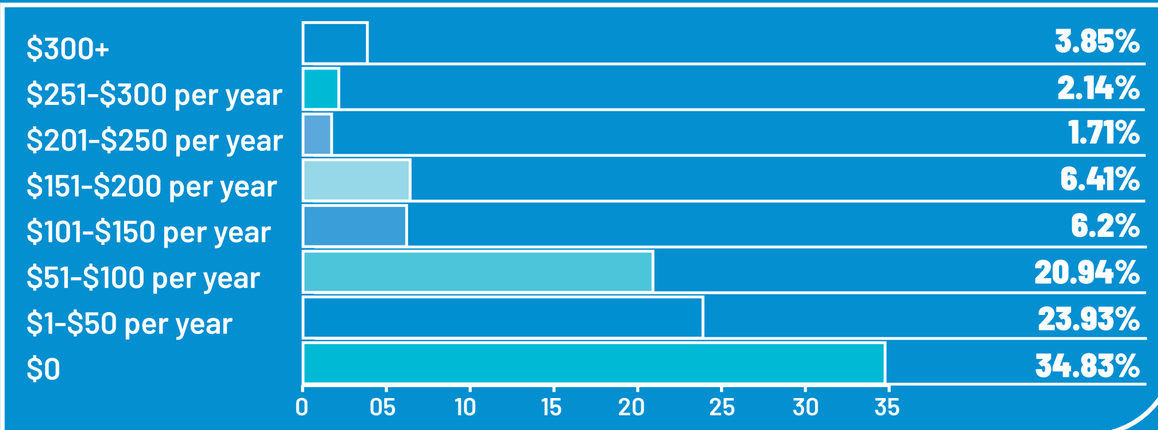


- Comfortable with water restrictions every five years
- Comfortable with water restrictions every ten years
- Comfortable with water restrictions every twenty years
- Want a balance between restrictions and higher water bills
- Would prefer more frequent restrictions to keep bills lower
- Would rather pay more on water bill to avoid water restrictions

There is a growing appetite for the use of recycled water

- 48% said we should consider using recycled water to supplement our drinking water supply
- 51% said we should only use recycled water for non-drinking water purposes
- 6% said water should only be sourced from dams and rivers

Willingness to pay for increased water security



If Stage 4 restrictions were required, we should prioritise

- Public parks and gardens
- Street trees and significant trees
- Public swimming pools

Our Urban Water Strategy Survey was the first phase of an ongoing customer engagement program.
Find out more and learn how you can contribute to this important conversation at **connect.coliban.com.au/uws2027.**

connect.coliban.com.au/uws2027