



**Riverina
And
Murray
Regional
Organisation of
Councils**

WATER 4 FOOD AUSTRALIA CAMPAIGN





RAMROC POPULATIONS	
Albury	49,779
Balranald	2,488
Berrigan	8,494
Carrathool	2,916
Conargo	1,710
Corowa	11,481
Deniliquin	7,635
Gr. Hume	10,273
Griffith	25,278
Hay	3,389
Jerilderie	1,657
Leeton	11,727
Murray	7,076
Murrumbidgee	2,547
Narrandera	6,181
Urana	1,270
Wakool	4,414
Wentworth	7,159

RAMROC Councils, NSW

Total Area 126,595 sq km – Total Population 165,474



RAMROC REGIONAL PROFILE

- **RAMROC - represents the interests of eighteen (18) member councils**
- **Murray Region – Albury City westward to South Australian border**
- **Riverina Region – Covers western Riverina from Narrandera at eastern end west to Carrathool and Hay Shires and includes City of Griffith**
- **Region encompasses the Murray, Murrumbidgee, Lower Murray-Darling and Lachlan River catchments**



AGRICULTURAL IMPORTANCE OF WATER TO THE RAMROC REGION

- **Region is an important food source for Australian consumption and export**
- **2005-2006 Annual Gross Value of agricultural production - \$2.2 billion at farm gate and \$9 billion value added**
- **Represents 10% of national and 25% of NSW total agricultural production**
- **Region produces wide range of summer and winter grain crops, fruit, vegetables, horticulture, viticulture, dairy and livestock**



AGRICULTURAL IMPORTANCE

- **Agriculture directly employs 30,000 in region – 37% of total regional employment – processing employs further 17,000**
- **Communities and business highly dependent on agricultural sector – key driver of local economies**
- **Reductions in water availability are a major threat to the region's economies**
- **Climate change, droughts and current government's buyback program will all impact**
- **Less water availability decreases production, cuts jobs and results in domino effect with adverse impact on communities**



BACKGROUND FACTS OF THE WORLD FOOD CRISIS*

- **In past 7 years, the world has consumed more grain than has been grown**
- **The worldwide human population is growing fast – from 6.5 billion in 2010 to estimated 9.1 billion by 2050**
- **Demand for protein food, especially in China and India, is rising faster still – food wastage is a significant issue**
- **Total world food demand could rise 110% in next 40 years – represents a need to feed the equivalent of 13 billion**
- **Climate change may potentially cut food production by 25% - at the same time as we need to double it**

***Source Professor Julian Cribb**



BACKGROUND FACTS OF THE WORLD FOOD CRISIS*

- **World is facing a global water crisis – cities will soon consume half of the world’s fresh water that was once mainly used to produce food**
- **We are building cities, golf courses and resorts on our best soils – 25% of our global stock of arable land has been degraded and scarcely usable**
- **There has been decades long decline in global scientific research to lift farm production**
- **Half of the worlds major fisheries are in decline; sea catches are forecast to collapse by the 2040s, throwing demand onto land based farming**

***Source Professor Julian Cribb**

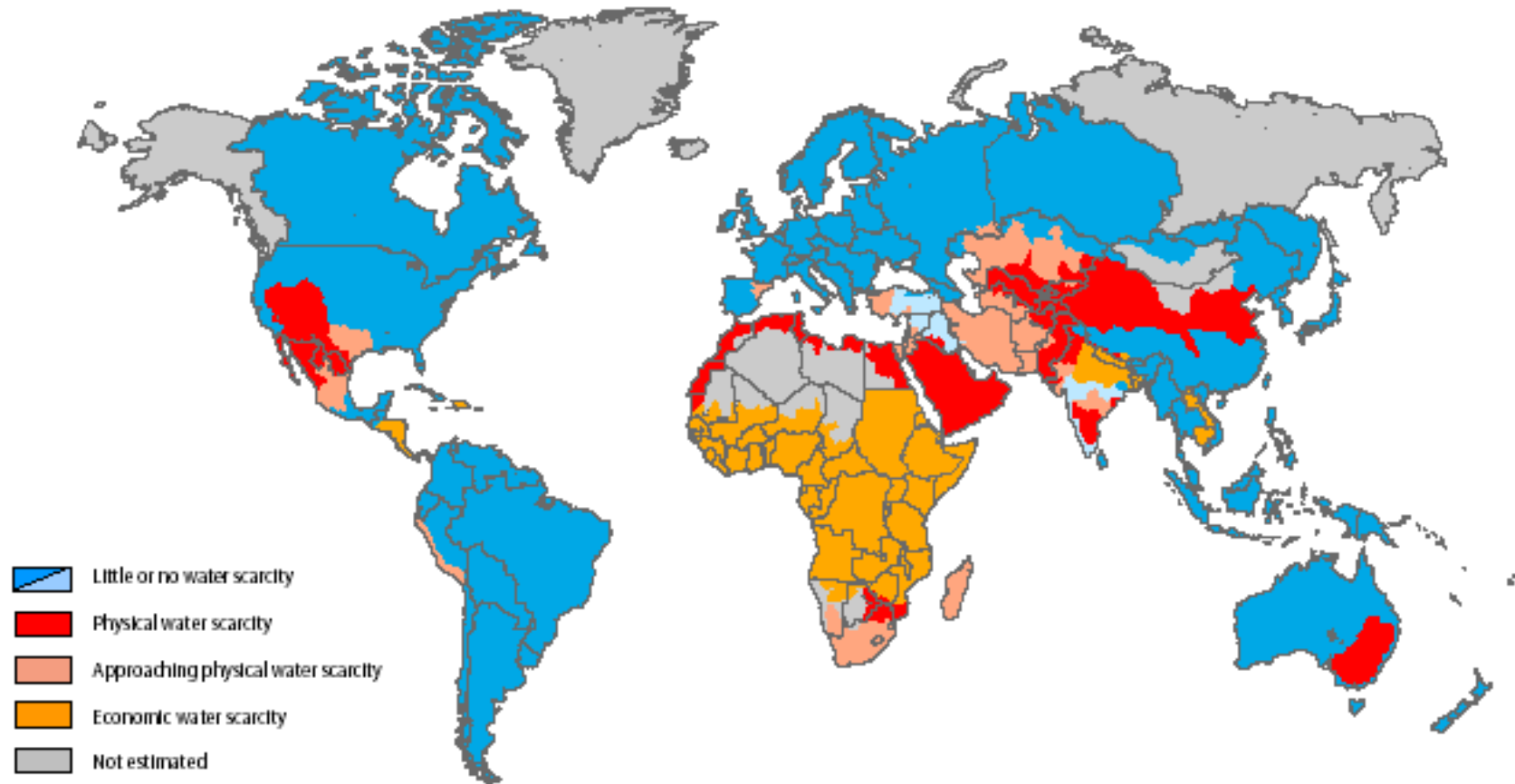


WORLD WATER AND FOOD CHALLENGES*

- **The challenge facing today's farmers is to double farm output, using less land, far less water, fewer nutrients and less technology – in the face of increasing drought;**
- **The situation heralds real likelihood of regional and global instability;**
- **The world will need a 200% increase in irrigation water efficiency across all crops;**
- **Sustaining the world food supply is the greatest challenge of our age – more urgent than the climate change**

***Source Professor Julian Cribb**

LOOMING WATER SCARCITY



Source: IWMI



WATER: THE BIG PICTURE

World rainfall	110,000	cubic kilometres
Evaporation from landscape	62,000	cu kms
Rain fed agriculture	5,000	cu kms
Irrigated agriculture	2,700	cu kms
Losses from storages	1,500	cu kms
Used by cities and industry	1,200	cu kms
Runs into sea	38,000	cu kms

Source: IWMI



A THIRSTY RACE*

Food	Litres to grow
Slice of bread	40 litres
Tomato	13
Cup of coffee	140
Glass of milk	200
Egg	135
Glass of wine	120
Kilo of grain	1500
Cotton T-shirt	4000
Kilo of chicken	6000
Kilo of beef	15000

- **Humanity's water 'footprint' : 7450 cu kms**
- **Average human uses 1240 tonnes water / year**
- **American 2480 tonnes**
- **Greek 2330 tonnes**
- **Australian 1390 tonnes**
- **Dutch 1220 tonnes**
- **Chinese 770 tonnes**

*Source Professor Julian Cribb



THE WATER 4 FOOD CAMPAIGN

A Community based marketing, communications, education and government relations program which

- Has an easily understood brand and name**
- Grows community and industry knowledge of issues**
- Fosters strong relationships with Commonwealth and State Governments and Agencies**
- Attracts support and sponsorship among industry stakeholders**
- Positions region as part of the solution, not just part of the problem**
- Initiated in RAMROC region – but also applicable to northern Victoria and other areas of the Murray Darling Basin**



WATER 4 FOOD CAMPAIGN OBJECTIVES

To achieve :

- **A rational and sustainable balance between environmental water needs, maintaining irrigated food production levels and long term sustainability of rural towns and communities**
- **Fair and equitable treatment of Murray, Murrumbidgee, Lower-Murray Darling and Lachlan valleys in relation to Governments' water acquisition programs**
- **Long term fixed and guaranteed allocation of water resources to ensure security of food production levels**



WATER 4 FOOD CAMPAIGN OBJECTIVES

- **Funding for upgrading of irrigation infrastructure, on-farm efficiency programs and industry re-structuring (\$5.8 billion program)**
- **Funding for structural adaptation of RAMROC communities impacted by reduced water availability**
- **Additional scientific R&D initiatives to secure food production at current or greater levels - in an environment of reduced water**



WATER 4 FOOD CAMPAIGN PLAYERS

- **RAMROC - campaign's central co-ordinator**
- **Regional irrigation industry stakeholders**
 - Producers of food**
 - Processors of food**
 - Service providers to the food industry**
- **Regional community organisations and businesses**
- **IMC Marketing and Communications (Sydney) – for the community consultation, communications and education strategies**
- **Endeavour Consulting Group (Canberra) – for the government relations strategies**

INITIAL FUNDING TARGET \$250,000

\$270,000 CONTRIBUTED TO DATE

Region's councils, irrigation companies, agricultural industries, food producers, local businesses, community organisations, service and sporting clubs etc

Expenditure and commitments currently \$230,000



IMC's MARKETING AND COMMUNICATIONS ROLE

- **Strategy development and program coordination**
- **“Water4Food Australia” website – www.water4food.com.au**
- **Media relations - targeting national and regional media**
- **“The water cycle” - a digital animation DVD educational tool**
- **Regional meetings for business and media**
- **Water4Food breakfast Parliament House Canberra on 24 June 2009 and in planning stage for a NSW Parliament function during November**

THE ENDEAVOUR CONSULTING GROUP ROLE

Lobby Commonwealth and State Governments for:

- **A better planned and managed approach to the purchase by Governments of water entitlements**
- **Long term security of water entitlements for future food production**
- **Government funding for modernisation and upgrading of irrigation infrastructure – on and off-farm**
- **Funding for structural adaptation of RAMROC communities impacted by reduced water availability**
- **Increased scientific R&D initiatives – lead time 15 to 20 years to ultimately reach production**

TARGET AUDIENCES

- **Politicians and bureaucrats at Commonwealth, State and Local levels**
- **Media – regional and national**
- **Regional communities**
- **Irrigated food producers, processors and regional service providers**
- **Education sectors**



FOOD SECURITY – NOT EMPTY SHELVES





WATER 4 FOOD

WHERE TO FROM HERE?

- **Critically important to maintain traction**
- **Continued emphasis on balanced approach to meet needs of the environment, food security and sustainable communities;**
- **Continue to liaise co-operatively with Commonwealth and State Governments**
- **Maintain strong profile at both Government and Community levels;**
- **Expand campaign into Northern Victoria – has been NSW focussed up to this point;**
- **Community education focus on the importance of food security into capital cities and schools;**
- **Fortunately future expenditure will not be as intense – but ongoing funding is critical to successful outcomes**

WATER 4 FOOD CAMPAIGN

Any Questions?

Thank you

