

17th October 2000

Dear Manager,

Your participation in a programme to reduce stormwater pollution will show your community and customers that you care about their concern

A concerned community

Recently residents in the Waverley Local Government Area were surveyed as part of a study into stormwater pollution, with the results showing a high level of concern about the pollution of beaches and waterways. In Charing Cross people ranked litter and dumped rubbish, stormwater pollution, and chemicals in their top 3 causes of water pollution. Environmental issues of greatest local concern were beach pollution, water quality, and stormwater pollution.

Better community relationships = Better business

Businesses in Charing Cross are affected by their relationships with the communities they serve. Your community is constantly judging you on what you do and how you do it. Good community relations are earned through performance, and businesses with good community relationships reap the rewards.



Charing Cross stormwater flows into Centennial Park ponds

Stormwater is the runoff from surfaces such as roofs, footpaths and roads. It travels from drains in Charing Cross to the ponds at Centennial Park, just like the one shown on this letter.

Stormwater transports pollutants such as rubbish, litter, sediment (soil, sand and cement dust), leaf litter, grass clippings, cigarette butts, and chemicals picked up along the way. This pollution looks ugly, has the potential to severely damage the environment and degrades the ponds in Centennial Park. Protecting the Centennial Park ponds is easy by keeping pollution out of the stormwater drains.

Cost Vs Benefit

Being a good neighbour means listening and responding to your community's concerns. This may mean changing your practices, but the long-term benefits of a good environmental reputation are worth the time and effort. Many businesses have reported saving both time and money by improving their stormwater management processes.

We can all help **reduce stormwater pollution** in **Charing Cross** and **Centennial Park ponds** by:

- ✓ Sweeping up, not hosing down pavements
- ✓ Storing waste and rubbish carefully in covered areas
- ✓ Disposing of waste water down the sink, not in the gutter
- ✓ Ensuring building materials are secured to stop them spilling onto driveways and pavements
- ✓ Washing vehicles and machinery in an approved wash bay, not on the street or driveway
- ✓ Cleaning and washing in a contained or bunded area where wastewater goes to the sewer

If you review your business procedures carefully and change your practices where necessary, the benefits will far outweigh any costs.

Stormwater pollution is illegal

The Protection of the Environment Operations (POEO) Act 1997 makes it a criminal offence to pollute waters. Stormwater pollution is defined as any material directly introduced into the stormwater, as well as any matter placed in a position where it is likely to blow, fall or wash into the stormwater drain.

Reap the rewards of community involvement

Soon a stormwater management information kit will be hand-delivered to you. This kit shows you and your customers how easy it is to stop pollution entering the Centennial Park ponds through the stormwater drains. Local businesses and council are coming together to form a Charing Cross Village Business Community forum, and the

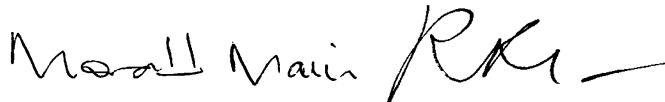
first issue for discussion is stormwater pollution. We urge you to become involved in this group. Your contribution will help your business build better community relationships and this can equal better business.

More Information

We will visit your business during 'Water Week' 16 - 20 October 2000 to deliver an information kit and to discuss any questions you have regarding your stormwater management plan. Soon you will receive an invitation to the first meeting of the Charing Cross Village Business Community forum. Attending this meeting will show the community you serve that you share their concerns about environmental issues.



Councillor Paul Pearce
Mayor of Waverley



Councillor Mora Main
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