

# Big 4 Ballina Headlands Holiday Park - Silver Partner



**Rous Water**  
sustainable water  
PARTNER PROGRAM

## CASE STUDY



*"We were using a lot of water. Our business was regularly in the top ten highest water users for Rous Water. With the cost of water ever increasing and our aim to improve the sustainability and the environmental friendliness of our business, we had to look at water saving projects." said business owner Graeme Gray. "All of these projects were expensive and time consuming to implement, but the incentive of some funding from Rous Water helped us push forward. The long-term benefits, both financially and environmentally are enormous. Personally it has been very rewarding to see that our hard work to introduce these water saving measures has been so successful."*

The Big 4 Ballina Headlands Holiday Park has been recognised as a Silver Sustainable Water Partner for their commitment to water efficiency.

### Business profile

Big 4 Ballina Headlands Holiday Park is a 15 acre mixed holiday and residential accommodation park, with 125 long-term sites and 75 short term sites, including cabins, caravans and camp sites. There is currently a population of over two hundred permanent residents. Facilities in the park include a swimming pool, spa and children's wading pool, playground, games room and community hall. Currently the park employs 11 staff in total and is home to around 200 permanent residents and 15,000 visitors every year.

### Water efficiency projects

Big 4 Ballina Headlands Holiday Park achieved significant water savings by completing several water efficiency projects over a three year period. Their projects included:

- Replacement of all single flush toilets with dual flush toilets
- Replace urinals with water efficient models
- Replace top loading washing machines with efficient front loading models
- Fitting water meters to 140 permanent residential sites to introduce a user-pays system, encouraging more efficient water use behaviour

- Installation of pressure reduction valves to help reduce water lost through leaks
- Installation of rainwater tanks to top up the swimming pool.



### Annual water savings achieved and associated cost savings

The holiday park's water usage has since fallen by 46% - from 17,000 kilolitres down to 9,000 kilolitres per year - enough to supply about 40 new houses with water. Since 2009 the holiday parks has saved approximately \$16,000 in annual water bills.

### Assistance from Rous Water

Rous Water provided over \$11,000 in rebates to the Big 4 Ballina Headlands Holiday Park to support their water efficiency projects. Projects were staged as cashflow allowed and rebates paid upon completion of each stage of work. Additional support also included advice on estimated water savings and application assistance.