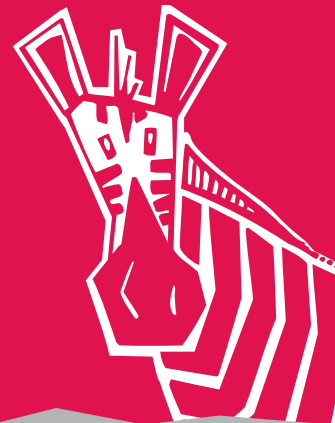


"If you don't believe in your product, or if you're not consistent and regular in the way you promote it, the odds of succeeding go way down." –

Jay Conrad Levinson, author
'Guerilla Marketing'

RED PUBLICITY



EDITION 12 - December 2009

BEHIND THE RED CURTAIN - MELBOURNE MOSQUES SAVING WATER

Water-wise prayers

Karen Poh

WORSHIPPERS at the Heidelberg Mosque have become more water-wise, exercising their faith in practical ways.

In a joint project with Yarra Valley Water and Islamic organisation Mercy Mission, the mosque has attached flow-control valves to all taps in the kitchen and bathrooms, and installed a 3000-litre rainwater tank to run dual-flush toilets.

Up to 300 people visit the Heidelberg Mosque each week, and a Yarra Valley Water audit revealed the mosque could save as much as 143,000 litres – or 1150 bathtubs of water each year.

Mercy Mission's Jeneefar Makbool said worshippers cleaned their hands, face and feet before praying, up to five times a day, as part of the

Muslim faith.

He said the Heidelberg Mosque had led the way in implementing the changes, and has seen water consumption drop by 16 per cent in the past 12 months.

"There are another six mosques now in the process of becoming more water-wise," Mr Makbool said.

He said the Muslim faith considered the Earth's resources to be a trust from Allah. "Water is considered to be a life saver so it is a resource to always use wisely," he said.

"These messages are also passed on to children who come to the mosque, not just to adult attendees, through Sunday classes." Funded by a federal Community Water Grant, the project is part of Mercy Mission's Zamzam Water Conservation project to cut water use in Melbourne mosques.

Green Publicity has been helping spread the word about Yarra Valley Water's work in supporting local mosques keen to use water more efficiently.

The water utility is supporting the Zamzam Water Conservation Project, part of the Environment Sustainability Program set up by the Islamic organisation, Mercy Mission, which aims to reduce water use across all Melbourne mosques.

People of a Muslim faith consider the Earth's resources to be a trust from Allah and are committed to protecting the environment and using natural resources wisely.

Water audits conducted by Yarra Valley Water at the Heidelberg and Preston mosques revealed that each could save up to 143,000 litres of water per year by installing rainwater tanks, attaching flow control valves to all taps and installing WELS (Water Efficient Labelling and Standard) rated toilet suites. The retrofits are now complete and fantastic water savings are underway.

Up to 300 people visit the Heidelberg Mosque every week and up to 500 attend the Preston Mosque; a person of Muslim faith cleans their face, hands and feet before praying, up to five times each day, so the water savings can be significant.

The water saving actions of Heidelberg and Preston mosques caught the attention of local newspapers

Mosque set for water savings

WORSHIPPERS at the Preston Mosque have become more water-wise, thanks to a joint project with Yarra Valley Water and Islamic organisation Mercy Mission.

Preston Mosque has installed a 30,000-litre underground rainwater tank to run dual-flush toilets and has attached flow-control valves to all taps in the kitchen and bathrooms.

Sheikh Fahmi Kafi El-Imam, the Mufti of Australia, said the mosque conserved water so it would be available for the whole community.

"Man is responsible for conserving resources," Sheikh El-Imam said.

"So people won't be short of water."

Mercy Mission's Jeneefar Makbool said worshippers cleaned their hands, face and feet before praying, up to five times a day. "People of the Muslim faith wash their hands three to five times a day," he said.

With up to 500 people attending the Preston Mosque each week, a Yarra Valley Water audit revealed the mosque could save up to 143,000 litres or 1150 bathtubs of water each year.

Flow-control valves had cut water use from nine litres a minute to two litres a minute in the foot and hand basins, Mr Makbool said.

Sheikh El-Imam said the



Jeneefar Makbool from Mercy Mission with Sheikh Fahmi Kafi El-Imam.

Muslim faith considered the Earth's resources to be a trust from Allah. "In Islamic teachings, the waste of anything is considered evil work," Mr Makbool said.

Funded by a federal Community Water Grant, the project is part of the Mercy Mission's Zamzam Water Conservation project to cut water use in Melbourne mosques.



Worshipper Jeneefar Makbool washes his hands using the tank water before praying at the Heidelberg Mosque. Picture: JANINE EASTGATE

SURVEY HIGHLIGHTS TRUST IN EDITORIAL

B&T Today reported on a twice-yearly Nielsen Consumer Survey that found Australian consumers trust personal recommendations, newspaper editorial and opinions posted on websites more than any form of advertising.

The survey found that 93 per cent of people trust brand recommendations from people they know. A further 67 per cent trust the editorial content they read in newspapers and 64 per cent are happy to draw upon the online opinions of Internet users.

The survey also found that newer forms of advertising, such as video ads online or advertisements sent via SMS, are less familiar and therefore causing skepticism among consumers.

COPYWRITING WISDOM

Copywriting wisdom

"I don't know the rules of grammar... If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language they use every day, the language in which they think." - David Ogilvy, founder Ogilvy & Mather

KOKO BLACK TO OPEN AT QVM

Red Publicity is helping to promote the launch of Koko Black's new chocolate salon in a heritage-listed space in the Dairy Produce Hall at the historic Queen Victoria Market – one of the states most prolific 'foodie' destinations. Look out for the new Koko Black at the end of summer 2010



RED PUBLICITY CHRISTMAS HOURS

Red Publicity's last day for 2009 will be Wednesday 23 December. We will reopen bright and early in the new year on Monday 4 January 2010.

A note from Paige's book...

I wish you all the best for a wonderful festive season and successful New Year. Congratulations to all of our clients who have used the testing times over the past year to continue raising their profiles and instilling brand trust with customers and clients.

Please pass this newsletter onto those who may enjoy it.

Paige-Elise Reade, Director T: 03 9645 0298 E: paige@redpublicity.com.au



Have you exchanged your showerhead for one that's water efficient? Or are you suffering 'green fatigue'?

GREEN FATIGUE - HAVE YOU GOT IT?

Whoever said behavioural change was easy?

A *Reader's Digest* survey of 1,500 Australians has found that while we care about the planet, we are suffering 'green fatigue' and are in danger of zoning out from messages to live a green lifestyle.

It appears that while 'green' messages are getting through, many people cannot give up some of their comforts and are rebelling against the notion of carrying 'eco' problems on their shoulders.

According to the survey, 15 per cent of people surveyed feel guilty using all the hotel towels, but do it anyway; 20 per cent feel guilty using full-flush instead of half-flush; 22 per cent regrets tossing their rubbish into the wrong bins; and 19 per cent feel guilty leaving lights on when they're out.

It's why it's important to go beyond providing knowledge in behavioural change campaigns. As this survey shows, even though we 'know', it doesn't mean we 'do'.

PUMPKIN WINS NATIONAL TITLE!

Congratulations to little Pumpkin Reade Galloway who took out third place in the national Pet of the Year competition through the Social Diary public relations network (www.socialdiary.com.au).

Pumpkin won Pet of the Week over Queen's Birthday this year and went on to take third overall (pipped at the post by the Estee Lauder pooch and a Chihuahua)!

