Campaign Communications toolkit

‘Look for the WaterMark’

To support communications to suppliers, trade and consumers on the importance of the WaterMark Certification Scheme.

Managed and administered by the Australian Building Codes Board

Contents

Introduction 3

More about the LOOK for the WaterMark campaign 4

What is the WaterMark Certification Scheme? 5

Who needs to know about the WaterMark Certification Scheme? 6

Objectives of the LOOK for the WaterMark campaign 7

Consumer pre-campaign research 8

LOOK for the WaterMark campaign timeline 9

How can you help? 9

LOOK for the WaterMark campaign resources 10

LOOK for the WaterMark campaign assets 10

LOOK for the WaterMark campaign key messages 11

Frequently asked questions 12

Co-Branding Guidelines 13

Content for use any time during the campaign 14

- Fact Sheet 14
- Sample website content 14
- Sample eDM content 14

LOOK for the WaterMark campaign content 15

- Campaign 1: tapware burst 15
- Campaign 2: toilet burst 18
- Campaign 3: shower burst 21
- Campaign 4: database campaign 24

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Introduction

The *LOOK* for the *WaterMark* campaign is an important first step in a broader strategy to raise awareness of the WaterMark Certification Scheme (the Scheme). The campaign – through posters, social media assets and web banners – seeks to empower practitioners and other stakeholders across the whole supply chain to communicate the value and importance of the Scheme.

The Australian Building Codes Board (ABCB) carried out consumer research as part of the broader strategy to improve awareness of the Scheme. Survey results showed awareness of the Scheme is low and the benefits of using, and potential pitfalls of not using WaterMark certified products are not well understood.

The LOOK for the WaterMark campaign provides a unified way for all stakeholders invested in the Scheme to help spread the word and influence purchasing behaviour in favour of WaterMark certified products.

This communications toolkit contains a variety of written and visual resources, and accompanying guidance to encourage you to share information about the Scheme across your organisation's preferred media and communication channels.

The ABCB will continue expanding the campaign by creating more resources that give stakeholders new ways to spread the message about the importance of WaterMark certification.

More about the LOOK for the WaterMark campaign

The LOOK for the WaterMark campaign is a component of, and first step in, a strategic plan for raising awareness of WaterMark. It aims to improve compliance with the National Construction Code, specifically the Plumbing Code of Australia, by promoting and increasing understanding of the Scheme amongst all target audiences.

Awareness is key to the success of the Scheme – among buyers and sellers of plumbing and drainage products as well as those who specify, source and install them. All parties in the supply chain must be familiar with and understand the importance of choosing products that are WaterMark certified.

What is the WaterMark Certification Scheme?

The Scheme is a mandatory national scheme for certain plumbing and drainage products to ensure they are fit for purpose and appropriately authorised for use. Products covered by the Scheme are first evaluated and certified against product specifications or standards, and then listed on a national online WaterMark product database.

Certified products are identified by a visible “W” trademark, which must appear on a product after it is certified under the Scheme.

Who needs to know about the WaterMark Certification Scheme?

Plumbing and drainage products are selected, purchased and installed across Australia every day as part of new building work, renovations or maintenance. In Australia, most plumbing and drainage products must be certified under the Scheme.

Licensed plumbing practitioners must install products certified under the Scheme in plumbing and drainage installations, where required by the Plumbing Code of Australia. There are penalties for non-compliance. However, it is not always plumbing practitioners who select, source and buy these products; their clients or a building practitioner may have already chosen or supplied the product for installation.

The person who buys the product is not always the installer and may not know about the Plumbing Code of Australia requirements that plumbing and drainage products must be certified under the Scheme. Therefore, increased awareness among consumers will encourage better buying decisions, as will better communication between plumbing and building practitioners and building owners.

Product suppliers also have a strong role in educating and influencing the purchasing decisions of consumers through their advice and in their marketing messages.

Hence, the LOOK for the WaterMark campaign target audiences include

- product suppliers and staff of retail and trade stores
- building practitioners such as designers, project managers and contractors who specify and procure plumbing and drainage products
- plumbing practitioners who specify, procure and install plumbing and drainage products
- consumers who buy plumbing and drainage products.

Objectives of the LOOK for the WaterMark campaign

Engage consumers, practitioners, industry peak bodies, retailers etc in the importance of the LOOK for the WaterMark campaign and the role your organisation can play in supporting the awareness activities.

Amplify the implementation using stakeholder websites, social channels and your networks to communicate key messages, utilise a suite of creative assets to obtain greater 'reach'

Build awareness, alignment and a shared understanding of the importance of compliance across your industry

Consumer pre-campaign research

In September 2021, the ABCB conducted a survey of 1,000 Australians to determine their awareness of the Scheme requirements for plumbing products.

Survey participants included those who had undertaken a home renovation within the past 12 months or were planning to undertake one in the coming 12 months.

The survey focused on 5 key plumbing and drainage products covered by the Scheme, including: taps, shower heads, toilets, water supply pipework, and sanitary drainage pipework.

Category insights

61% of respondents said they were aware 'most plumbing and drainage products (taps, toilets, showerheads, drainage pipes) must be certified and authorised for use in Australia'.

Brand recall

22% of respondents said they had heard of the Scheme. Of these, 15% recognised the name only and could provide no further description, and 38% described it in reference to independent assessment, compliance with Australia's building and plumbing codes, and authorisation to be installed by a licensed plumber.

Those unaware of the Scheme were shown the WaterMark symbol, 12% of whom claimed to recognise it. Approximately half of respondents (53%) said they had heard of the National Construction Code (NCC), the majority of whom only recognised the name. In general, the levels of awareness of authorisation and certification requirements, the WaterMark, and the NCC, were consistent across states and territories.

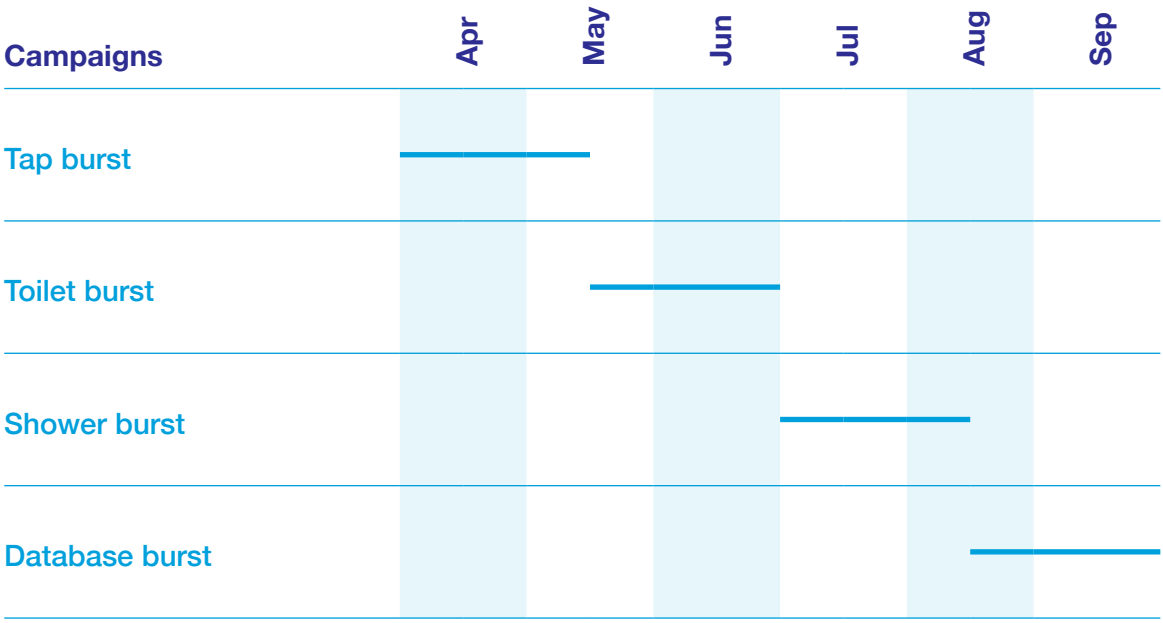
Installation

Taps were the most commonly installed Scheme products in past and planned renovations of bathrooms, laundries and kitchens. In bathrooms, shower head installation was as common as tap installation, with toilet installations slightly less common.

In all 3 wet areas, respondents had less frequent experience and intention of installing or replacing water supply pipework or sanitary drainage pipework.

For all Scheme products explored in the survey, quality was the top priority for home renovators.

LOOK for the WaterMark campaign timeline



How can you help?

Use campaign content in your communications

This communications toolkit contains a range of written and visual resources you can use across your organisation's preferred communication channels.

Engage your networks about WaterMark certification

Highlight your compliance and your organisation's commitment to product safety and suitability by sharing information about the Scheme.

Engage your networks through social media

Social media can be a powerful way to weave information about WaterMark certification into profiles of products and marketing messages.

Support the campaign offline

Use the campaign posters to educate your organisation's staff, customers and industry.

Check for updates and new campaign materials

The ABCB will build on this campaign and will add to the available resources to give stakeholders new ways to spread the message about the importance of the Scheme.

Campaign resources

The ABCB will promote the LOOK for the WaterMark campaign over a 6-month period, in 6-week bursts.

The resources included in this toolkit are part of a series and will be launched in the following order:

1) Tapware
2) Toilets
3) Showers
4) Database

We recommend using one execution at a time and following the campaign timelines to ensure the campaign stays fresh and interesting. Following the campaign timelines will also ensure maximum impact as ABCB and key stakeholders push the same messages at the same time.

You can download the resources in this kit for immediate publication through your preferred channels.

Campaign assets

Key messages	10 x LOOK for the WaterMark Campaign messages (page 11)
Frequently asked questions	Answers to the LOOK for the WaterMark Campaign FAQs (page 12)
Fact sheet	LOOK for the WaterMark Campaign factsheet (page 14)
Website content	LOOK for the WaterMark Campaign website content (page 14)
eDM	LOOK for the WaterMark Campaign eDM wording (page 14)
Digital banners	Campaign digital banners in 2 sizes for the following products • Tapware Burst • Toilet Burst • Shower Burst • Database Burst
Social media tiles & copy	Campaign tiles & supporting copy options for the following products: • Tapware Burst • Toilet Burst • Shower Burst • Database Burst
Video content	Video animations (30s length): • Tapware Burst • Toilet Burst • Shower Burst • Database Burst
Poster	Posters (A3 size): • Tapware Burst • Toilet Burst • Shower Burst • Database Burst
Co-branding guidelines	Simple co-branding guidelines

Download assets

LOOK for the WaterMark campaign key messages

Use the key messages below in your organisation's communications schedule to help promote the importance of the WaterMark Certification Scheme.

- The WaterMark Certification Scheme is a mandatory national scheme for plumbing and drainage products.
- For plumbing installations that require WaterMark certified products, it is against the law for licensed practitioners to install products that are not certified and penalties apply.
- The WaterMark Certification Scheme ensures that products are safe, fit for purpose and authorised for use.
- Although it is legal to import products that are not certified, these cannot be retrospectively certified, and cannot be installed in situations where WaterMark products are required by the National Construction Code.
- In Australia, the National Construction Code, as adopted in State and Territory acts and regulations, requires most plumbing and drainage products to be WaterMark certified prior to installation. Some installations are exempt: sinks and baths do not need WaterMark certification but waste outlets do; traditional sink plastic plugs do not, but pop-up strainers and plugs do.
- WaterMark certified products are safe and suitable for use because they have been independently assessed against the applicable product specification or standard.
- You can check the online Schedule of Products at **watermark.abcb.gov.au** to find out if a plumbing product requires WaterMark certification.
- Remember to look for the WaterMark 'W' on products before you buy and before you install.
- The WaterMark Certification Scheme ensures products are certified to the appropriate product specification, fit for purpose and authorised for use in plumbing and drainage installations. Certified products are listed on the WaterMark product database and identified by the 'W' certification trademark.
- If you want to check whether a plumbing or drainage product is certified, you can search the online WaterMark product database at **watermark.abcb.gov.au**

Frequently asked questions

What is the WaterMark Certification Scheme?

The WaterMark Certification Scheme is a mandatory national scheme for certain plumbing and drainage products that ensures products are safe, fit for purpose and authorised for use.

How can I tell if a product is certified?

Look for the WaterMark 'W' on products and packaging, or search the online WaterMark product database at **watermark.abcb.gov.au**

All products intended for use in a plumbing and drainage installation must undergo a risk assessment to identify any likely risk of manufacturing faults and installation failures. Products with identified risks that require mitigation through the Scheme are listed on the WaterMark Schedule of Products. Likewise, products that don't require WaterMark certification are listed on the Schedule of Excluded Products. Both schedules can be found on the WaterMark website: **watermark.abcb.gov.au**

How do I search the online WaterMark database?

To check a product on the WaterMark database, you need to search for it using either the WaterMark licence number, product type, brand name, model name, model ID, or licensee name.

Am I required to only install WaterMark Certified products?

The National Construction Code requires most plumbing and drainage products to be WaterMark certified prior to installation, however some products are exempt, such as sinks and baths. Check the online Schedule of Products at **watermark.abcb.gov.au** to find out if a plumbing product requires WaterMark certification.

What does it mean if I can't find a WaterMark or licence number on either the product, its packaging or on the WaterMark Product Database?

It could mean one of 3 things:

- Not all plumbing and drainage materials or products require WaterMark certification. Check the Schedule of Excluded Products to see if the product is listed there.
- It could be a new product that has not yet had a risk evaluation undertaken to determine whether it is required to be WaterMark certified or not.
- It has not been WaterMark certified, which means it may not be authorised for use.

Can I buy, sell or import non-accredited products?

It is legal to buy, sell and import *non-certified product. However, plumbers can only install WaterMark certified products listed on the Schedule of Products. Check online at **watermark.abcb.gov.au** to find out if a plumbing product requires WaterMark certification.

What should I do if I think something is wrong with a product or its certification?

If you suspect a product is not WaterMark certified or is labelled incorrectly, report it. The best way to report a product is to visit the reporting page on the Australian WaterMark website at **watermark.abcb.gov.au/consumers/report-product**

Co-branding guidelines

The Australian Building Codes Board communication assets have been designed to house a partner logo if you wish. A colour or black logo is preferred. Social posts don't require an embedded partner logo as they will be delivered from the partner's social account, so will already have the partner's name and avatar accompanying them.

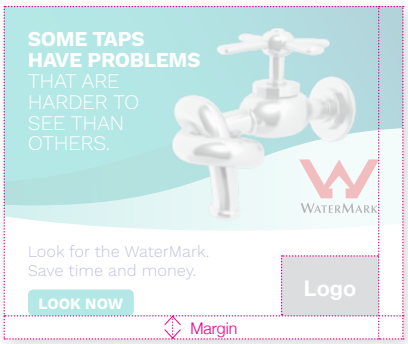
Do not resize or alter any existing Australian Building Codes Board communications artwork – if you have any specific requirements or have questions outside of this toolkit, please contact ABCBcommunications@abcb.gov.au

A3 poster:

An area of 30mmW x 20mmH is available in the lower right corner. A margin of 20mm of clear space is to appear around the edge of the poster.

Digital banner 300x600px:

An area of 80pxW x 55pxH is available in the lower right corner. A margin of 25px of clear space is to appear around the edge of the poster.



Digital banner 336x280px:

An area of 80pxW x 50pxH is available in the lower right corner. A margin of 20px of clear space is to appear around the edge of the poster.

Content for use any time during the campaign

Fact Sheet

- The WaterMark Certification Scheme is a national scheme managed and administered by the Australian Building Codes Board.
- The WaterMark Certification Scheme ensures products are safe, fit for purpose and authorised for use.
- For most installations, plumbers are required to use WaterMark-certified products, although some product types are exempt.
- A full list of the included and exempt products can be found in the Schedule of Products and Schedule of Excluded Products, which are available online at **watermark.abcb.gov.au**
- The WaterMark 'W' is marked on WaterMark certified products.
- WaterMark maintains an online database of WaterMark certified products, which lists many thousands of products with active licences and can be searched at **watermark.abcb.gov.au**
- Although it is legal to import, buy and sell products that are not certified, these products cannot be retrospectively certified, and cannot be installed in situations where WaterMark products are required by the National Construction Code.

Sample website content

What is the WaterMark Certification Scheme?

WaterMark is a mandatory national product certification scheme that ensures certain plumbing and drainage products are safe, fit for purpose and authorised for use.

It's a scheme managed and administered by the Australian Building Codes Board that helps consumer and plumbers find authorised products. In Australia, most plumbing and drainage products need to be WaterMark certified prior to installation.

The easiest way to check whether a product is certified is to look for the WaterMark 'W' on products. This 'W' indicates a material or product has been tested and evaluated to an approved product specification and certified by an accredited organisation.

If you can't find the WaterMark 'W' on a product, you can also check the online database which lists the many thousands of products with active licenses. You can find the database at **watermark.abcb.gov.au**

eDM Content

In Australia, most plumbing and drainage products must be WaterMark certified. But, what does this mean?

WaterMark is a mandatory national product certification scheme that ensures certain plumbing and drainage products are safe, fit for purpose and authorised for use. This means a material or product has been tested and meets the approved product specification.

It's important to use WaterMark certified products to ensure installations are safe and fit for purpose. Some consequences of not using WaterMark certified products where required include:

- costs of replacing materials
- product failure resulting in building damage and loss, and
- possible voided insurance.

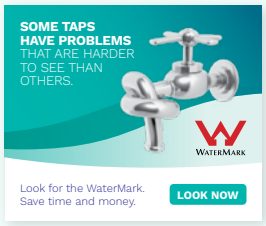
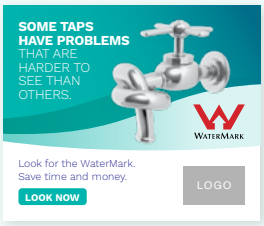
For these reasons, it's important you look for the WaterMark on products and packaging before purchasing, to ensure the product is certified and authorised for installation. Checking each time you buy new products is simple. Here are a few tips to help:

1. Look for the WaterMark 'W' on products to see if the product is WaterMark certified.
2. If you can't see the WaterMark 'W' on your product, head to the online WaterMark product database where you can search for the WaterMark licence number, product type, brand name, model name, model ID, or licensee name.
3. Some types of plumbing product, such as baths and sinks, don't need to be WaterMark certified - to find out if the plumbing product requires WaterMark certification, check out the full list of product types in the Schedule of Products at **watermark.abcb.gov.au**.

Campaign 1: tapware burst

Apr/May 2022

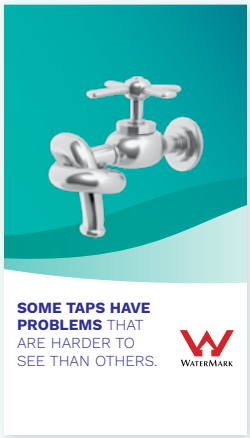
Download assets

Communications	Sample
Poster A3	
Digital banner 336x280 px	 
Digital banner 300x600px	

Campaign 1: tapware burst

Apr/May 2022

Download assets

Communications	Sample
Social media tile (Story) 1920x1080 px	
Social media tile (Feed) 1080x1080 px	
Social media tile (Feed) 1200x630 px	
Social media copy	• It's important to use certified products when installing new tapware. In Australia, all taps must be WaterMark certified, to ensure they comply with building regulations. Learn more at **watermark.abcb.gov.au** • Is your tap approved for use in Australia? Look for the WaterMark 'W' on products to ensure your taps are safe to install. • Not sure whether your next installation needs WaterMark certified products? See which types of plumbing products need to be certified in the WaterMark Schedule of Products, available at **watermark.abcb.gov.au** • There's a lot of different taps available: how do you know which are legal to use in new installations? The WaterMark product database lists thousands of products, so you can check which taps are WaterMark certified and can be used in your next installation. Search the database at **watermark.abcb.gov.au**

Campaign 1: tapware burst

Apr/May 2022

Download assets

Communications	Sample
Animated video 30 seconds	 https://www.youtube.com/watch?v=a8by_Tv02lw

Campaign 2: toilet burst

May/June 2022

Download assets

Communications	Sample
Poster A3	
Digital banner 336x280 px	
Digital banner 300x600px	

Campaign 2: toilet burst

May/June 2022

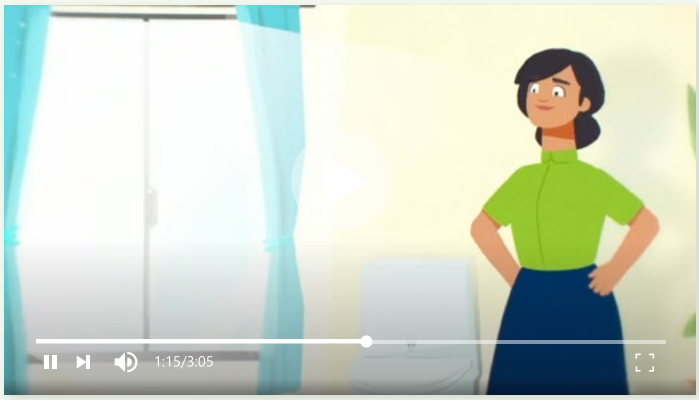
Download assets

Communications	Sample
Social media tile (Story) 1920x1080 px	
Social media tile (Feed) 1080x1080 px	
Social media tile (Feed) 1200x630 px	
Social media copy	• If your plumbing products aren't WaterMark certified, you'll be flushing a lot of time and money down the toilet. In Australia, all toilets must be WaterMark certified, to ensure they're authorised and meet building regulations. Learn more at **watermark.abcb.gov.au** • WaterMark certified products are required for all new toilet installations in Australian buildings. Look for the WaterMark 'W' to ensure your toilets are WaterMark certified. • Toilets come in all shapes and sizes: how do you know which are approved for use in Australia? The WaterMark database lists thousands of products, so you can check which toilets are WaterMark certified and can be used in your next building or renovation. Search the database at **watermark.abcb.gov.au**

Campaign 2: toilet burst

May/June 2022

Download assets

Communications	Sample
Animated video 30 seconds	 https://www.youtube.com/watch?v=DesbYHTXL_c

Campaign 3: shower burst

June/July 2022

Download assets

Communications	Sample
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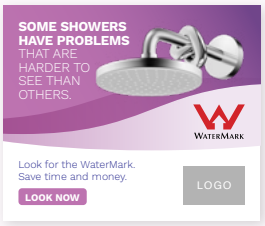
Digital banner 336x280 px	
Digital banner 300x600px	

Campaign 3: shower burst

June/July 2022

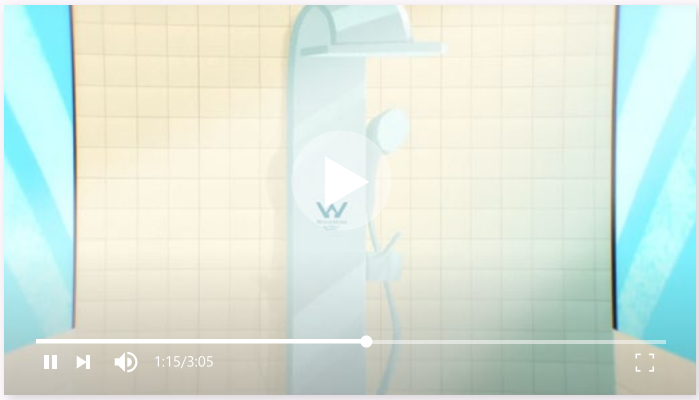
Download assets

Communications	Sample
Social media tile (Story) 1920x1080 px	
Social media tile (Feed) 1080x1080 px	
Social media tile (Feed) 1200x630 px	
Social media copy	• The WaterMark Certification Scheme is a mandatory approval process for plumbing products. In Australia, all showerheads must be WaterMark-certified, to ensure they comply with building regulations. Learn more at **watermark.abcb.gov.au** • Are you using safe, certified showerheads? Look for the WaterMark 'W' to ensure your showerheads are approved for new installations. • There's a lot of different showerheads on the market: how do you know which are approved for use? The WaterMark product database lists thousands of products, so you can check which showerheads are WaterMark-certified and can be used in your next building or renovation. Search the database at **watermark.abcb.gov.au** • There's a lot of different showerheads on the market: how do you know which are approved for use? The WaterMark database lists thousands of products, so you can check which showerheads are WaterMark-certified and can be used in your next building or renovation. Search the database at **watermark.abcb.gov.au**

Campaign 3: shower burst

June/July 2022

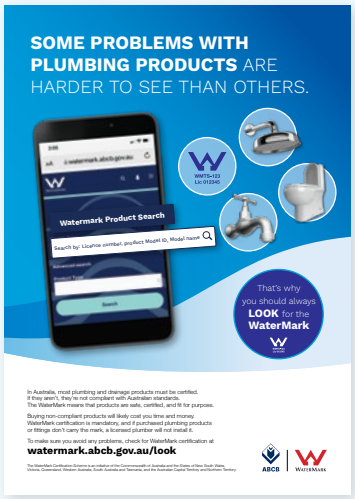
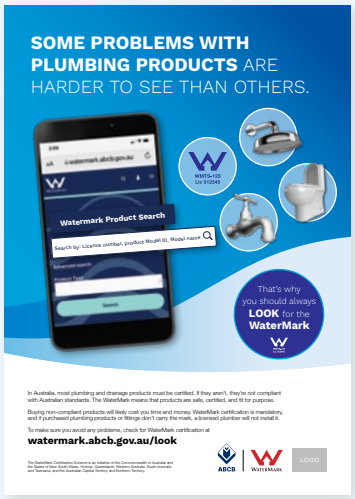
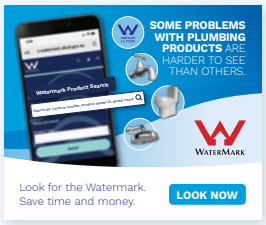
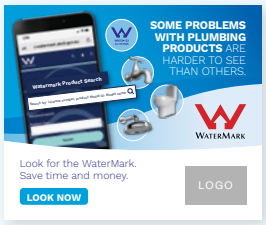
Download assets

Communications	Sample
Animated video 30 seconds	 https://www.youtube.com/watch?v=r5hFwbPqrqo

Campaign 4: database burst

July/August 2022

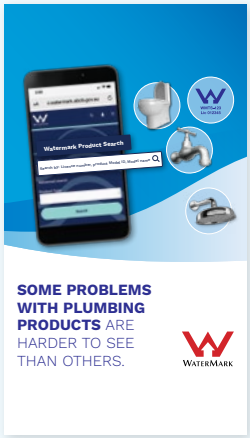
Download assets

Communications	Sample
Poster A3	 
Digital banner 336x280 px	 
Digital banner 300x600px	

Campaign 4: database burst

July/August 2022

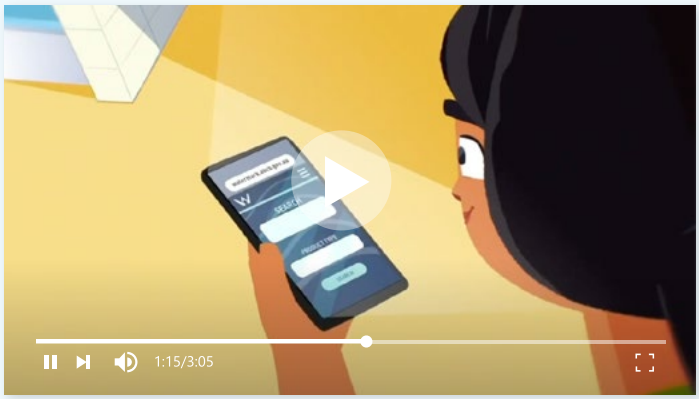
Download assets

Communications	Sample
Social media tile (Story) 1920x1080 px	
Social media tile (Feed) 1080x1080 px	
Social media tile (Feed) 1200x630 px	
Social media copy	• If you purchase unauthorised plumbing or drainage products, you'll be wasting both time and money. In Australia, many plumbing and drainage products must be WaterMark certified, to ensure they're authorised and meet building regulations. Check whether a product is certified at **watermark.abcb.gov.au** • WaterMark certified products are required for all new plumbing and drainage installations in Australia. If you can't find the WaterMark 'W' it may mean the product is not approved for use in Australia. • Some types of plumbing and drainage installations are exempt from the WaterMark Certification Scheme. See which types need to be certified in the WaterMark Schedule of Products, available at **watermark.abcb.gov.au** • The WaterMark database lists thousands of plumbing and drainage products, so you can check which products are WaterMark certified and can be used in yournext installation. Search the database at **watermark.abcb.gov.au**

Campaign 4: database burst

July/August 2022

Download assets

Communications	Sample
Animated video 30 seconds	 https://www.youtube.com/watch?v=BYyFp8k6ySA

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