

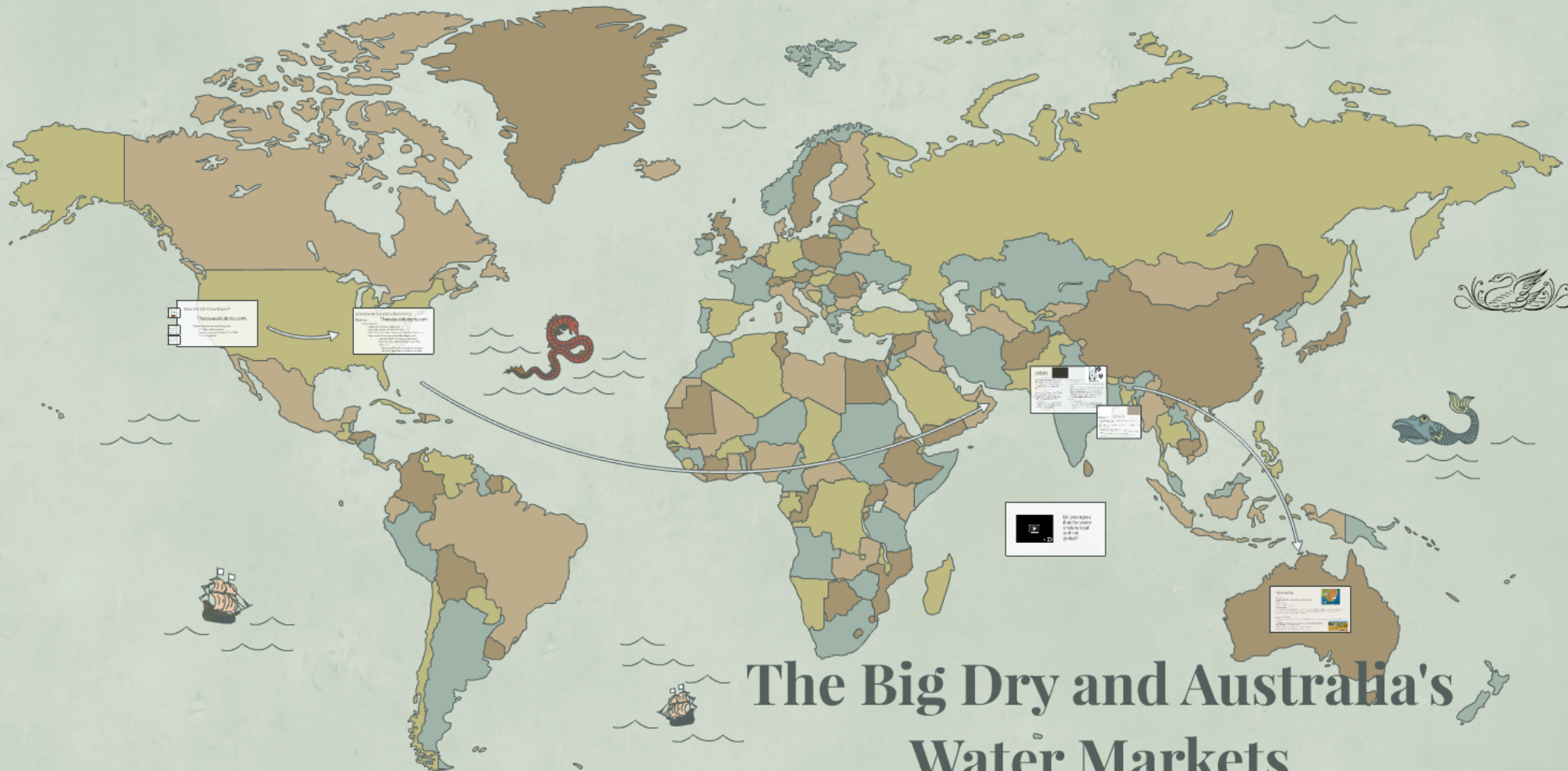


The Big Dry and Australia's Water Markets



- Water market with a high degree of government intervention
- Water market with a moderate degree of government intervention
- Water market with a low degree of government intervention
- Water market with a high degree of government intervention and a high degree of water scarcity

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The Big Dry and Australia's Water Markets



Author Thecasesolutions.com
Country Global
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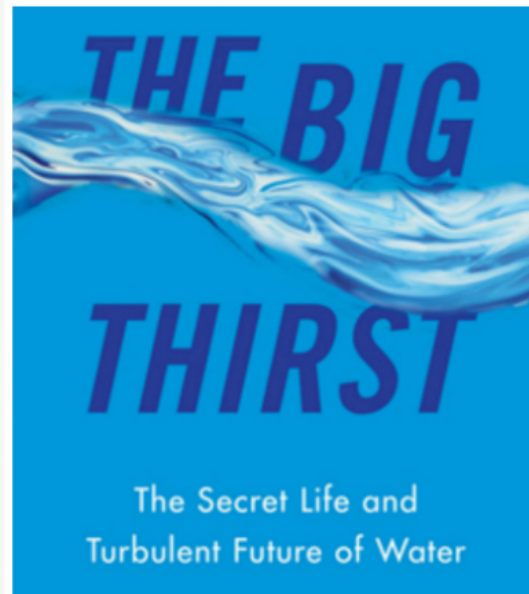
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Australia
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Author Thecasesolutions.com

Charles Fishman

- investigative journalist
- Former reporter and editor
 - Washington Post, Orlando Sentinel, Observer (Raleigh, NC)
- Purpose: to fix how we view the water crisis and to solve the issue now, while it's not too late



How Do We View Water?

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- We love water, but we take it for granted.
 - We don't realize its impact
 - Poor management throughout the world
 - It must be potable

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Las Vegas Strip

"Dolphins In The Desert"

- Although highly managed by Pat Mulroy and the LVVWA, this is an example of how we take water for granted when it comes to the distribution.



2 million
gallons of
water

Facts: Thecasesolutions.com

Where is most of Earth's water?

- a. bodies of water (liquid/solid)
- b. atmosphere (vapor)
- c. hydrous minerals

True/False: Do we drink the same water as dinosaurs?

The **Secret** Life and **Turbulent** Future of Water

- What we don't know vs. what we have to do

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- Origin
- Abundance
- Technology to Clean Water

"Water itself isn't becoming more scarce, it's simply disappearing from places where people have become accustomed to finding it...and reappearing somewhere else" (Fishman 19)

Abundance Locally is Becoming Scarce

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- Atlanta, Georgia
 - single source of water: Lake Lanier
 - water planning was "wishful thinking"
 - Refused to pitch in when Congress was building Lake Lanier
 - Impacts the cities down stream of the Chattahoochee
 - Federal lawsuits with Alabama and Florida
 - Unauthorized and illegal taking of water from Lake Lanier
 - GA enacted Water Stewardship Act of 2010 to show the judge they care about conservation

Trends Thecasesolutions.com

Clean Water & Technology

- Purple Pipes
- Desalination Plant
- Water Purification Plant
 - Would you drink pure water?

Water Management

- Restricted use (i.e. watering lawns)

Uses

- Art, pleasure, entertainment

Market

- Bottled water vs. tap water
- Accessories