

MEDIA RELEASE:

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Are consumers being ripped off by the bottled water industry?

Do Something! launches search to find Australia's most expensive bottled water

The action group Do Something! is launching a public campaign to find Australia's most expensive bottled water. The organisation's spot-check of bottled water prices found one brand that was 10 times more expensive than petrol.

Do Something! Founder Jon Dee said, "We're launching this campaign to find out why we're being charged so much for bottled water. Every year, Australians are spending over half a billion dollars on the stuff – this is despite the fact that high quality drinking water is available for next to nothing out of the tap."

To help the search get underway, Do Something! informally canvassed a range of retailers to check the price of bottled water. The most expensive still water in a retail outlet was 'Voss'. It's sold in David Jones' food hall at \$10.95 for 800ml (equivalent to \$13.70 per litre - that's 10 times the cost of a litre of petrol).

In other settings such as hotels, restaurants, convenience stores and takeaways, the price of mainstream bottled water was also exorbitant. Examples included \$7 for a litre of Mt Franklin at Mirvac Hotels and \$3.59 for the same bottle at BP (nearly 3 times the cost of their petrol). The price contrast with tap water is stark.

"In Sydney, tap water costs \$2.01 for a thousand litres", said Jon Dee. "Many leading bottled water brands will charge you more than that for one litre. Where bottled water is just filtered tap water, how can they justify the high price?"

"You can pay \$2.50 for a 600ml bottle of water. When that's empty, for the same \$2.50 you can refill that bottle with tap water once every day for five and a half years," said Dee. "The high price of bottled water reminds me of the old joke - what's Evian spelt backwards?"

The public are invited to submit their highest bottled water prices (ideally with photos) via Do Something's www.GoTap.com.au web site.

Through its Go Tap campaign, Do Something! is urging Australians to save money and the environment by following these steps:

1. Go Tap – choose tap water over bottled water.
2. Buy a refillable bottle (*ensure that it's 'BPA free'*).
3. Do away with big bottled water - use tap or filtered water in your office.
4. Lobby your local council and educational institutions to install water fountains & bubblers. We need more free drinking water in public spaces.

**To interview Jon Dee, call 02 9519 8766.
For more information see www.GoTap.com.au.**