



Press Release

27 November 2009



GODFREY HIRST TAPS INTO WATER RECYCLING PROJECT WITH \$1.3M GRANT

Godfrey Hirst Carpets, the largest carpet manufacturer in the Southern Hemisphere, will save up to 250 million litres of water a year with the help of a \$1.3 million Brumby Government grant.

Announcing the grant today, Victorian Premier Mr. John Brumby said the 1,000 employee company was setting up a state of the art \$3.5 million storm water harvesting and wastewater recycling system.

During his visit to the Godfrey Hirst Carpets Geelong plant, he described the project as an innovative water-saving system that would help secure the efficiency of the company's operations and help Geelong's water supply.

"This achievement will make Godfrey Hirst more competitive and environmentally sound to improve its prospects in the long term," Mr. Brumby said.

By reprocessing 175 million litres of effluent production water along with 75 million litres of captured storm water and returning it to Class A water for reuse, the recycling project will save 250 megalitres – the equivalent of 250 Olympic swimming pools per year.

Apart from saving water, the project will save energy and reduce waste. The savings include cutting:

- energy use by 5 per cent a year (15,712 billion joules)
- trade waste discharged by up to 70 per cent a year (175 million litres)
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During the visit, Godfrey Hirst CEO Mr. Kim McKendrick thanked the Brumby government's Regional Infrastructure Development and Storm water and Urban Recycling funds for their assistance in providing water security for Godfrey Hirst Carpets and the Geelong Community.

Godfrey Hirst Carpets has previously been recognised for their water and energy saving achievements including:

- Winner of the Victorian Save Water Awards – Manufacturing Category & Overall Excellence Award 2005
- National Greenhouse Challenge Plus Program – Medium Business Category Winner
- Geelong Advertiser Business Excellence Awards – Environmental Category Winner

Regional and Rural Development Minister Jacinta Allan said, "Godfrey Hirst Australia's system will be a tremendous asset for Geelong's water management strategy. This is a visionary development from one of regional Victoria's leading manufacturers".

"This investment in saving water is fantastic news for the company, the region and water supply".