

media release

'Clean Water' pool campaign this summer sees toddler pools taking new lead on hygiene

New 'Clean Water' campaign gives new meaning to 'water confidence'

[PHOTO OPPORTUNITY: 12.45pm Tuesday 7th December @ Mt Albert Aquatic Centre, 38 Alberton Ave – babies and parents kick off 'Clean Water' initiative](#)

The cleanest water at pool complexes around the country this summer is set to be found in the toddler pools, as Plunket, Water Safety New Zealand, pool facilities and Huggies Little Swimmers join forces to launch a 'Clean Water' campaign specifically to give confidence to parents taking their children to the nation's toddler pools.

Clean water is the most important resource for public swimming pools and its visitors. Paul Kite, Pool Complex Manager at Mt Albert Aquatic Centre in Auckland which hosts 360,000 visitors a year, says clean water is any pool's most precious resource. "People come here for our clean water. It's our number one asset and a major focus every day."

Paul Kite says New Zealand parents are pretty good about ensuring children who are not yet toilet-trained wear protective swimpants in toddler pools, but says "the new posters and counter messaging this summer will give an important reminder to parents with children under five."

Matt Claridge from Water Safety New Zealand says, "We're delighted to have teamed up with Huggies Little Swimmers and Plunket to support this pool-side 'Clean Water' campaign. We believe it will help instill good hygiene values in the minds of families who are visiting New Zealand pools this summer".

Claridge adds that beyond bath-time, the joy of water discovery starts for children in toddler pools. "Well-supervised fun for children in toddler pools is the first step towards water

confidence. We see enjoyment in the water and confidence as the key building blocks for learning to swim," he says.

"We applaud the good work our public pool complexes undertake in ensuring pool environments are as pleasant and safe as possible, both in terms of water quality and water safety. Trained lifeguards are on watch at most pools around the country, but Water Safety New Zealand is constantly educating parents about their responsibility towards the safety of their children in and around water," he says.

According to Matt Claridge, Water Safety New Zealand reminds parents every summer about their role in water safety with this central message: parents must always supervise children near water. ALWAYS.

"The safety and enjoyment of young children in and around water is entirely reliant upon constant and vigilant supervision from parents and caregivers," he says. **ends**

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BACKGROUND INFORMATION

- FOOTNOTE: Pools are equipped with sophisticated filtration systems and water treatment staff follow stringent procedures to meet exacting water quality standards, but if a 'Code Brown' mishap occurs the process to restore water quality can take from one hour to one day.
- Kimberly-Clark New Zealand (KCNZ) is headquartered at Auckland.
- The company is a global marketer of leading brands including HUGGIES® products, KLEENEX® Facial and KLEENEX® Cottonelle®, U by KOTEX® and DEPEND® range, and VIVA® paper towel.
- KCNZ employees over 50 employees in NZ and operations include:
 - Regional offices in Wellington and Christchurch
- The HUGGIES® Nappies & Envirocomp Solution is a privately owned business operated by Karen and Karl Upston which developed from an initial small scale trial in 2007 using a prototype compost unit. This has now been commercialised at a site provided by the Hurunui District Council and will initially process 15,000 nappies a day mixed with green waste supplied by the local councils. As demand increases, additional HotRot compost units will be installed.
- Nappies are processed with green waste through an enclosed composting unit. This is effectively a U shaped vessel with a rotating shaft running through it. Nappies and green waste enter one end and move down the vessel and over a period of two to three weeks the waste decomposes to produce compost.
- Controlled temperatures eliminate all pathogens and ensure the full composting process is complete. Then the compost is screened to remove materials that can't be composted such as



the plastic from the nappies. The final compost can be used for commercial gardening or landscaping.

- For more information go to www.huggies.co.nz or www.envirocomp.co.nz