



# ELECTRICITY NETWORK TRANSFORMATION ROADMAP

2015-25

A partnership between the ENA and CSIRO

# Customer Engagement Handbook

## Stakeholder Workshop – Wednesday 2nd September

ENERGY  
[www.csiro.au](http://www.csiro.au)



# Who is in the room?

- Alternative Technology Association
- Ausgrid
- Ausnet Services
- Australian Gas Networks
- Brotherhood of St Laurence
- Citipower/Powercor
- Consumer Utilities Advocacy Centre
- COTA QLD
- CSIRO
- EMOV
- ENA
- Energy Consumers Australia
- Energy Consumers Consultant
- Essential Energy
- Ethnic Communities Council of NSW
- Ethnic Communities Council of Victoria
- Jemena
- KPMG
- PIAC
- TransGrid
- United Energy
- UnitingCare Australia

# Why we are here?

- Network Transformation Roadmap
  - Identify the transition which the electricity network industry must make to support better customer outcomes
- Existing engagement by network businesses
  - Variability in engagement experience
- AER Guideline
  - Advice on what to do, but not how to do it

# Goals of the handbook

- Provide best practice guidance to ENA member businesses for engaging with customers
- Help network businesses build relationships with customers and consumer groups
- Promote and enable the use of performance measurement and indicator tools in engagement activities
- Provide the opportunity for continuous learning and evolution of engagement activities
- Leverage and expand the relationships between networks

# Handbook process

- Initial consultation with network businesses
- Collect and review background literature and resources
- Workshop with network business staff
- **Workshop with external stakeholders (+ further feedback)**
- Draft the handbook
- Gather feedback from network businesses
- Finalise the handbook

# Goals of this workshop

- Gather your opinions about previous engagement
- Get your advice about future engagement
- Cover as many specific topics as we can
- Consider what we might have missed
- *Discuss specific issues, in a general context*

# A starting question

- It is 2025, and for the last decade, network businesses have consistently conducted excellent engagement with their customers and advocacy groups
  - What has changed for customers?
  - What has changed for the electricity network?
  - What has changed for the relationship between the two?

# Guest Speaker

Rosemary Sinclair

CEO

Energy Consumers Australia



# Session 1 – Where are we now?

1. In terms of engagement, what do network businesses currently do well? What do they currently do poorly?
2. What types of engagement (as per the IAP2 Engagement Spectrum) are most/least valuable for stakeholders? Why?
3. What issues are more/less important for network businesses to engage on? Why?

## Discussion Question 1:

In terms of engagement, what do network businesses currently do well?

What do they currently do poorly?

# IAP2 Spectrum

## of Public Participation



*Increasing Level of Public Impact*

**Public  
participation  
goal**

### **Inform**

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

### **Consult**

To obtain public feedback on analysis, alternatives and/or decisions.

### **Involve**

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

### **Collaborate**

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

### **Empower**

To place final decision-making in the hands of the public.

## Discussion Question 2:

What types of engagement are most/least valuable for stakeholders? Why?

## Discussion Question 3:

What issues are more/less important for network businesses to engage on? Why?

# Guest Speaker

Craig Memery

Energy Consumer Advocate

Alternative Technology Association

# Guest Speaker

Jai McDermott

GM Corporate Affairs

United Energy and Multinet Gas

## Session 2 – Where should we be in the future?

4. What would make this handbook useful/valuable for you? What specific content would you like to see included? How will we know if the handbook is working?
5. How can we better co-ordinate multiple engagement efforts (by advocacy groups, networks, retailers, state versus national bodies, etc.)? How do we avoid engagement fatigue and confusion?
6. What outcomes should network business measure to track the success of their engagement? Are there any outcomes measures that we should not use?



## Discussion Question 4:

What would make this handbook useful/valuable for you?

How will we know if the handbook is working?

## Discussion Question 5:

How can we better co-ordinate multiple engagement efforts?

## Discussion Question 6:

What outcomes should network business measure to track the success of their engagement?

# Bonus Questions

- A. What should network businesses be trying to achieve with engagement? That is, what are the end-goals of good engagement?
- B. Is segmentation of end-users important? Should different end-users be engaged with differently? Which end users should be engaged with in particular ways?

# Session 3 – wrapping up, next steps

- What have we missed?
- Synthesis of the workshop outcomes for feedback
- Evaluation of this workshop
- Further involvement