



Customer Engagement Plan 2014-19

Meeting the needs of the community we serve

DRAFT VERSION 1.3

DRAFT

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Controlled version	Date approved	Changes	Approval
1.0	16/12/13		Rod Howard, Chief Operating Officer; signed 20/12/13
1.1	Updated 31/01/14	Minor edits to objectives and messages and re-ordering of initiatives	Rod Howard, Chief Operating Officer; signed 31/1/14
1.2	Updated 12/5/14	Addition of key initiatives in engagement activities and timelines. Deletion of budget	Rod Howard, Chief Operating Officer; signed 14/5/14
1.3 (Draft)		Updated prior to final substantive proposal	

1.0 ENGAGEMENT AIMS

1.1 Purpose

This Customer Engagement Plan will help Endeavour Energy provide electricity services that better reflect customers' preferences and deliver greater value for money.

1.2 Desired results

Endeavour Energy is required to manage its electricity network in a way that meets the long term interests of its consumers i.e. our 'end users.' Early customer and stakeholder consultation in the regulatory process will enable us to factor consumer requirements and expectations into our investment choices and the way we recover costs. Over time, Endeavour Energy aims to integrate consumer engagement into our business as usual operations.

1.3 Objectives

To achieve our desired results we will:

- Undertake research to identify consumers' perceptions, needs, interests and priority areas for consultation.
- Raise awareness of our engagement process within and outside of regulatory reset periods and work to improve and institutionalise effective engagement channels.
- Provide relevant information to customers and stakeholders to grow their understanding of the factors that impact network prices and build their capacity to provide meaningful feedback.
- Offer a broad range of communication and engagement opportunities so that consumers who would like to provide input can choose how and to what extent they are involved.
- Report back on how consumer input has been factored into our planning, processes and forecast expenditure, which will ultimately impact network prices.

2.0 CURRENT SITUATION

2.1 New Obligations under the National Electricity Rules

In November 2012 the National Electricity Rules (NER) were changed to include new obligations on network businesses, and the Australian Energy Regulator (AER), about how consumers and advocacy groups are involved in the regulatory process. These changes to the NER reflected a desire by both rule makers and different levels of government for a much greater emphasis on consumer engagement. The AER intends for network businesses to make ongoing consumer engagement and customer focus "business as usual".

The AER finalised its *Consumer Engagement Guidelines for Network Service Providers* in November 2013. Endeavour Energy is now required to describe how we have "engaged with electricity consumers and sought to address any relevant concerns identified as a result of that engagement". This includes the extent to which capital and operating expenditure forecasts include expenditure to address these concerns. We must also provide an overview that includes a description of the key benefits and risks of the regulatory proposal for consumers.

The AER will take into account the extent to which Endeavour Energy has engaged with consumers when preparing its forecasts to determine capital and expenditure allowances.

The AER has also established a Consumer Reference Group (CRG) to make it easier for consumer representatives to have input without writing formal submissions. A Consumer Challenge Panel (CCP) has been set up to provide advice on issues that are important to consumers and enhance input into some of the more complex and technical issues they consider during determinations. The AER will seek the views of members of the CCP on regulatory submissions, and to explain to panel members how their feedback has been considered in determination decisions.

2.2 Key messages & themes

The AER2 Steering Committee has endorsed a set of common themes and key messages for the network proposals, based on Networks NSW 2013/14 Group Strategic Plan and the associated seven Strategic Plans.

Networks NSW is committed to placing the customer first; to demonstrating that consumer engagement is a central theme of the regulatory proposals; and to demonstrating that customer feedback has been sought and incorporated.

Networks NSW strategic plans are internal documents developed for management purposes. The regulatory proposals will be assessed against specific regulatory requirements and publicly disclosed. This may result in amended wording of the key messages compared to the Networks NSW strategic plans in some cases.

2.2.1 Networks NSW Group Strategic Plan

The purpose statement of Networks NSW 2013/14 Group Strategic Plan is:

“To be of service to our communities by efficiently distributing electricity to our customers in a way that is safe, reliable and sustainable.”

Networks NSW is committed to fostering a workplace culture that delivers the highest standards of safety, respect, performance and integrity for our employees and the customers and communities we serve.

The Group Strategic Plan is supported by seven strategic plans that outline desired outcomes in the following key areas of business operations and the key short term initiatives for Networks NSW that will deliver the desired outcomes in the long term:

- Improve safety performance;
- Improve customer value;
- Manage business risk;
- Achieve the financial plan;
- Deliver the network plan;
- Leverage technology; and
- Deliver performance through people.

2.2.2 AER2 themes and key messages

The AER2 overarching objective is to place consumers first and to promote their long term interests, as outlined below.

This is consistent with Networks NSW Group Strategic Plans; the National Electricity Objective (NEO) contained in the National Electricity Law (NEL); and the Australian Energy Regulator’s (AER’s) requirement to achieve the NEO in its decision making.

AER2 Overarching Objective

Placing the customer first and promoting the long terms interests of consumers with respect to:

- **Safety** by continuously improving our safety performance;
- **Affordability** by striving to contain average increases in our share of customers’ electricity bills to at or below CPI; and
- **Reliability** by ensuring the ongoing reliability, security and sustainability of the network.

The key theme of our proposal is that a safe, affordable and reliable electricity supply sustains lives, protects communities, and powers business success.

The “values” listed in Table 1 (consistent with the Networks NSW 2013/14 Group Strategic Plan) will guide how the network businesses achieve the overarching objective. Table 1 also outlines the high level themes and key messages that are proposed to form the basis of the five year regulatory proposals for submission to the AER in May 2014.

Table 1 – Summary of draft AER2 themes and key messages

Focus area	DRAFT AER2 Themes and key messages
Investment context	<p>Theme: Numerous factors are driving our investment programs and pricing outcomes.</p> <p>Key messages: The investment climate is characterised by:</p> <ul style="list-style-type: none"> • Rising prices; • Falling consumption; • Changing regulatory environment; • NSW network reforms; and • Increasing financial pressures requiring effective investment governance.
Values	<p>Theme: We are committed to fostering a workplace culture that delivers the highest standards of safety, respect, performance and integrity for our employees and the customers and communities we serve.</p>
Safety	<p>Theme: Continuous improvement in safety performance.</p> <p>Key message: The safety of the public, our employees and contractors is our top priority. We strive to protect the environment by minimising any impacts of our operations.</p> <p>We will establish a culture and behaviour where no employee knowingly participates in an unsafe act or environmental breach.</p> <p>The design and operation of our network will not expose customers, public, staff or communities to unacceptable risk.</p>
Reliability	<p>Theme: Ensure the ongoing reliability, security and sustainability of the network.</p> <p>Key message: We aim to provide a reliable electricity supply for homes and businesses and one that meets customer service and reliability standards.</p>
Affordability	<p>Theme: Strive to contain average increases in our share of customers' electricity bills to at or below CPI.</p> <p>Key message: Our aim is to keep average network distribution price increases to CPI or less for customers, while continuing to maintain a safe, reliable and sustainable electricity network.</p>

Focus area	DRAFT AER2 Themes and key messages
Customer Value	<p>Theme: Customers are at the centre of our business.</p> <p>Key messages: We are engaged with our customers and the community and actively seek feedback in providing network services that offer value for money.</p> <p>We will continuously improve our services to customers.</p> <p>We are reducing our costs and increasing efficiency to provide better value for our customers.</p> <p>We are streamlining our engagement processes to make it easier for customers and stakeholders to communicate with us.</p>
Network (Asset Management) Strategy	<p>Theme: We will improve our asset management practices to create value for customers.</p> <p>Key messages: Effective asset management is the key to running a safe and reliable, network while also keeping network average prices to CPI.</p> <p>We have improved the way we make infrastructure investment and delivery decisions to better balance the network and benefits – both for the electricity network and customers.</p> <p>Electricity use continues to decline due to the continuing economic slowdown, the high Australian dollar and in response to past electricity price rises.</p> <p>In recent years, our network investment was largely driven by the need to meet licence conditions and by 2014 those programs will be largely complete.</p> <p>Over the next five years we will move from investment driven to meet peak demand, to investment focussed on replacing ageing infrastructure to ensure the reliability of the network.</p> <p>We will continue to improve our asset management practices and productivity to create value for customers.</p> <p>Our network is an enabler for market development and technological change.</p>
Financial	<p>Theme: Protect financial value and deliver balanced outcomes for both customers and the shareholder.</p> <p>Key message: We need to balance the interests of customers and the interests of our shareholder</p>
Human Resources	<p>Theme: Develop the leadership performance, workplace culture and organisational capability required to execute our strategy.</p> <p>Key messages: Our employees have been working hard to reduce costs and improve productivity for the benefit of customers and that will continue to be our focus.</p>

3.0 SCOPE AND GUIDING PRINCIPLES

3.1 Scope of engagement

Endeavour Energy’s customers include homes and businesses connected to Endeavour’s electricity network. Stakeholders include organisations who speak on behalf of end-use customers, such as consumer advocacy and advisory bodies as well as those with an interest in the safe and efficient operation of our network. They include media, government, suppliers and contractors, Networks NSW and regulatory bodies. Together, these groups make up Endeavour Energy’s consumers.

This plan includes consultation on network services and activities which require expenditure, including:

- Proposed network investment including construction and maintenance
- Expectations around safety and reliability and street lighting
- Connection and metering services
- Network tariffs and pricing options
- The trade-off between power prices and reliability
- Consideration of demand side solutions
- Connection of embedded generation and energy storage
- Communication regarding system upgrades or alterations
- Information on power supply and outages
- The introduction of upgraded technology, such as advanced meters and feedback technology and local generation options

The plan will also look at areas of concern that customers feel should be highest priority for Endeavour Energy.

3.2 Engagement principles

The AER expects Endeavour Energy to develop consumer engagement approaches and strategies that address the best practice principles and the four components of the *Guideline*. The AER’s stated principles and the impact on our engagement activities are outlined below:

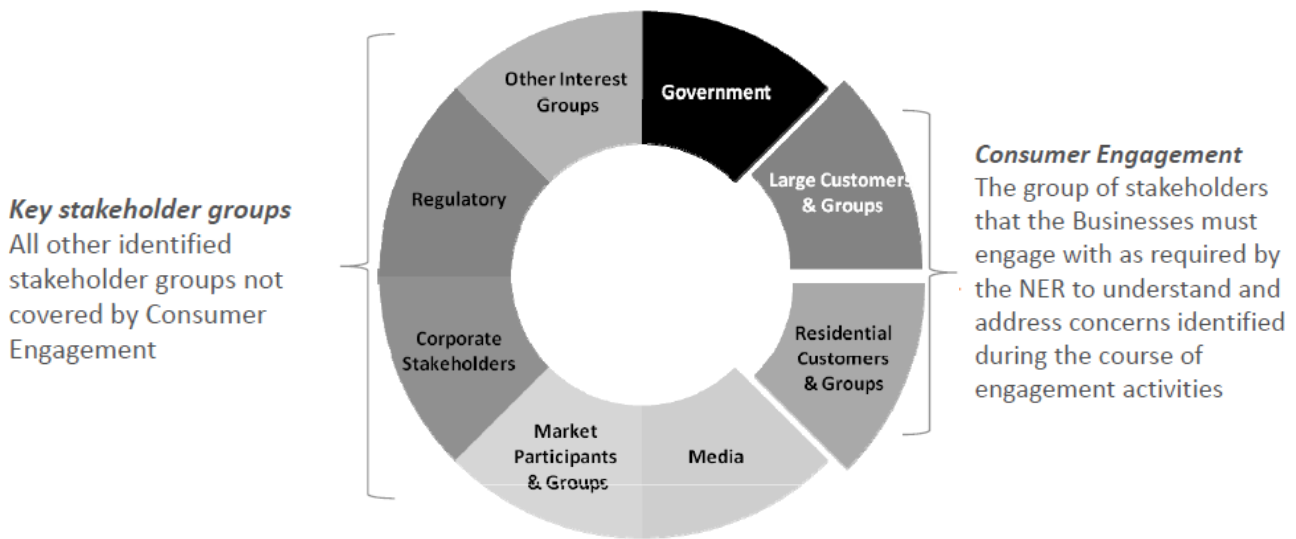
Principle	Impact on our engagement activities
Clear, accurate and timely communication	<p>We will engage with customers and stakeholders in a way that is clear, accurate and relevant and that allows sufficient time for meaningful conversations, consultation and appropriate modifications to our plans and actions.</p> <p>Engagement will be robust, cost-effective and relevant. We will use methods of engagement that best suit the audience and the goals of engagement. For engagement to be effective, consumers must also commit to the process.</p>
Accessible and inclusive	<p>We will identify relevant ‘end user’ or consumer cohorts, and recognise that they can change over time. We will engage with end users, and consumer representative groups, retailers and industry bodies where it is in our consumers’ best interests.</p> <p>We will identify and work to overcome barriers to customer and stakeholder involvement. This includes providing customers with easy-to-understand information via a variety of different channels to encourage and facilitate their involvement. We will recognise that consumer cohorts are not homogenous and tailor plans and accordingly.</p>

Principle	Impact on our engagement activities
Transparent	Engagement will be open and honest. Customers and stakeholders will be clear about the options that are available to them to provide feedback and how we will consider their input in our planning and decision-making processes.
Measurable	We will use key performance indicators to regularly measure the success of our engagement activities so that we know where and how to improve engagement in the future.

4.0 TARGET AUDIENCES

We will use an inclusive, evidence-based approach to engagement that provides an open channel for interested consumers and stakeholders. We plan to clearly outline what customers can expect from us in the engagement process.

The diagram below* illustrates the different stakeholder and consumer groups targeted by this strategy. To date, Endeavour Energy has completed qualitative and quantitative research with large customer and residential customers.



* With acknowledgement to South Australia Power Networks 2013

4.1 Residential and Business Customers

Endeavour Energy aims to provide customers the ability to access information and participate in the engagement process, regardless of their energy use, circumstances or location.

Engagement activities will be designed to be accessible, efficient, meaningful and inclusive.

We will aim to segment customers based on known variables, such as location and electricity consumption, and look at other customer characteristics that may make customers more vulnerable to changes in Endeavour’s services and prices.

At a residential level, we need to pay particular attention to reaching disadvantaged or vulnerable customers as they are likely to be most impacted by price and changes to the services we provide. Disadvantaged or vulnerable customers include Housing NSW residents; customers with life

support/medical equipment; non-English speaking customers; pensioners (aged and disability); customers in crisis or emergency situations (requiring EAPA vouchers; customers at risk of disconnection; rural/remote customers; and customers receiving the low income household rebate).

Those affected by changes to our tariff strategy e.g. changes to fixed charges, should be targeted.

Business customers are typically time-poor and have a wide range of appliances and equipment, hours of operation, premises, etc. Engagement opportunities will take into account barriers to participation, particularly due to time constraints. We will make it as early as possible for them to tell us what they need, and what they think of our actions and plans.

4.2 Stakeholders

Endeavour Energy will work with Networks NSW's (NNSW) Customer and Stakeholder Engagement (CASE) Working Group to engage with key stakeholders who represent and can speak on behalf of electricity consumers.

Some of these stakeholders represent the interests of large customer segments, while others provide support for smaller groups of customers with specific characteristics and needs.

The table below shows in further detail key stakeholders who will be invited to participate in engagement activities. To ensure our engagement is comprehensive, these groups will be asked to identify any other relevant stakeholders who should also be included. We anticipate that through our engagement strategies that further groups will emerge which will be added to our list of consumer cohorts as required.

Group	Non Government Organisation/stakeholder grouping
All residential customers	Energy and Water Ombudsman (EWON) Australian Consumer Association (Choice) Energy Action Group NSW Office of Fair Trading Independent Pricing and Regulatory Tribunal (IPART) Australian Competition and Consumer Commission (ACCC) Australian Energy Regulator (AER)
Electricity retailers	Origin Energy, AGL and Energy Australia
Business customers	Chambers of Commerce Energy Users Association of Australia
Low income customers	Community Welfare Organisations (CWOs) including St Vincent de Paul, Salvation Army, Red Cross, Mission Australia Department of Trade and Investment – NSW Government Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) Financial Counsellors' Association of NSW (FCAN) No Interest Loan Schemes NSW

Group	Non Government Organisation/stakeholder grouping
Housing NSW residents	Housing NSW Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA)
Contractors, ASPs and developers	Listings of accredited service providers Urban Development Institute of Australia
Customers reliant on Centrelink payments as primary source of income	Public Interest Advocacy Centre (PIAC) Department of Families, Housing, Community Services and Indigenous Affairs (FaHCSIA) No Interest Loan Schemes NSW Centrelink
Non-English speaking customers	Ethnic Communities Council (ECC) NSW Multicultural Health Communication Service
Pensioners (Aged)	Council on the Ageing (COTA) Combined Pensioners & Superannuants Association of NSW Inc. Centrelink
Pensioners (Disability)	Physical Disability Council NSW Carers NSW Centrelink
Customer advocates	Energy and Water Ombudsman (EWON) Public Interest Advocacy Centre Customer Consultative Committee members AER Consumer Challenge Panel and Better Regulation group
Street lighting customers	Local Councils Regional Organisation of Councils (ROCs)
Customers at risk of disconnection	Electricity Retailers Energy Retailers Association of Australia Limited (ERAA)
Customers with life support/medical equipment	Electricity Retailers
Customers in crisis or emergency situation (requiring EAPA vouchers)	Department of Trade and Investment – NSW Government Community Welfare Organisations (CWOs) including St Vincent de Paul, Salvation Army, Red Cross, Mission Australia
Customers receiving medical rebates	Department of Trade and Investment – NSW Government

Group	Non Government Organisation/stakeholder grouping
Customers receiving low income household rebate	Australian Council of Social Service (ACOSS)

5.0 ENGAGEMENT PROCESS

5.1 Phases of Engagement

Our customer engagement process has to date included four phases. The feedback attained, which has been forwarded to the AER as part of our regulatory proposal, has been used to manage our business plan in a way that meets the long term interests of its consumers.

The feedback has also help form our engagement plan for the next five years, which is listed in Appendix 1 of this document.

Over time we will we refine our process to reflect the feedback we receive from customers and stakeholders.

Phase 1: Customer Research

We have undertaken qualitative and quantitative research to identify customers’ perceptions, needs and interests and prioritise areas for further consultation. Research completed to date was designed to uncover expectations of Endeavour, potential trade-offs customers may be willing to make to reduce network prices, and customers’ desired level of involvement in the regulatory process.

Results

General awareness

This research revealed very low levels of awareness among our customer groups, although it was slightly higher for business than it was for residential groups.

There was much confusion about whether Endeavour Energy was government or privately owned. Half of residents surveyed believed we are privately owned.

Implication: This lack of awareness is significant, as it leads to some scepticism and lack of trust, with some thinking that private ownership has driven price rises so that shareholders can enjoy a strong return. We have therefore tailored our engagement activities in the future to include key messages of ‘who we are and what we do’, plus more proactive engagement initiatives as it is not likely that consumers will voluntarily commit to participation.

Reliability:

Was thought to be high, with businesses rating it slightly higher than residents. Our survey research to date has indicated that majority of residents (76%) believed that Endeavour should only be spending what is required to maintain current reliability and there was little willingness to pay more for a higher level of reliability.

Implication: This research has been used to drive Endeavour Energy’s decision to focus on maintaining its current level of reliability in the next regulatory period.

Safety

Although there were significant differences in the types of perceived risks between residents and businesses, most customers believed that we are meeting our safety obligations and are not willing to pay more.

Implication: Maintaining our existing approach to leveraging awareness and education through a combined NSW safety program appears to satisfy customer expectations.

Prices

This issue was emotional and controversial, with very poor understanding of why prices had increased so much. Residents and businesses all noted the large increases in their bills with the 35-59 year olds and families most likely to notice.

Most preferred steady increases over an initial steep increase (89% of residential and 92% of businesses).

Implication: Our data to date has further reinforced the need to minimise future increases; smooth the impact when and if future rises are necessary and better explain and educate customers on why bills have risen significantly. In a low interest industry, where past increases have confused and upset customers, this will be especially challenging.

As this issue is clearly of importance to energy consumers we will continue to drive information regarding our pricing plans through easily accessible channels such as video downloads access via our website, along with discussion forums for business and advocacy groups.

Phase 2: Education

Our research indicates that we must continue to better educate our customers by proactively increasing customers' and stakeholders' knowledge of our business operations and factors that impact network prices. A variety of communication channels will be used address knowledge gaps identified in Phase 1 and build consumers' and stakeholders' capacity to provide more informed and meaningful feedback. This will include a NSW digital campaign focused on Facebook and engagement opportunities via Endeavour Energy's web site.

Phase 3: Consultation

Our consultation strategy has been designed to provide many opportunities for two-way communication with interested customers and stakeholders, where information and advice can be gathered and views exchanged. Consultation will include face-to-face meetings, facilitated workshops, presentations and online feedback.

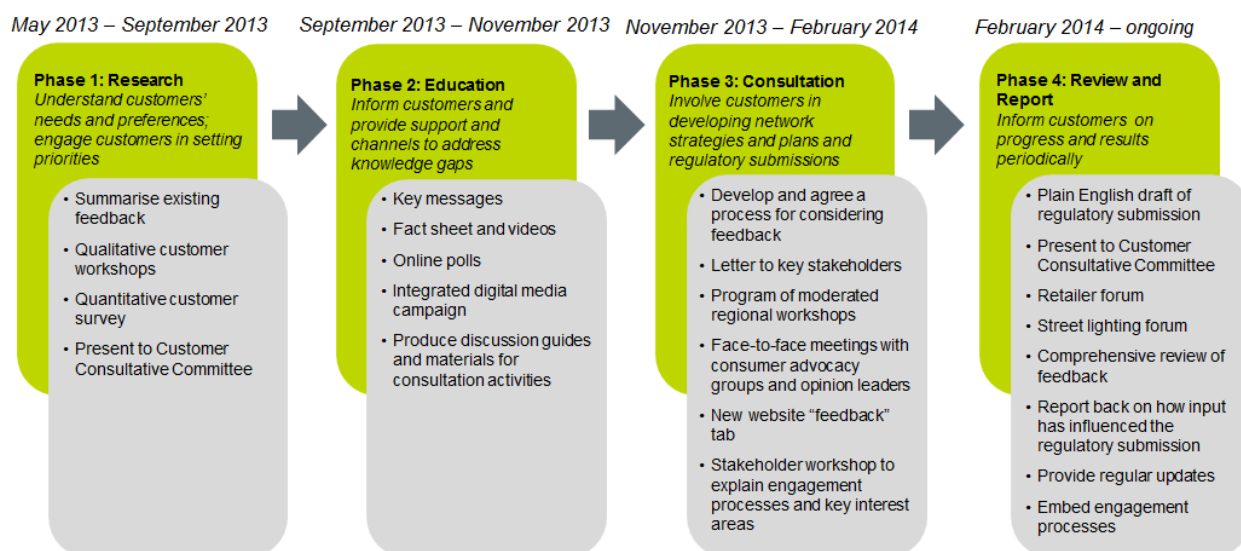
Online surveys will also be conducted to gauge consumer sentiment on a range of topics and issues relevant to different advocacy groups.

Phase 4: Review and Report

We have commenced our timeline for reporting back to customers and stakeholders on how we have considered their feedback and ideas and taken them into account during our planning and decision-making processes, as well as our regulatory submission.

This has taken the form of plain English summaries mailed out to scores of key stakeholders and advocacy groups, information detailed on the Endeavour Energy website. Our plan for the next regulatory period will be reviewed annually and key messages and types of consultation will be reprioritised to reflect business priorities and consumer feedback.

5.2 Engagement Activities and Timeline



Below is a description of our completed and planned customer engagement activities for each phase of the engagement process prior to the submission of our final regulatory proposal.

Phase 1: Customer Research (May – September 2013)

- Summarise existing customer feedback from information sources including previous surveys, Contact Centre calls and emails, complaints received via third parties (such as EWON and the Minister's office), community consultation sessions and media coverage.
- Conduct independent qualitative and quantitative research across all major customer segments.
- Present a summary of the research to our Customer Consultative Committee for their discussion and feedback.

Phase 2: Education (September – November 2013)

- Develop key messages based on customer research and data analysis in Phase 1.
- Produce fact sheets and video clips that can be promoted via Endeavour's website, YouTube, Facebook and Twitter channels. These will be shared across NNSW businesses
- Run online polls on NNSW CASE Facebook page. The polls will gather data as well as help to educate site visitors.
- Participate in the Networks NSW integrated digital media campaign using Facebook, YouTube and Twitter. The proposed engagement campaign will make use of the existing digital resources held by Endeavour and other NSW distributors, and a new Facebook page. This Facebook page will become the primary channel for digital engagement with consumers regarding issues related to AER submission.
- Produce discussion guides and materials to support consultation activities.

Phase 3: Consultation (November 2013 – February 2014)

- Develop and agree a process for incorporating customer and stakeholder feedback into the regulatory reset process and reporting the results back to customers and stakeholders.
- Conduct an introductory letter writing campaign to key stakeholders, coordinated by the CASE working group.
- Commence planning a series of regional workshops moderated by line managers from Endeavour Energy to explore priority areas and discuss Endeavour's regulatory submission. Customers and stakeholders will be given detailed information with the aim of developing a common view through the course of the discussions. Use findings from Phase 1 research to determine workshop topics for in-depth exploration.
- Hold face-to-face meetings with MPs, local councils and key consumer advocacy groups and opinion leaders in Western Sydney and the South Coast.

- Add a new 'Feedback' tab to the Endeavour Energy website to provide an easy, quick and cost effective way for customers to have their say. Examples of the tab and dialogue box can be found at appendix 8.2
- Run a stakeholder workshop to explain the engagement process and determine key topics for future engagement.

Phase 4: Review and Report (February 2014 - ongoing)

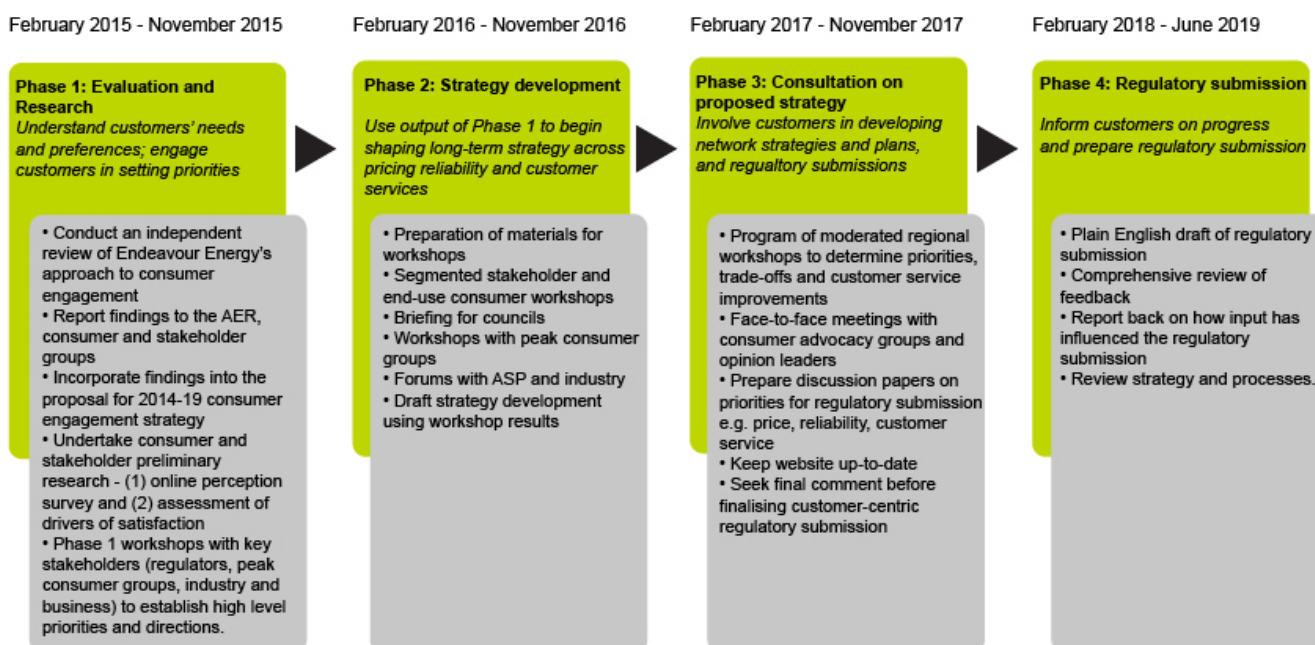
- Produce a plain English summary of our regulatory submission to be discussed in moderated workshops planned in phase 3 and 4.
- Present the summary of our regulatory submission to the Customer Consultative Committee for discussion and feedback.
- Hold a joint forum with NSW electricity industry, peak consumer advisory groups and representatives from Customer Consultative Committees.
- Consult electricity retailers on issues of priority and concern noting constraints of Trade Practices.
- Review input from customers and stakeholders and determine what actions might be taken to address their concerns and ensure this is included in our regulatory proposal.
- Report back to stakeholders on which concerns could and could not be addressed and why.
- Provide information on how concerns may be addressed in the future, if not now.
- Produce regular stakeholder email updates.

6.0 CUSTOMER ENGAGEMENT FOR 2014-19

Endeavour Energy is dedicated to continually improving its engagement activities in order to drive business decisions which place the customer first. We also want to ensure our processes are aligned with best practice principles for customer engagement

Our five-year consumer engagement plan will ensure we develop a robust, customer-centric proposal for the 2019-24 regulatory period. A timeline of this plan is below. As mentioned previously, a more detailed plan outlining key stakeholder groups, associated engagement methods to be used and the regularity of these engagements is in Section 8.0.

6.1 Engagement Activities and Timeline



As a result of our customer engagement activities we will deliver:

- Summarised qualitative and quantitative research findings
- Education materials, including fact sheets, support materials and a plain English version of Endeavour's regulatory submission
- Detailed plans for each of the engagement activities undertaken
- A document outlining the process Endeavour has followed to incorporate consumer input into decision-making and regulatory reset processes.

Endeavour Energy will work with other NSW distributors and Networks NSW to identify areas where we can create efficiencies and reduce costs.

7.0 MEASURING PROGRESS

To determine the success of our customer engagement activities we will track and measure:

- Direct feedback from customers and stakeholders via the Contact Centre, digital channels and third parties (such as EWON, retailers, regulators, Ministers, MPs etc.)
- Attendance at consultation events and participation in research studies
- Online statistics (Endeavour website, Facebook, YouTube and Twitter) such as site/page visitors, documents downloaded, use of feedback forms, followers etc.
- The AER assessment of Endeavour Energy's compliance with the National Electricity Rules
- Media coverage
- Our performance against a series of customer engagement Key Performance Indicators (KPIs)
- A series of online surveys which will be tailored to suit the different stakeholder groups within our network area

8.0 DETAILED CUSTOMER ENGAGEMENT PLAN FOR 2014-19

Endeavour Energy will engage with key stakeholders who represent and can speak on behalf of end use electricity customers.

Specifically, Endeavour Energy has scheduled the following engagement activities over the next five years. The feedback from these activities will help form the basis for our next regulatory proposal to be submitted in 2019. A timeline aligned with the submission of this further proposal is detailed on Section 6 of this document.

These activities will be reviewed at least annually and may be altered to accommodate emerging business and customer priorities and issues.

Stakeholder	ELT lead/sponsor	Responsible managers	Key Topics	Forum and materials	Proposed dates
End use consumers: residential and small business	Bruce Rowley	Kate McCue James Tydd	<ul style="list-style-type: none"> Who we are and what we do Our strategic objectives: safety; reliability and affordability The role of consumers in decision making Our substantive proposal Investment plans for the next 5 years 	Consumer Engagement Forums	One regionally based forum every six months from Jan 2015
		Danielle Manley Stuart Medbury	<ul style="list-style-type: none"> Customer priorities and price trade offs Customer preferences for ongoing communication and engagement Customers' willingness to trade reliability for lower prices. 	Annual research program incorporating: Focus groups; Telephone survey; IPSOS customer; 'touch points' review	TBC
Local Councils WSROC MACROC SROC	Jim Battersby	Jude Perera Amit Shukla David Mate	<ul style="list-style-type: none"> Council satisfaction with street lighting The relationship of public lighting pricing to the CPI price commitment Pricing simplicity and transparency required by councils 	Ongoing regular meetings with each council on streetlighting Formal online survey	Twice a year Annually

Stakeholder	ELT lead/sponsor	Responsible managers	Key Topics	Forum and materials	Proposed dates
			<ul style="list-style-type: none"> Implementation of LEDs and other technology Streetscapes Provide opportunity to comment on draft specifications for streetlights 		
Members of Parliament	Rod Howard Ty Christopher South Coast Bruce Rowley Western Sydney	Kate McCue Peter Payne	<ul style="list-style-type: none"> Endeavour Energy's business plan and objectives Affordability Community engagement Feedback from end use customers Preferences for engagement and consultation 	One-on-one visits Plain English version of our proposal	TBC
Business Chambers	Bruce Rowley	Kate McCue James Tydd	<ul style="list-style-type: none"> Endeavour Energy's business plans and priorities and how they impact regional communities Opportunities for consultation Plans for pricing Demand management 	Presentation at Chamber meetings	Annually
AER	Rod Howard	Jon Hocking Patrick Duffy Kate McCue	<ul style="list-style-type: none"> Evaluation of Endeavour Energy's consumer engagement program 2013-14 2014-19 proposal Stakeholder engagement activities and feedback Requests for Information (RFI) from AER Changes to rules and regulations 	Board presentations; Regular meetings with AER staff; Consumer Challenge Panel ; Requests for Information (RFI) / AER Public Forums	Dates to be confirmed and subject to coordination with group
Peak welfare groups and consumer advocacy groups	Bruce Rowley	Kate McCue James Tydd	<ul style="list-style-type: none"> Tariff restructure Life Support / safety Demand management Engaging non-English speaking 	Customer Consultative Committee (CCC) meetings	At least three times a year (May, Aug , Nov)

Stakeholder	ELT lead/sponsor	Responsible managers	Key Topics	Forum and materials	Proposed dates
(outlined in Section 4 of Customer Engagement Plan version 1.3)			<ul style="list-style-type: none"> groups Review Customer engagement to date Priorities for customers 	Welfare and advocacy group forum	Annually
Retailers	Bruce Rowley	Danielle Manley Jon Hocking Daniel Bubb Patrick Duffy	<ul style="list-style-type: none"> AER alternative control services classification decision Separate pricing of metering charges and ancillary services Pricing structures and restructure plans Pricing level path and transmission cost recovery Metering solution preferences (information seeking) Retailer preferences for engagement 	Meetings and forums Surveys	Subject to coordination with Networks NSW Ongoing (first survey sent October 2014)
NECA and ASPs	Scott Ryan Jim Battersby Danielle Manley	Ivan Mendosa Paul Hardman Jon Hocking	<ul style="list-style-type: none"> Resolve issues how ASPs carry out work on our network Pricing will change and new services to be introduced Pricing and ancillary services Hazard alerts / electricity safety issues 	ASP forums (Level 1, 2, 3) at regional locations ASP website Meetings with NECA	Forums held every six months (May/June and Nov/Dec) Updates currently issued several times per week. As required
Endeavour Energy's Customer Consultative Committee	Bruce Rowley	Kate McCue James Tydd	<ul style="list-style-type: none"> Customer engagement plan progress and learnings Consultation on Tariff Strategy Attain CCC feedback about EE engagement Inform/ consult/ empower on specific issues e.g. 	CCC meetings Routine correspondence e.g.	At least three times a year (May Aug , Nov) subject to CCC agreement Ongoing

Stakeholder	ELT lead/sponsor	Responsible managers	Key Topics	Forum and materials	Proposed dates
			<p>Communications materials, upcoming meetings of interest, input into forums</p> <ul style="list-style-type: none"> Customers willingness to trade reliability for lower prices 	<p>email, phone calls</p> <p>CCC engagement survey</p>	<p>Annually following last meeting of calendar year (May)</p>
Internet and social media users	Bruce Rowley	Kate McCue Peter Payne James Tydd	<ul style="list-style-type: none"> Who we are and what we do Our strategic objectives: safety; reliability and affordability Information about pricing, reliability, safety, vegetation management, demand management Investment plans for the next 5 years Customer priorities Customer preferences for ongoing information, communication and engagement Customers' willingness to trade reliability for lower prices. 	<p>Facebook Endeavour Energy website YouTube Twitter</p> <p>Post fact sheets on topics relevant to OPEX/CAPEX (e.g. prices, efficiency, tree maintenance)</p> <p>Polls</p>	<p>Ongoing</p> <p>Produce one fact sheet each quarter</p> <p>At least every six months from Jan 2015</p>