

Appendix 1.1

Promotion and engagement tools

Access arrangement information

ACT and Queanbeyan-Palerang gas
network 2021–26

Submission to the Australian Energy Regulator
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1 Promotion and engagement tools

1.1 Introduction

Evoenergy has a long-standing commitment to the local community that we serve. We strive to operate every day with our consumers' interests at heart. For us, engagement is about two-way communication that provides us with opportunities to listen to our stakeholders.

In preparing and consulting on our GN21 draft plan, we began by tapping into existing community relationships and a range of additional channels to understand our consumers' expectations and to ensure we are responding to the challenges and opportunities they identify. Beyond this, we presented a draft version of our plan to the community for feedback. This appendix outlines in detail the engagement tools and events we utilised to gather feedback to inform our draft proposal and the promotional avenues we used to ensure stakeholders understood the engagement opportunities available to them.

1.2 Engagement Principles

All engagement activities were undertaken with a set of key engagement principles. These can be seen in Table 1.

Table 1 Engagement principles

Principle	What this means for our consumers
Clear, accurate and timely information	Information will be provided that is useful, relevant and easy to understand so that consumers can make informed choices and contribute effectively to the conversation.
Accessible and inclusive	Consumers will be engaged broadly across relevant communities and through a variety of interactions, so that they have the opportunity to participate in discussions, express opinions and understand the outcomes of our conversations.
Transparent	Our engagement with consumers will be open and honest, with regular and meaningful reporting, to enable an understanding of how consumer views and comments were taken into consideration.
Measurable	Each consumer engagement activity will establish clear and measurable criteria against which the success of the engagement can be measured. This will allow for continued improvement across the entire engagement program and ensure we are accountable against the objectives of each engagement activity.
Long-term	Engagement with our consumers will be on-going and regular, recognising that our consumers will be at differing levels of understanding and involvement in our organisation over time.

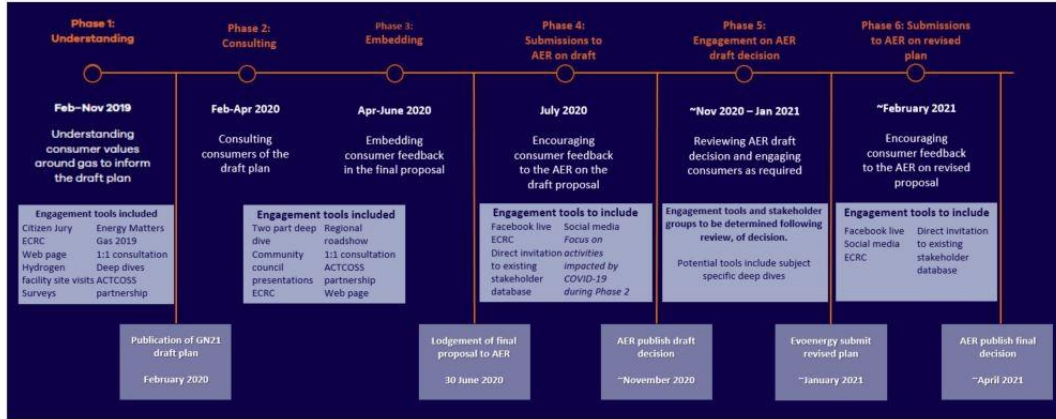
1.3 How we engaged with our consumers

Evoenergy's GN21 plan consumer engagement strategy consists of six phases as set out in Figure 1. For each phase a range of consumer engagement activities were undertaken. This is also listed in Figure 1. For the phases that have not been undertaken yet, the activities listed are indicative of the activities that will be undertaken.

Figure 1 Six phases of consumer engagement



GN21 Engagement Plan



We have recently completed phase 3 following two successful phases of feedback received from stakeholders and the broader community. To encourage widespread participation, our engagement activities were designed to suit the level of interest and available time of the people taking part in the conversation — from participating in a short online survey through to being a member of our Citizens’ Jury. Another key part of our engagement approach was to create and employ activities that were not always specific to one stakeholder group, including Evoenergy’s Energy Consumer Reference Council (ECRC) and the Citizens’ Jury. Having a diverse group of participants in the room encouraged more robust conversations and enabled cross pollination of ideas and feedback.

1.4 Engagement tools

In preparing our GN21draft plan, we utilised existing community relationships and a range of additional channels to understand what the expectations of our consumers are and to ensure that we are responding to the challenges and opportunities they identify.

Below is a description of each of the engagement activities that were undertaken.

1.4.1 Citizens’ Jury

The centrepiece of our engagement program was our Citizens’ Jury which provided advice to us on consumer expectations and views on the future of the gas network.

During Phase 1, the jury ran over two weekends in October and November 2019, totalling more than 750 hours of deliberation by jury members.

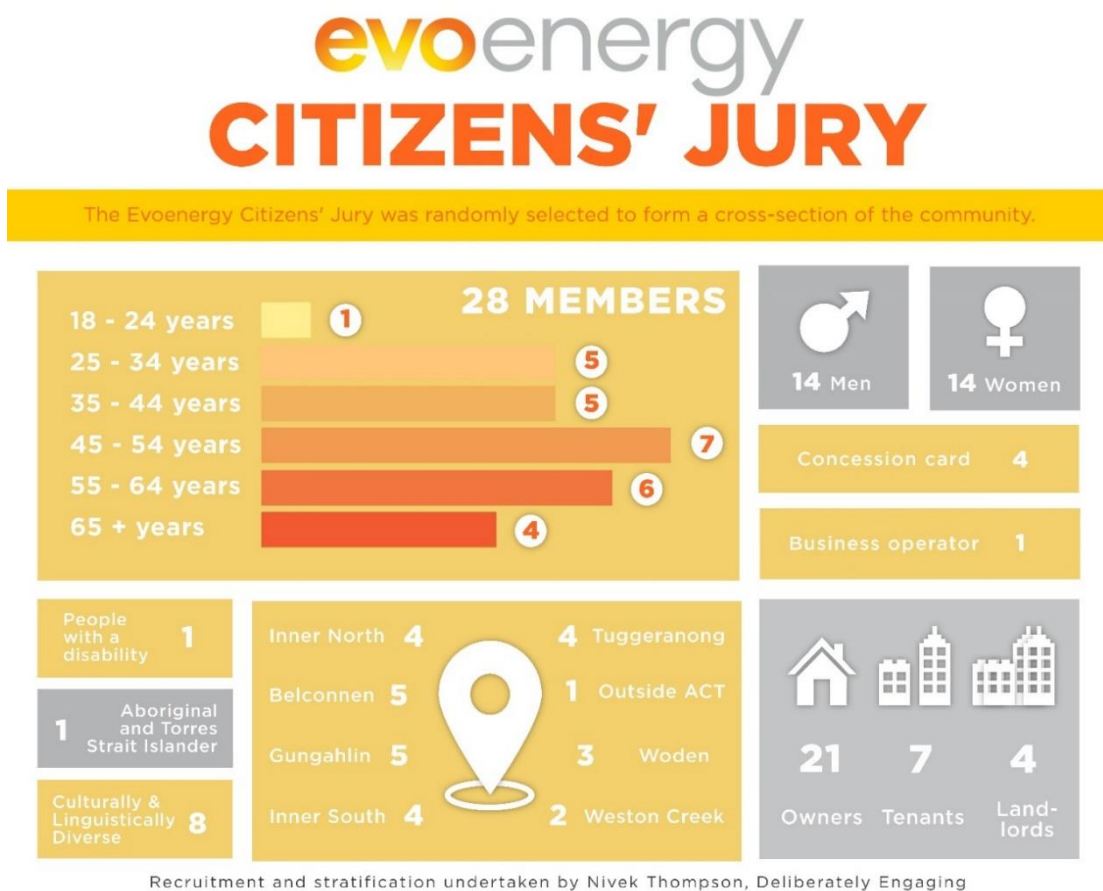
The Consumer Challenge Panel has stated that:

To the best of our knowledge, this is the first time that a citizens' jury model has been applied directly to a regulatory proposal by an energy network business in Australia...¹

Representatives of our local community were randomly selected through an independent recruitment process to create a Jury that reflected the diversity in our community. Over 24,000 invitations were issued across the ACT, Queanbeyan and Bungendore communities.

The final panel makeup is shown in Figure 2. One of the hallmarks of a Citizens' Jury is that it brings together a broad and diverse range of people to ensure a mixture of experience, knowledge, backgrounds and experience in the membership.

Figure 2 Makeup of the citizens' jury



¹ CCP24 Advice to Australian Energy Regulator on Evoenergy Draft Plan for Evoenergy Gas Network Access Arrangement July 2021-June 2026 <https://www.aer.gov.au/networks-pipelines/determinations-access-arrangements/evoenergy-access-arrangement-2021-26/initiation>

The jury was given the following question to consider the follow question:

The ACT Government has legislated for net zero greenhouse gas emissions by 2045. Evoenergy is committed to transform the gas network to meet this target. As part of this transition, what are our consumers' expectations of the service provided to them?

The Citizens' Jury received presentations from a range of individuals and organisations to help the jurors understand local, national and international issues relating to gas. The jurors' deliberations produced a Citizens' Jury recommendations report which has been used to inform the development of this draft plan. It will also be used to inform Evoenergy's medium and long-term planning for a network that meets the ACT's net zero emissions target.

The report and recommendations developed by the jury were formally responded to by Evoenergy and the ACT Minister for Climate Change via email and letter in April 2020. An event was originally planned to present the formal responses to jurors, however COVID-19 restrictions hindered this approach. Evoenergy's responses addressed each recommendation, and for each recommendation they indicated the company's position (support, support in principle, or not supported), and detailed the company's meaningful activities for the fulfilment of the recommendation where possible.

In a second phase of engagement, jurors were invited to participate in Evoenergy's Deep Dive on elements of the draft plan, of which seven of them returned for this session. This allowed participants to take their informed knowledge and position, and feed back into the engagement process.

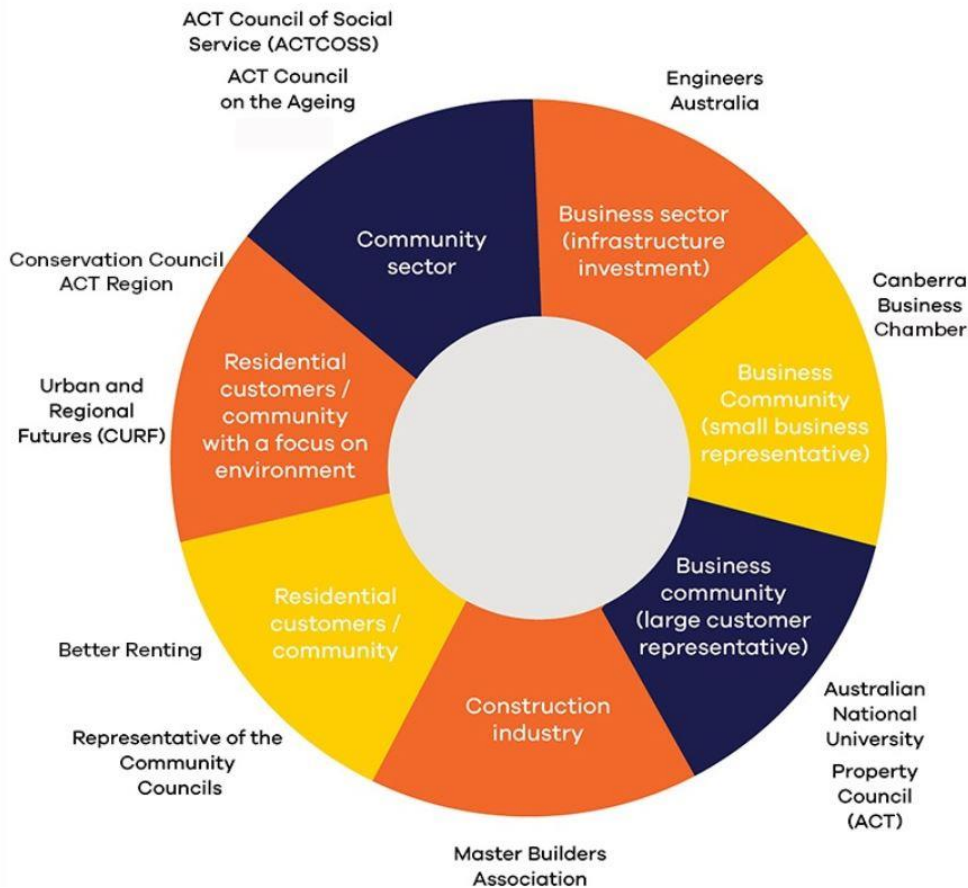
Figure 3 The citizens' jury at work



1.4.2 Energy Consumer Reference Council

The Energy Consumer Reference Council (ECRC) is an independent forum made up of representatives of the ACT community that provides considered input into the operations and long-term planning of Evoenergy. The ECRC has been running since 2014 and ECRC members also play an ambassadorial role distributing information and promoting participation in Evoenergy engagement activities to their representative communities and sectors. Current membership is shown in Figure 4.

Figure 4 Current ECRC sector representation and membership



During 2019 and 2020, the ECRC spent more than 12 hours over six meetings considering information about the GN21 plan and providing their feedback to Evoenergy.

The ECRC involvement has included providing input into the design of engagement activities, receiving progressive briefings on the approach and inclusions proposed for the draft strategy, providing feedback on specific elements of the plan including the proposed Capital Expenditure Sharing Scheme (CESS) and options for network expansion. ECRC members were also invited to participate as observers to the Citizens' Jury and to participate in the Deep Dive.

ECRC meeting minutes are available on the Evoenergy website at www.evoenergy.com.au/consumer-engagement-program/energy-consumer-reference-council

At the end of Phase 2 engagement activities, formal submissions were received from four ECRC members; ACT Council of Social Service, Conservation Council ACT Region, Better Renting and the Gungahlin Community Council.

1.4.3 Energy Consumer Advocacy Workshop (ACTCOSS Partnership)

The Energy Consumer Advocacy was held on 27 August 2019. The ACT Council of Social Service (ACTCOSS) was commissioned by Evoenergy to run this workshop as part of ensuring that energy consumers in the ACT and Queanbeyan-Palerang region who are on low incomes, experiencing disadvantage, or at risk of hardship can actively contribute to the GN21 process.

A workshop outcomes report from this workshop is available at:
<https://www.actcoss.org.au/publications/advocacy-publications/report-gn21-energy-consumer-advocacy-workshop-outcomes>

The workshop objectives were to:

- Identify key issues that consumers and their representatives need to understand in order to actively contribute to the GN21 process;
- Clarify what further information and opportunities will be needed for consumers and their representatives to actively contribute to the GN21 process; and
- Develop local consumer advocacy capacity to engage in the GN21 process.

Organisations represented included:

- ACT Aboriginal and Torres Strait Islander Elected Body
- St Vincent de Paul, Canberra–Goulburn
- Better Renting
- Uniting Care Kippax
- Canberra Multicultural Community Forum Inc
- Woden Community Service
- Care Financial Counselling Service
- YWCA Canberra
- Community Services #1
- Energy Consumers Australia
- Conservation Council ACT Region
- Public Interest Advocacy Centre Ltd
- Council on the Ageing (ACT)
- St Vincent de Paul Society
- Queanbeyan-Palerang Regional Council
- Consumer Challenge Panel

Workshop outcomes informed elements of this plan and highlighted the need for Evoenergy to produce a draft plan that was easily understood by all readers. To this end, extra effort was made to ensure the draft plan used clear language, minimised jargon and that impacts were summarised to ensure they could be easily understood.

During Phase 2 engagement, all workshop participants were contacted through ACTCOSS and sent a copy of the draft plan. They were encouraged to disseminate the draft plan through their networks.

Follow up meetings were held with Canberra Multicultural Community Forum Inc. to identify potential avenues for engagement and representatives from Energy Consumers Australia and the Public Interest Advocacy Centre Ltd were involved in the Phase 2 Deep Dive.

1.4.4 Community roadshow – regional community council presentations and drop-in sessions

A regional roadshow was used to gather feedback from across Canberra and Queanbeyan-Palerang. Presentations were made to Community Councils in the ACT, providing an overview of the draft plan and gathering feedback. These presentations were supported by drop-in information sessions which were promoted via both social and traditional media, allowing the community to come and discuss GN21 in greater depth, ask questions, raise positive aspects, and discuss concerns.

Table 2 provides a summary of the roadshow locations and participation.

Table 2 Community Roadshow dates, locations and attendance

Date	Event type – community council meeting or drop-in session	Attendees
5 Feb	Woden Valley Community Council	24 attendees
12 Feb	Gungahlin Community Council	27 attendees
26 Feb	Weston Creek Community Council	40 attendees
27 Feb	Drop-in session, Weston Creek Community Centre	12 conversations
3 Mar	Tuggeranong Community Council	25 attendees
4 Mar	Drop-in session, Tuggeranong Library	6 conversations
10 Mar	Inner South Community Council Committee meeting (not open to public)	10 attendees
11 Mar	Drop-in session, Griffith Community Meeting Room	1 conversation
12 Mar	Drop-in session, Gungahlin Library	31 conversations
13 Mar	Drop-in session, Queanbeyan Library Meeting Room	11 conversations
16 Mar	Bungendore Community Hall	Cancelled *
17 Mar	Belconnen Community Council	Cancelled *
19 Mar	Belconnen Library	Cancelled *
25 Mar	Dickson Library	Cancelled *

* Cancelled due to Covid-19 pandemic emergency

The impacts of Covid-19 meant that four scheduled events were unable to proceed. However, the regions that were not reached were represented in other ways. 60% of Deep Dive attendees were from North Canberra (which includes Belconnen and Dickson) and the Citizens' Jury member from Bungendore also attended the Deep Dive and brought regional perspectives to that process.

1.4.5 Deep dives

Evoenergy hosted a two-part Deep Dive to enable further deliberation on two aspects of the draft plan:

- Risks and unintentional consequences of Evoenergy's GN21 draft plan's underpinning assumptions
- Capital Expenditure Sharing Scheme (CESS)

1.4.5.1 Deep Dive Part A

Part A of the Deep Dive specifically focused on:

- Identifying risks, unintended consequences or benefits and opportunities Evoenergy may not have considered in framing the GN21 draft plan; and
- Establishing a CESS and performance measures.

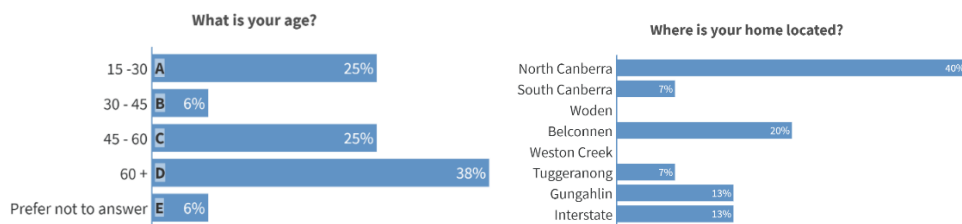
An outcomes summary report from the Deep Dive Part A can be found in Appendix 1.5.

Of the 17 attendees, seven were members of the Citizens' Jury representing household energy consumers from ACT and NSW, and the remaining ten attendees (many of whom were members of the ECRC) represented organisations including:

- ACT Council of Social Service
- Better Renting
- Council on the Ageing
- Conservation Council ACT
- Engineers Australia
- Queanbeyan-Palerang Regional Council

Figure 5 is a snapshot of the attendee demographics:

Figure 5 Demographics of Deep Dive A

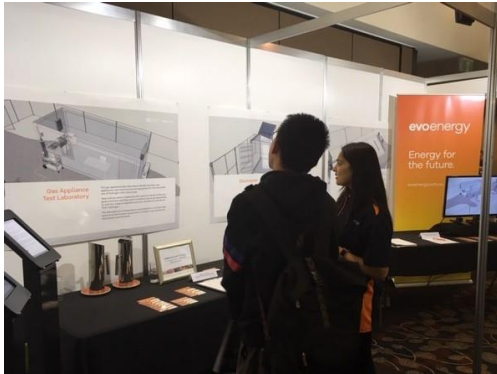


1.4.5.2 Deep Dive Part B

Evoenergy hosted Part B of a Deep Dive to reflect on and test consumer feedback on key elements of the gas network draft plan for the 2021-26 regulatory period (GN21 draft plan) with a focus on exploring outcomes from Deep Dive Part A.

An outcomes summary report from the Deep Dive Part B can be found in Appendix 1.6.

Ahead of Part B, participants received a copy of the GN21 draft plan, a Deep Dive Part A Outcomes Report, and the Deep Dive Part B slide deck as the workshop was delivered remotely.



Six attendees participated in the workshop, each a specialist consumer advocate with expertise in the energy sector. Represented organisations included:

- Consumer Challenge Panel 24
- Public Interest Advocacy Centre Ltd.
- ACT Council of Social Service
- Energy Consumers Australia

1.4.6 Energy Matters 2019

Energy Matters is Evoenergy's flagship event for our major customers enabling an opportunity to consult and network across a range of topics. The topic for the 2019 event was *The Future of Gas in the ACT*. Invitations to this event were sent to 70 members of the ACT and Queanbeyan-Palerang business community. Over 40 representatives of the major customer community attended.

An event report from Energy Matters can be found in Appendix 1.7.

Presentations were given by Evoenergy on how we are planning for the future, the ACT Government on the Climate Change Strategy, and a major customer case study was presented by the University of Canberra, that highlighted how they are planning for an uncertain gas future. The case study featured similar areas of concern faced by others in the room and stimulated further discussion.

A facilitated workshop discussion gave attendees the opportunity to provide feedback across areas including capital expenditure, operational expenditure, costs and the future of gas in the ACT.

1.4.7 Actsmart Business Expo

The Actsmart Business Expo is an ACT Government day-long event designed to showcase businesses with a sustainability focus. Our display enabled engagement with individuals from the small and medium sized business sectors, many of whom completed our survey.

Ninety-three people engaged with the Evoenergy display during the event.

An event report from the Actsmart Business Expo can be found at Appendix 1.8.



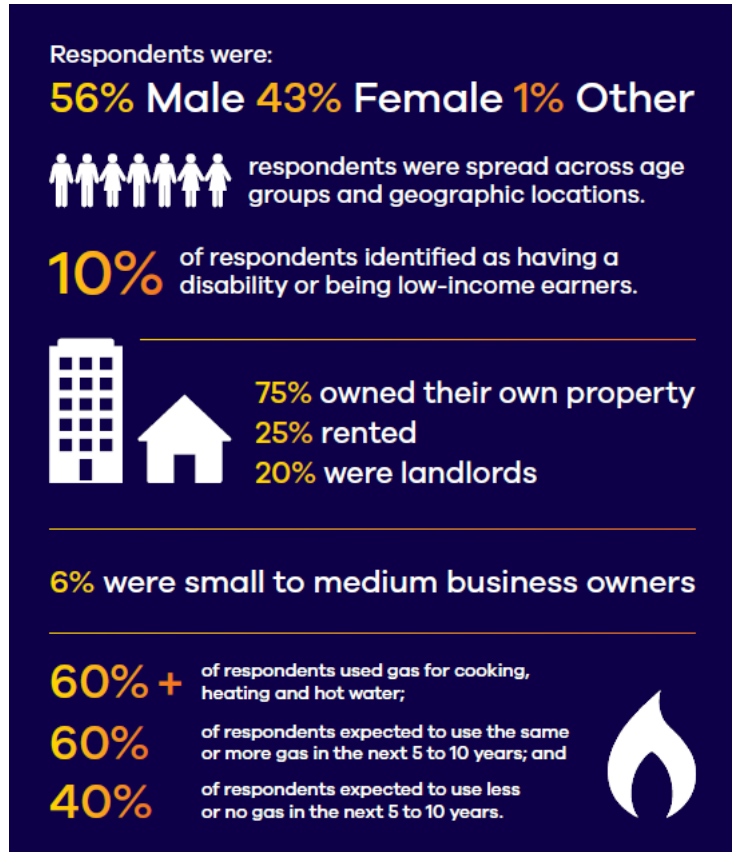
1.4.8 Online survey

Evoenergy ran an online survey from September to November 2019 and received 118 responses. The survey sought to understand consumer values on gas and identify

information to help shape the draft plan around future focus areas for Evoenergy and priority areas for our consumers.

Figure 6 provides data from the survey.

Figure 6 Survey fast facts



1.4.9 Hydrogen Test Facility Site Visits

Evoenergy's Hydrogen Test Facility is a partnership with the Canberra Institute of Technology and the ACT Government, designed to test the viability of using hydrogen in our network.

Tours of the facility have been used to provide further engagement and understanding to the ECRC, the Citizens' Jury, and a range of interested stakeholder groups.

An exit survey was undertaken by most participants and showed a low general level of awareness of renewable gas and its potential applications.

ACT Minister for Climate Change and Sustainability, Shane Rattenbury MLA, (left) visits the hydrogen test facility.



1.4.10 Briefings and one-on-one consultations

Several one-on-one consultations and briefings took place to continue conversations with the ACT Government, large customers and retailers.

Evoenergy continues to engage with the ACT Government as they work towards 2045; this included senior high-level discussions and ongoing involvement in our engagement events including ACT Government representatives presenting at Energy Matters and as part of the Citizens' Jury. Conversations were also held to inform the draft plan on matters surrounding new developments and the gas network. Additional communication was also necessitated through the Citizens' Jury making recommendations to the ACT Government as well as to Evoenergy. Evoenergy's CEO wrote to the ACT Minister for Climate Change and Sustainability, Shane Rattenbury, to share the Citizens' Jury Recommendations Report, to share Evoenergy's intended approach to a response, and to encourage the ACT Government to also respond to the Citizens' Jury Recommendations Report. A letter from Minister Rattenbury to the Jurors accompanied the Citizens' Jury response from Evoenergy.

The Queanbeyan-Palerang Regional Council (QPRC) is the local government area covering Evoenergy's NSW gas network. Engagement with QPRC has been established and continues over this engagement program. One-on-one meetings have been held to determine appropriate engagement channels and council representatives have taken part in engagement activities including the Deep Dive and the Energy Consumer Advocacy Workshop.

One-on-one conversations with major customers enabled Evoenergy to understand perspectives on the draft plan and built on the information received through large customer events like Energy Matters.

Retailer engagement was also managed through individual briefings and one-on-one consultations to ensure proposed changes were understood. Retailers were emailed descriptions of the changes only if face-to-face meetings could not be scheduled.

1.4.11 Email inbox and written submissions

Consumers were encouraged to provide written feedback throughout the engagement periods that informed the development of the draft plan. A dedicated feedback form was created on the webpage and email correspondence and written submissions were also encouraged.



Four written submissions were received at the end of the Phase 2 engagement period. Submissions were received from ACT Council of Social Service, Conservation Council ACT Region, Better Renting and an individual representative from member Gungahlin Community Council. All these organisations are members of the ECRC, highlighting the level of commitment and involvement they have as a representative consumer group.

Evoenergy published a consultation report that provided a high-level overview of consumer feedback on the draft plan received by email inbox and written submissions.

The Consumer Guide (left) was created during Phase 1 to assist consumers understand how the 2021-26 what a gas pricing proposal involved and how they could have their say.

1.5 How we promoted our engagement

The GN21 engagement strategy incorporated a comprehensive communications campaign to ensure the community and key stakeholders were informed of the opportunities to engage with the process. Table 3 outlines the promotional tactics used in the lead up to the engagement program and additional active engagement promotion.

Table 3 Communications strategies used to promote engagement activities, and measured effectiveness

Promotional avenue	Reach
Webpage	323 page views – during Phase 1 engagement 867 page views – during Phase 2 engagement 179 draft plan downloads
Social media posts on Evoenergy’s Facebook page	4708 impressions during Phase 1 20,634 impressions during Phase 2
Direct emails to stakeholders	Utilising existing relationships, email was a main promotional tool
Newspaper advertisements promoting regional community roadshow	Advertisements placed in Canberra Times and Queanbeyan Age
Direct invitation Evoenergy customers to participate in the Citizens’ Jury	24,000

Promotional avenue	Reach
Attendance at the ACTsmart Business Expo	350 event visitors
Consumer Update Newsletter	14,000
Master Plumbers' Association ACT Trade Show	100 event visitors
Energy Matters 2019 invitation	70 invitations issued to Evoenergy business customers and stakeholders
Promotion through Energy Consumer Reference Council (ECRC) membership networks	Unquantified

1.5.1 Media coverage

Since the beginning of Phase 1 engagement, there have been 59 separate pieces of media related to the gas network, draft plan and gas network decarbonisation. Media coverage specifically about the gas network draft plan has been either neutral or positive in nature. Media coverage has included the Canberra Times, ABC Radio Canberra, Nine News Canberra, Energy Networks Australia, Renew Economy and Utility Magazine.

Media coverage related to the draft plan was often couched within the context of the Climate Change Strategy and transition pathway. Some media coverage directly promoted the release of the draft plan and the avenues to engage separately.