

# 2018-22

## POWERLINK QUEENSLAND REVENUE PROPOSAL

### APPENDIX 3.03

Australian Centre for Corporate Social Responsibility  
Stakeholder Perception Pulse Survey

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Australian Centre for Corporate Social Responsibility

# POWERLINK QUEENSLAND

Stakeholder Perception Pulse Survey

November 2015





# ABOUT THE SURVEY

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- Powerlink undertakes a biennial survey to track stakeholder perceptions of performance, reputation and social licence to operate
- In 2015, in response to a Board suggestion, Stakeholder Relations initiated a pulse survey to provide a snapshot of stakeholder perceptions between the larger biennial surveys
- This snapshot provides valuable insights into stakeholder perceptions and supports business planning and strategy processes

## Goal

- Track progress against baseline measures of social licence to operate, reputation, and perceptions of performance and commitments
- Understand changes in stakeholder perceptions since 2012 that have implications for stakeholder engagement strategy

## Method – 92 web based, self complete questionnaires – similar number of respondents to biennial survey, responded to questions on:

- Quality and attributes of relationships with Powerlink; Engagement activities with Powerlink; Reputation relative to peer organisations; and perceptions of Powerlink's reputation and performance
- **Pulse survey found there are not significant changes since 2014 – most measures have improved, but only moderately**



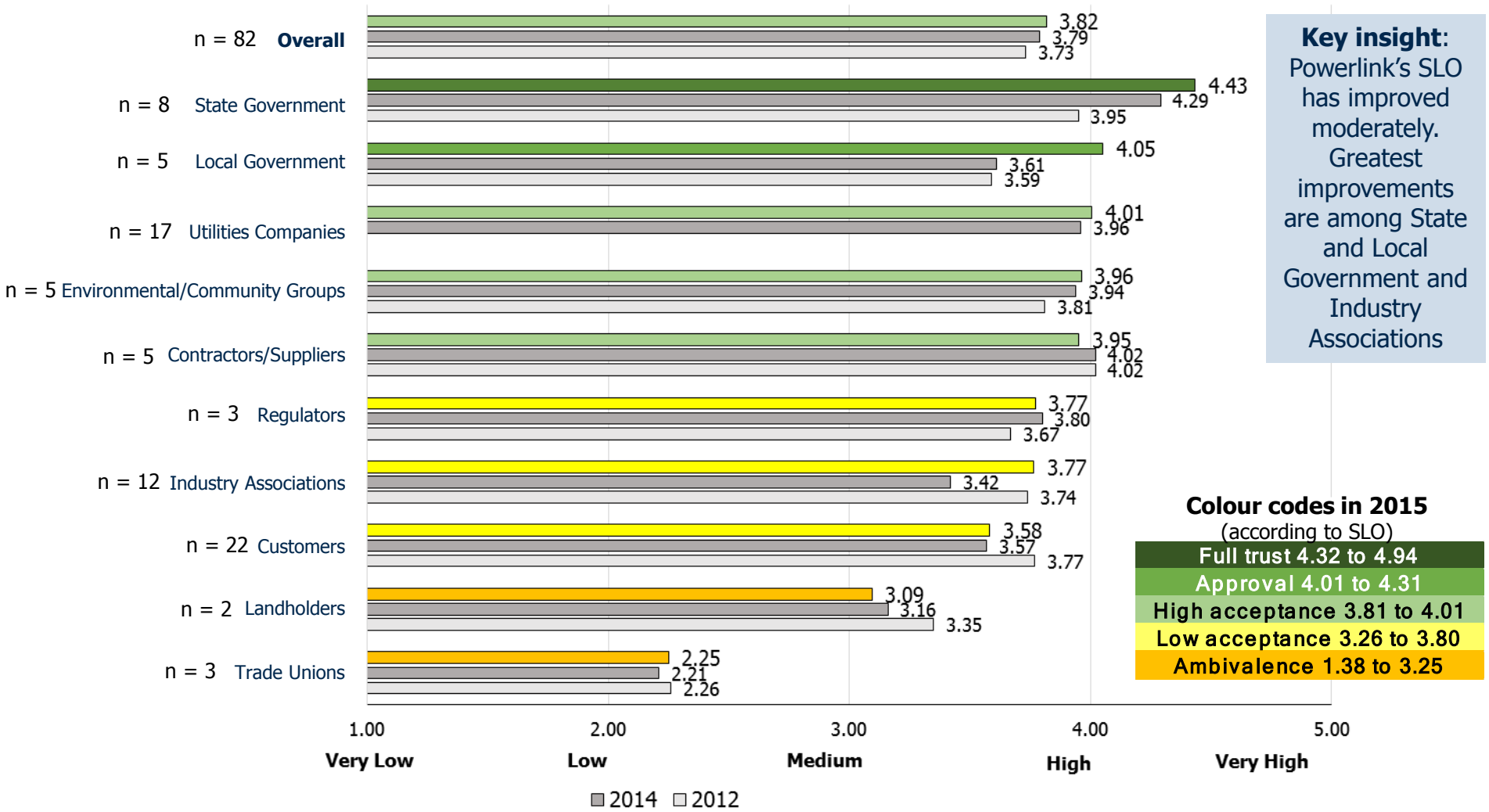
# SNAPSHOT

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- There are not significant changes since 2014 – most measures have improved, but only moderately
- Overall, stakeholder relationships with Powerlink remain positive. Compared to previous years, greatest improvements for stakeholders are in Powerlink’s ability to listen and agreement on goals. Trust remains positive and virtually unchanged since 2014
- Powerlink’s best prospects for collaboration are with Utilities Companies, State and Local Government and Contractors and Suppliers – Landholders and Trade Unions indicate low levels of social capital and might require special attention for fostering engagement
- Stakeholder perceptions of Powerlink’s performance have improved across all areas in 2015 – particularly perceptions of social performance
- Powerlink’s reputation has improved overall in 2015, particularly among Utilities Companies, Environmental Groups, Local Government and Industry Associations
- Stakeholders see that key drivers of reputation for Powerlink are providing reliable services to large industry consumers, engaging effectively with stakeholders, responding quickly to outages and providing a safe environment to the public – these are also areas where stakeholders rate Powerlink very positively overall
- We asked respondents about their participation on engagement activities – about half of respondents had participated in at least of one those and expressed moderate to high levels of satisfaction overall.

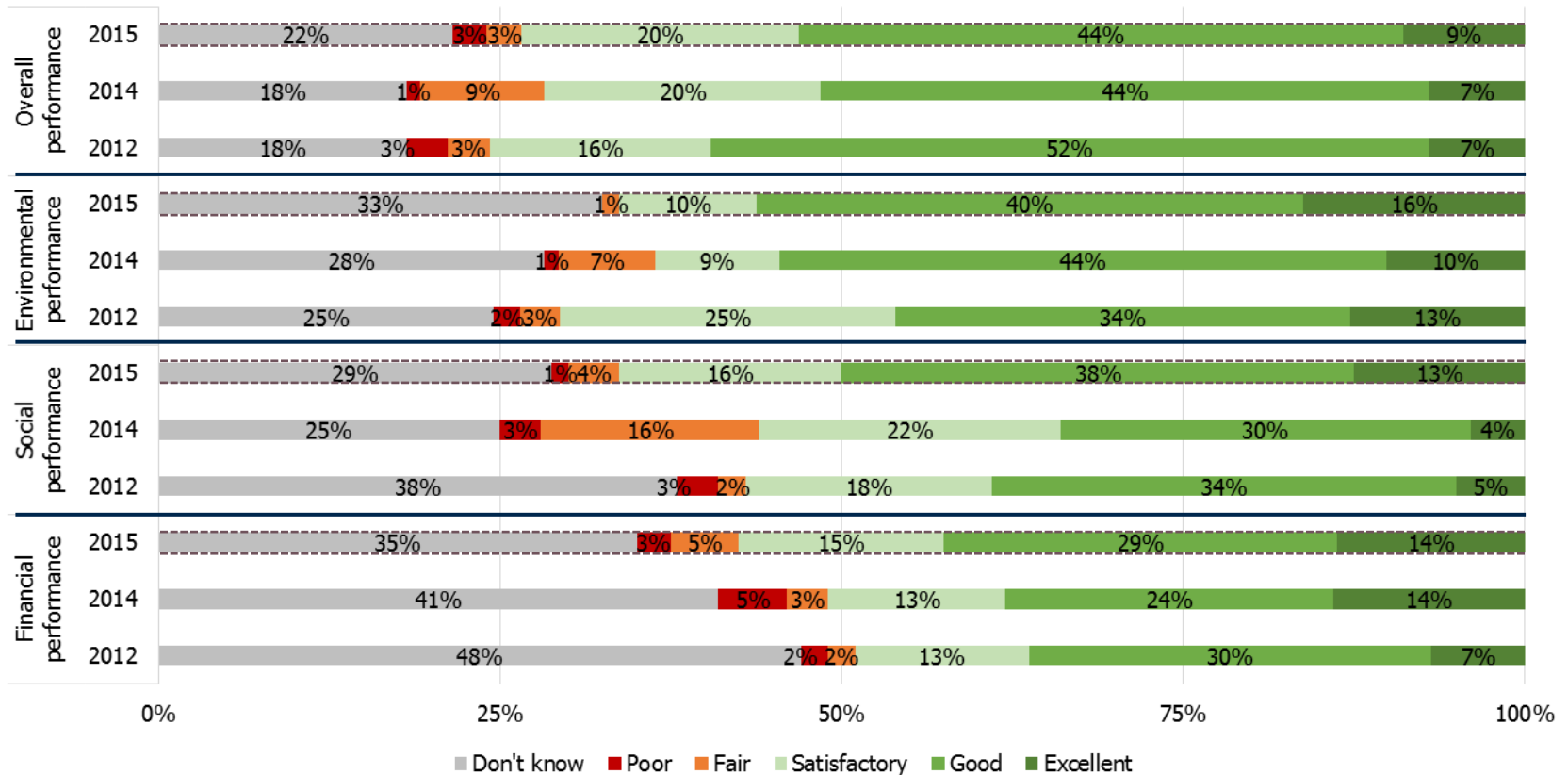


# POWERLINK'S SOCIAL LICENCE TO OPERATE





# PERCEPTIONS OF PERFORMANCE



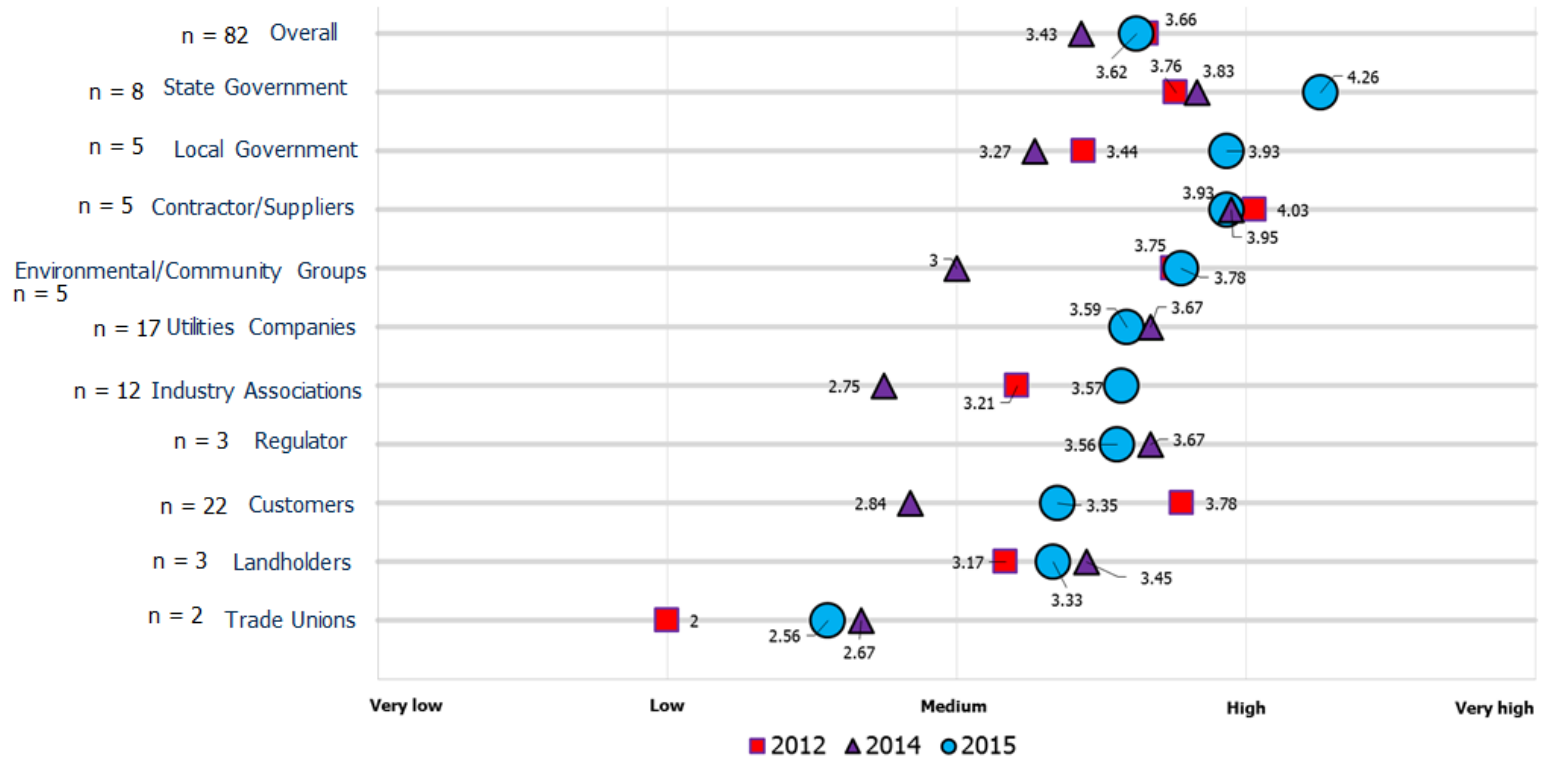
n = 80

% of responses

**Key insight:** Powerlink stakeholders rate performance very positively overall. The greatest improvement was in social performance where 56% rated Powerlink's performance as good or excellent in 2015 compared to 34% in 2014.



# POWERLINK'S REPUTATION

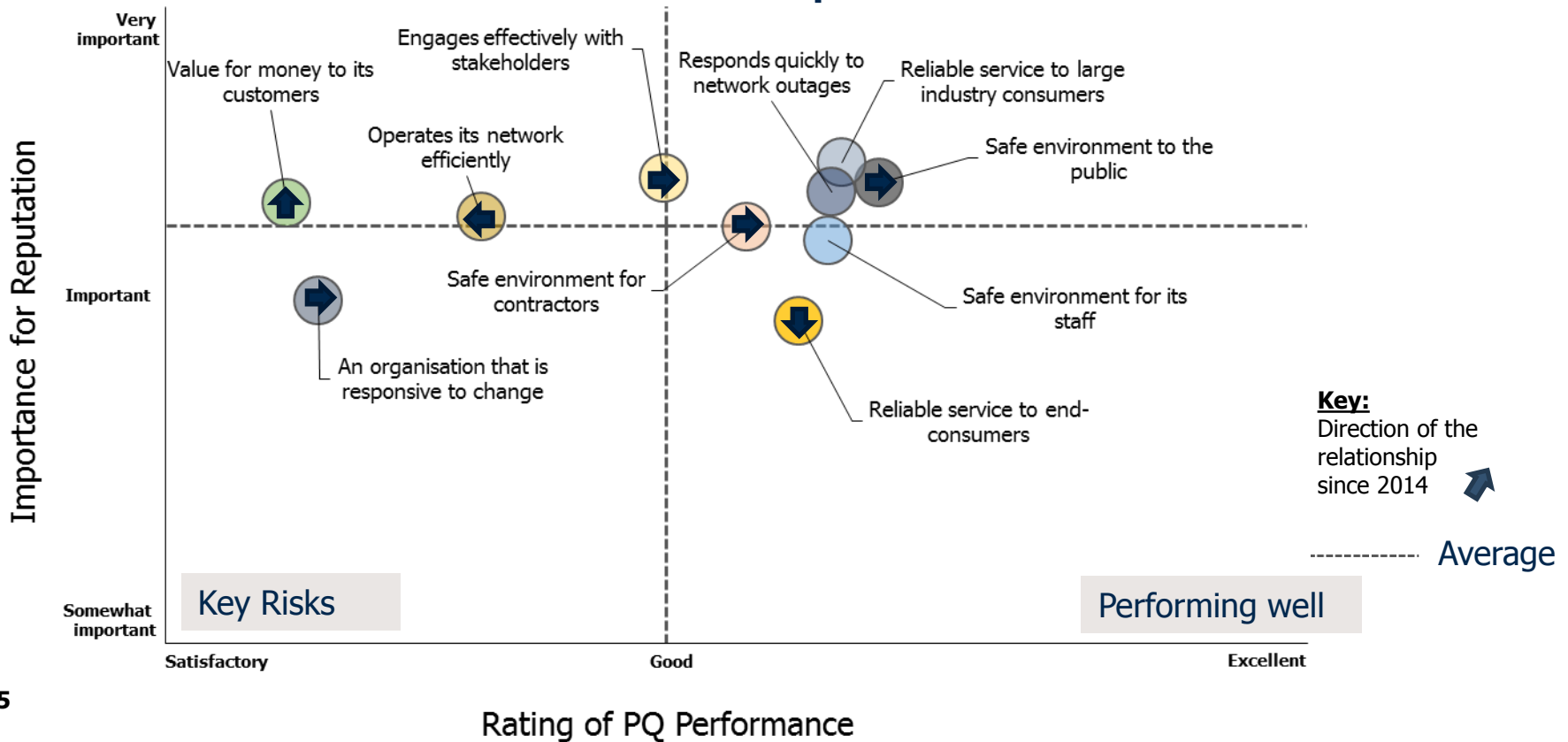


**Key insight:** Powerlink's overall reputation remains steady, within the medium to high range. Compared to previous years, the biggest increase in Powerlink's reputation came from State and Local Government, Environment Groups, Utilities Companies and Customers. There was a very slight drop in reputation from 2014 to 2015 from Regulators.



# PERFORMANCE AND IMPORTANCE TO REPUTATION

Stakeholders were asked how important each performance area is to Powerlink's reputation



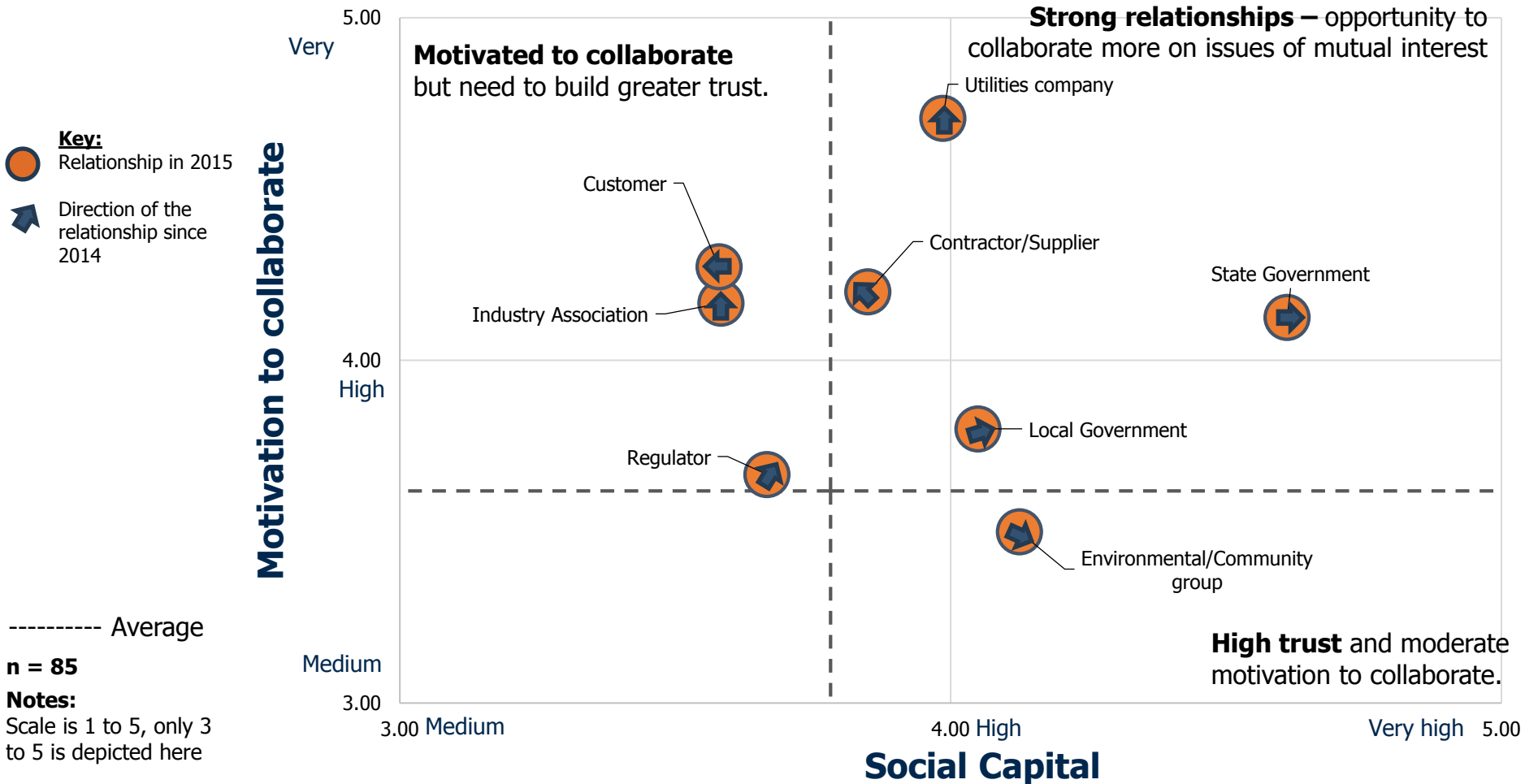
n = 85

**Key insight:** Overall, stakeholder perceptions of Powerlink's performance and importance to reputation remained steady. The biggest risk issue is value for money as it is important to reputation but scores lowest on perceptions of performance. However, it has improved since 2014. Perceptions of efficient network operations have declined.





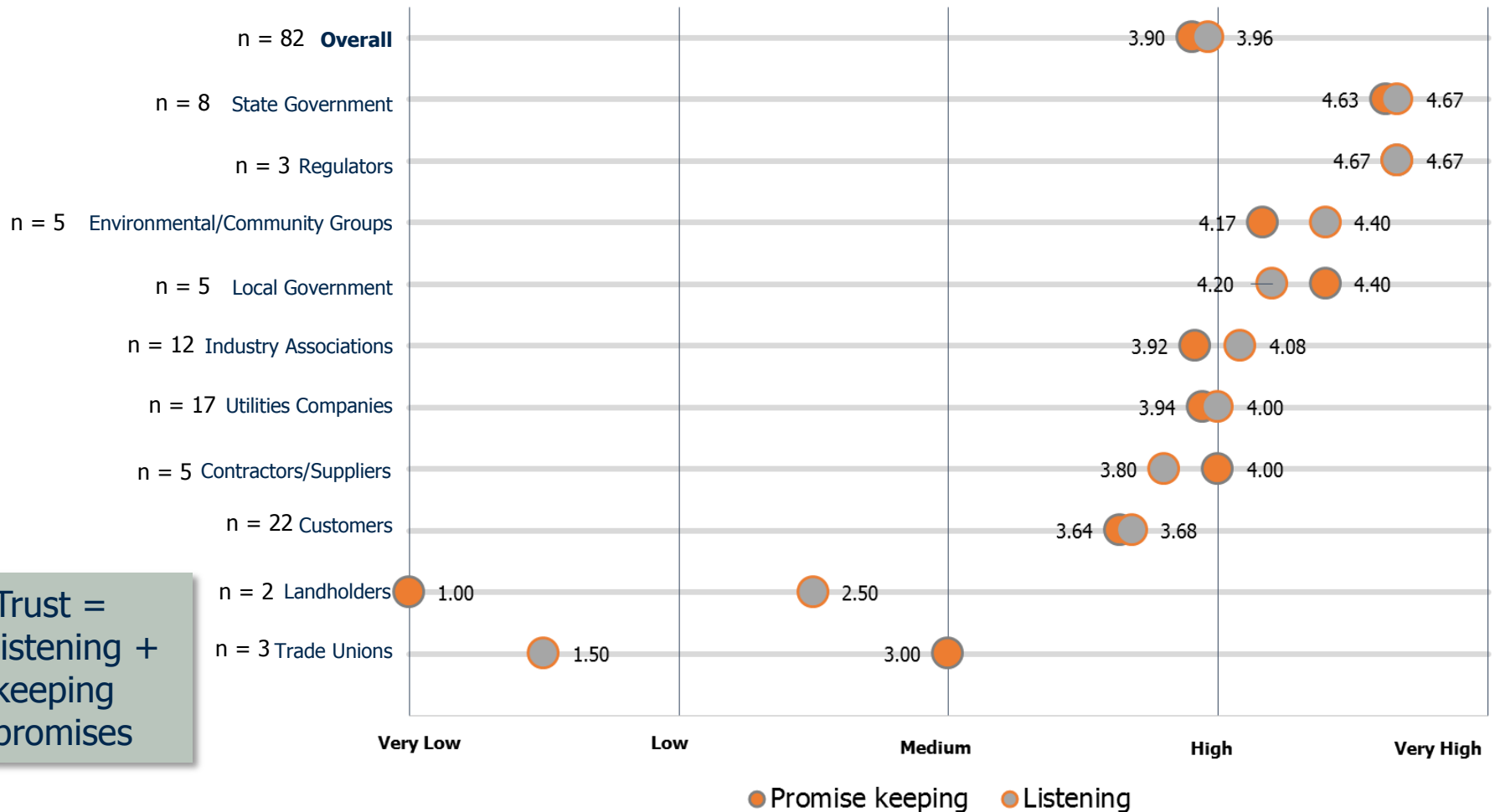
# STAKEHOLDER STRATEGIES CHANGE SINCE 2014



**Key insight:** Utilities Companies reported the biggest increase in relationship strength since 2014, while Local and State Government saw a rise in Social Capital. Environmental/Community groups saw a reduction in motivation to collaborate but remained steady in Social Capital. Regulators and Industry Associations moved towards a greater motivation to collaborate. Customers reported high motivation to collaborate but a moderate decrease in social capital.



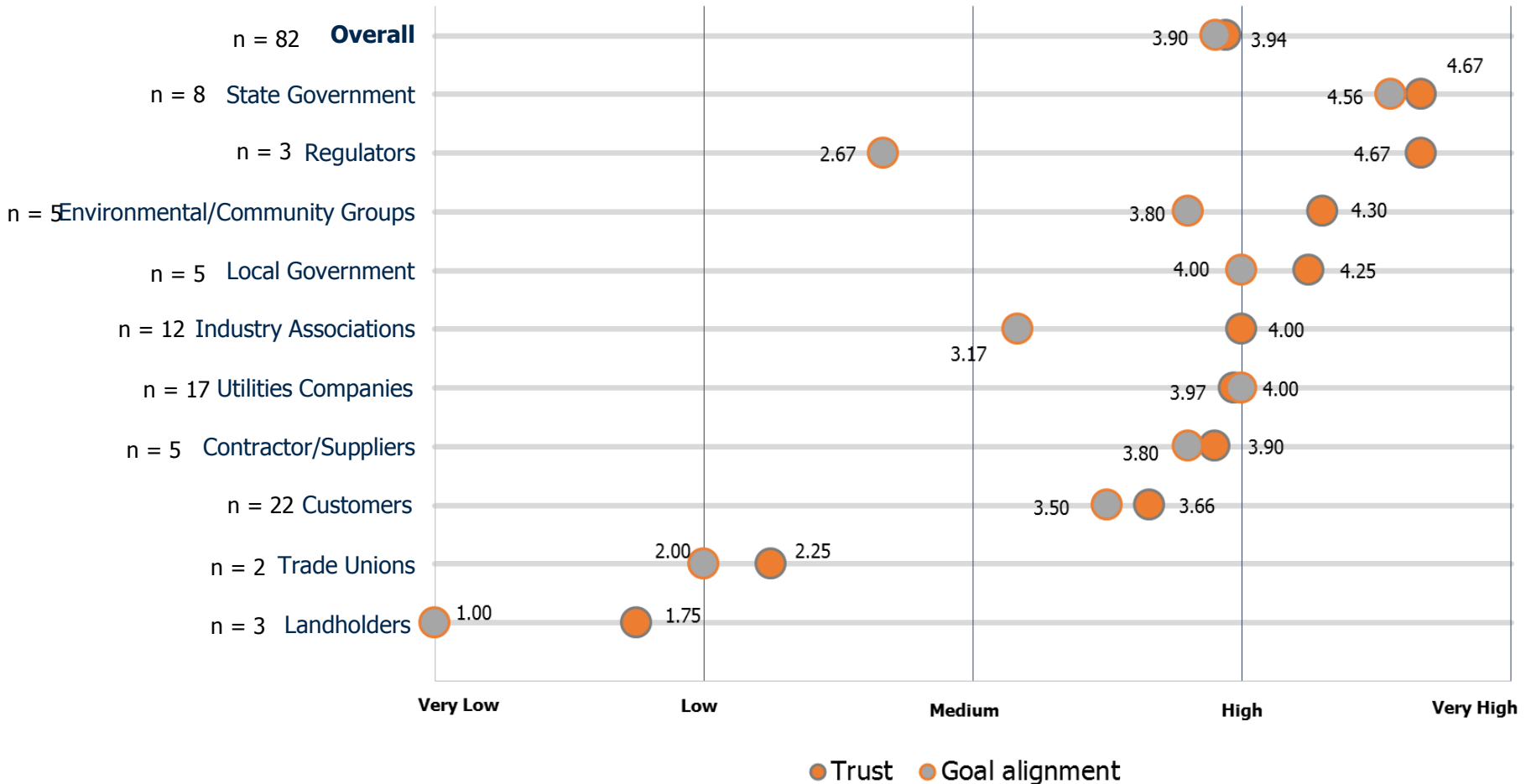
# STAKEHOLDER TRUST IN POWERLINK



**Key insight:** Trust levels remain high in 2015 – greatest improvements are among State and Local Government, Regulators and Industry Associations. Landholders and Trade Unions scores are very low but the small number of respondents may not be a reliable overall indicator.



# POWERLINK'S SOCIAL CAPITAL



**Key insight:** Social capital is high, especially among State Government, Local Government, Environmental Groups and Utilities. Big discrepancies among elements of social capital reported by Regulators and Industry Associations suggest need to develop closer goal alignment with these stakeholders.



# STAKEHOLDER SATISFACTION WITH POWERLINK'S ENGAGEMENT ACTIVITIES

	Participation (n)	Average satisfaction (scale 1-5)
Demand and energy forecasting forum (March 2015)	32	3.83
Qld transmission network forum (July 2015)	50	3.93
First Customer and Consumer Panel meeting (May 2015)	33	3.61
Second Customer and Consumer Panel meeting (August 2015)	30	3.60

**Key insight:** Respondents were most likely to have attended the Queensland transmission network forum (50), and reported the highest level of satisfaction. Fewer respondents attended the other forums but reported a similar level of satisfaction.