



Stakeholder Engagement Plan

1 Introduction

TasNetworks' vision is to be 'Trusted by our customers to deliver today and create a better tomorrow'. Understanding our customers and making them central to all we do is one of three key pillars fundamental to the achievement of the TasNetworks business strategy.

As a new business, we are working hard to drive a culture of 'customer first'. During the first six months, we have developed the TasNetworks Customer Service Strategy to underpin our customer engagement.

In early 2016, TasNetworks is required to submit our distribution Regulatory Proposal for the next regulatory period that commences on 1 July 2017.

The National Electricity Rules (**NER**) includes requirements for Network Service Providers (**NSP**) to consult with customers on key aspects of a regulatory proposal. For TasNetworks, this will include:

- Expenditure forecasts;
- reliability/service/price trade-offs;
- connections pricing framework; and
- tariff strategy & tariff structure statement.

As part of preparing plans, including our Regulatory Proposal, TasNetworks is committed to undertaking a comprehensive set of consumer engagement activities. A high level Stakeholder Engagement Plan has been developed which identifies the Distribution Determination 2017 (**DD17**) project's engagement objectives and the methodology that TasNetworks will take to ensure we engage appropriately with our customers and stakeholders and that their views are used to inform our future investment decisions.

2 Scope

This document is intended for all customers, stakeholders and TasNetworks staff.

3 Engagement Objectives

The TasNetworks Customer Engagement Framework (Appendix 1) will be applied to our engagement activities to ensure:

- meaningful engagement with our customers; and
- that we meet our regulatory obligations.

We will do this through:

- providing relevant information via clear and open communication channels;
- further understanding our customers' needs and preferences to assist in our decision-making;
- ensuring stakeholders have two-way communication mechanisms and that we provide ongoing feedback as we develop our Regulatory Proposal;
- ensuring that feedback collected is provided to the appropriate area within TasNetworks so that it can be considered in business decisions;
- being transparent by clearly outlining the conclusions reached and actions taken as a result of customers' feedback; and
- measuring, reporting and improving consumer engagement activities over time.

4 Target Audience

TasNetworks has a diverse range of customers and stakeholders, all with differing levels of knowledge and interest in the energy industry, as well as differing needs, expectations and preferences.

The customer segments outlined in figure 1 identifies the broad range of stakeholders we need to engage with at TasNetworks.

Figure 1 – TasNetworks Stakeholder Matrix



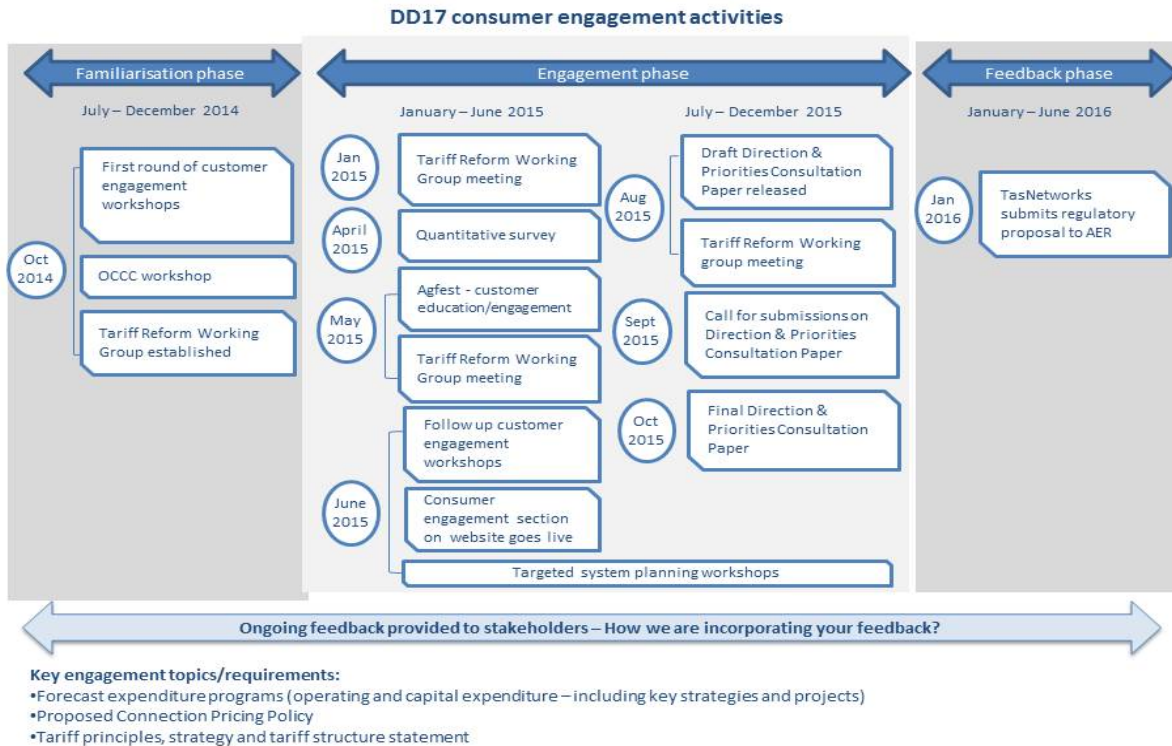
5 Overview of DD17 Engagement Activities

Our engagement plan includes three key stages:

1. Familiarisation – determining who we should engage with, to what level we should engage them and what we should engage them on.
2. Engagement - undertaking engagement activities and incorporating the findings in to our decision making.
3. Feedback - communicating the findings and outcomes.

The following figure sets out the three phases of our consumer engagement activities as part of preparing to submit our Regulatory Proposal.

Figure 2 – DD17 Engagement Activities



See Appendix 2 for further detail on the engagement activities set out above.

6 Our Approach

TasNetworks is committed to engaging with, informing and educating customers about our activities and plans for the future and we will do this through our Voice of the Customer (**VOC**) Program.

The VOC Program includes a customer engagement framework that identifies the expected levels of engagement and consultation for each of our customer segments. It reflects the consultation framework defined by the IAP2 Spectrum of Public Participation (Appendix 1).

We understand our customers have different preferences for how we communicate and how they wish to communicate with us. The framework provides a variety of communication tools to address the needs of a diverse customer base, including face-to-face meetings, workshops, surveys, our website and social media. The tool used will be guided by the engagement goal for that issue i.e. inform, consult, involve, collaborate or empower.

Importantly, our approach aligns with the Australian Energy Regulator’s consumer engagement guidelines, focusing on promoting the long-term interests of electricity consumers.

7 Stakeholder Engagement Activities

The following engagement activities will be undertaken, providing us with a range of both quantitative and qualitative data that we will consider as part of our regulatory proposal.

- quantitative surveys of end-use consumers;
- establishment of a TasNetworks Consumer Committee;

- a dedicated engagement section on the TasNetworks website;
- online engagement via TasNetworks social media platforms;
- qualitative workshops;
- issues based working groups e.g. Tariff Reform Working Group;
- utilising existing customer relationships and/or insights;
- one-on-one meetings with key stakeholder groups;
- leveraging material and insights from other NSPs, industry and government/regulatory bodies;
- coordinating our engagement activities with other NSPs where possible;
- engaging directly with the AER's consumer challenge panel;
- seeking feedback on a Directions and Priorities Consultation Paper; and
- utilising a customer consultation register to capture consumer and stakeholder views.

8 Appendix 1 – TasNetworks Customer Engagement Framework

TasNetworks will consult with customers across the scale of customer participation depending on the issue and the circumstances.

TasNetworks Customer Engagement Framework

Increasing Level of Customer Participation					
Customer Engagement Goal	Inform: To provide our customers with balanced and objective information to assist in understanding the problem, alternatives, opportunities &/or solutions.	Consult: To obtain customer feedback on analysis, alternatives and/or decisions.	Involve: To work directly with our customers throughout the process to ensure that customer concerns and aspirations are consistently understood and considered.	Collaborate: To partner with our customers 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 our customers.
Promise to our Customers	We will keep you informed.	We will keep you informed, listen and acknowledge concerns and provide feedback on how customer input influenced the decision.	We will work with you to ensure your concerns and issues are directly reflected in alternatives we develop and provide feedback on how customer input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and will incorporate your recommendations into decisions where possible to the maximum extent.	We will implement what you decide.
Customer Engagement Tools	Fact sheets Newspaper/TV/radio Letters/Customer cards Social Media Customer charter Brochures	Focus Groups Community Forums Public Meetings Trade Nights Surveys	Workshops Consumer Engagement Forums	Advisory committees Contracts/Legal Agreements	Delegated decisions

9 Appendix 2 – Overview of the Key Engagement Activities

Engagement activity	Summary
First round of customer engagement workshops	First round workshops were held in October 2014 with end-use consumers. The key objective was to understand customers' preferences, so they are considered as part of developing our forward work program. The workshops were attended by approximately 50 consumers in Hobart and Launceston and facilitated by an external consultant supported by TasNetworks staff across the business.
OCCC workshop	First round workshop was held in October 2014 with stakeholders. The key outcome was to understand stakeholders' preferences, so they are considered as part of developing our forward work program. Attendees included Tasmanian Council of Social Services, Tasmanian Small Business Council, Renewable Energy Alliance and Local Government Association of Tasmania.
Tariff Reform Working Group	The Tariff Reform Working Group provides advice on stakeholder needs and issues in respect to tariff arrangements. They act as a link to and from member organisations and report back to TasNetworks. The purpose of the Tariff Reform Working Group is to provide a forum where member organisations can contribute to the direction of TasNetworks tariff framework, provide feedback and to explore stakeholder views in relation to tariff reform.
Quantitative research	This will be used to build on the key themes and issues that emerged from activities undertaken in the Familiarisation stage but in a less detailed way and using either an online method or a telephone survey.
Agfest	TasNetworks will be participating in the Agfest display from the 7-9 May 2015. Various customer activity stations will form part of the display, providing the opportunity to engage with a large volume of customers on DD17 related topics.
Second round of customer engagement workshops	Follow up workshops have been scheduled for June 2015 with the same external consultant used for the October sessions. The objective of these workshops is to demonstrate how customer preferences and feedback has been integrated into our future expenditure programs and seek further feedback.
Targeted system planning workshops	A number of targeted system planning workshops will occur to assist TasNetworks to consider customer expectation and concerns when developing future plans for the network. This will include consultation to inform the development of TasNetworks' Annual Planning Report and TasNetworks Area Plans.
Direction and Priorities Consultation Paper	The insights collected through all of our engagement activities, along with our knowledge of the network, future trends and regulatory obligations, will be collated in to a Direction and Priorities Consultation Paper. The Consultation Paper will allow customers to respond to our future expenditure programs in more detail prior to TasNetworks submitting its Regulatory Proposal.