



hear every voice, know where you stand

STRAIGHTTALK

TASNETWORKS CUSTOMER ENGAGEMENT WORKSHOPS

Outcomes report

Report

August 2015



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Document

Customer engagement workshops, TasNetworks. Outcomes report

Client

TasNetworks

Prepared by

Alyce Taylor

Reviewed by

Lucy Cole-Edelstein

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1. EXECUTIVE SUMMARY

This report provides details of the second round of customer engagement that TasNetworks has undertaken as it develops its next regulatory proposal. It was developed by Straight Talk, an independent community engagement consultancy.

In October 2014 TasNetworks held the first of its customer engagement workshops and, based on this feedback, developed an approach for its Revenue Reset. In June 2015 two more customer engagement workshops were held to report back on how the first round of feedback had influenced the Revenue Reset and to seek feedback on a range of elements of its future plans, including expenditure and pricing.

Workshop participants had been randomly selected and were broadly demographically representative of the wider Tasmania community. Some participants had participated in previous workshops while others were attending for the first time. This is allowing TasNetworks to work with a small group of customers who are building up a knowledge base of the electricity business, its constraints and priorities and how these impact on pricing and customers. Workshops were held in both Launceston and Hobart over a weekend. Each workshop was interactive and ran for the day. Participants were paid a nominal stipend in recognition of their participation.

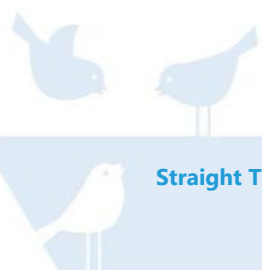
TasNetworks' proposed changes in expenditures and tariffs were unanimously supported by workshop participants. Nearly all participants accepted the logic of these changes and understood the increases in expenditure will maintain existing levels of reliability. Responses stated that education and communication was the best way to manage transition and allow customers to make more informed decisions. This suggests that ongoing customer engagement needs to be a key component of TasNetworks' tariff reform process.

Affordability came across as participants' major concern and the support for tariff and expenditure changes was largely dependent on customers' energy bills remaining the top priority of TasNetworks. Any engagement must take into account this key, and sometimes exclusive, community focus. Discussions on the strategic direction of TasNetworks must be discussed in relation to the real impact they will have on customers' power bills, in order to remain relevant and relatable.

The feedback received validated findings from the previous series of TasNetworks engagement workshops, which indicated that customers were largely satisfied with the level of service reliability and cost, and that consumers support only moderate increases in expenditure to maintain reliability and the sustainability of infrastructure.

Participants completed an evaluation form at the completion of the workshops. All participants that responded to the survey said they found the workshops informing and worthwhile.

Participant comments show that people felt listened to and that they were able to contribute in the workshops in a meaningful way. This satisfaction is reflected in all participants stating they would want to be involved in an engagement process again with TasNetworks. The effectiveness of the engagement workshops was also demonstrated by 68 per cent of respondents stating that there was nothing missing from the workshops. Issues that were raised as not being addressed were diverse, reflecting that all key consumer interests were addressed in the engagement workshops.



2. INTRODUCTION

This report provides details of the second round of customer engagement that TasNetworks has undertaken as it develops its next regulatory proposal. It was developed by Straight Talk, an independent community engagement consultancy.

2.1. Strategic context

TasNetworks is required to engage with stakeholders including end users in accordance with the National Electricity Rules (NER), before submitting its next regulatory proposal to the Australian Energy Regulator (AER). In accordance with these requirements, TasNetworks has developed a robust approach to understanding its customers and how to engage with them. This report provides details about the approach TasNetworks has pursued in relation to its qualitative/deliberative workshops, the outcomes from this customer engagement, and how it has influenced and helped shape the direction and priorities of TasNetworks.

Following on from two customer engagement workshops held in October 2014 and based on the feedback received through this process, TasNetworks developed an approach for its Revenue Reset. Two more customer workshops were held in June 2015, to validate the customer feedback that had been received to date, and how this had been considered in TasNetworks' future plans. It was also used as an opportunity for TasNetworks to explain the rationale, drivers and constraints for electricity pricing in Tasmania and seek direct customer input.

Objectives of engagement workshops included:

- 👉 To support achievement of TasNetworks' business strategy and support inclusion of customer preferences in future plans provided to the AER as part of the forthcoming distribution determination.
- 👉 To provide sufficient context for customers to enable informed feedback via real and practical examples.
- 👉 To test and confirm the customer feedback that has been received as part of engagement activities to date have been appropriately incorporated into future plans and address customers concerns.
- 👉 To consult on topics where the feedback can be incorporated and influence TasNetworks' current and future plans.
- 👉 To provide feedback to enable TasNetworks to improve customer consultation.

Workshops were held in Hobart and Launceston with approximately 25 participants at each. A large number of participants had been involved in previous TasNetworks' customer engagement workshops.

The workshops were independently facilitated by Straight Talk, with assistance from TasNetworks staff across the customer, asset management, asset planning and strategic planning areas of the business.

Straight Talk is a leading community engagement consultancy based in Sydney, NSW, specialising in the design, implementation and evaluation of deliberative engagement approaches. TasNetworks engaged the expertise of Straight Talk to design a process which would effectively engage the 'silent majority', providing a thoughtful, informed environment in which participants can together weigh up and reach consensus about what they believe is the most important or relevant recommendation or decision.

TasNetworks chose an interactive approach to the workshops and instead of using power point, information was delivered speaking to graphic representations, available in hard copy for each participant in A3 and in large format, AO size on the walls. This allowed presenters to refer to information previously presented and for participants to work through and consider the complexities of network services and pricing in their deliberations. Copies of this information can be found in the Table Facilitators' Handbook at Appendix A.

The analysis of workshop outcomes only reflects the feedback of workshop participants who contributed to the responses entered in the workshop materials. We found there was negligible difference in the responses from Hobart and Launceston participants, reflecting a unified response from the two workshops. Therefore the two sets of responses are treated uniformly within the report unless differences are identified.

2.2. Methodology

Straight Talk and TasNetworks developed an interactive approach where participants had the opportunity to have different elements of the Revenue Reset explained and they could question and interrogate TasNetworks staff before discussing, as a group, their responses, priorities and feedback.

A range of activities were employed so the workshops were interesting and engaging. These included:

- 👉 An ice-breaker where participants identified where they lived; how much they felt they knew about electricity and how familiar they were with financial and pricing structures and conversations. This allowed the group to start exploring the issues of the day in a relaxed atmosphere and for individuals to share their knowledge and acknowledge where they didn't feel confident.
- 👉 Presentations using 'table mats' and large scale posters instead of PowerPoint. This allowed participants to follow speakers' presentations easily and presenters to be able to readily refer to previous information simply by walking to another part of the room. The posters also provided a visual prompt during table discussions.
- 👉 Small group discussions on specific questions facilitated by TasNetworks staff and feedback recorded in purpose-designed facilitator handbooks.
- 👉 A walk around in the local streets identifying TasNetworks assets and discussing the distribution network more broadly.
- 👉 "Speed dating" consultation where participants interviewed each other on four questions and these responses were then collated.
- 👉 Working as a 'mini-public', that is, as a group on behalf of the wider community, to identify areas of consensus.
- 👉 Using sliding scales and other prioritising techniques to understand customer perspectives.

Participants were also asked to complete pre- and post- workshop surveys to help TasNetworks understand what participants understand about electricity and their priorities and to evaluate the engagement process itself.

All workshop activities were designed with the TasNetworks Customer Engagement Framework and were Inform, Consult or Involve, depending on the topic and degree of feedback required. A copy of the Engagement Framework is in the Table Facilitators Handbook at Appendix A.

This report provides the feedback and outcomes from these activities, reported against each agenda item and question, based on the information captured within the facilitator handbooks and completed surveys.

3. WORKSHOP RESULTS SUMMARY

TasNetworks staff acted as table facilitators, assisting workshop participants to answer a series of questions based on information included in a number of presentations provided to the groups.

This section gives an overview of the responses provided in the engagement workshop handbooks that were collected by table facilitators at the end of each workshop. Components of the workshop where participants left little written feedback, such as the introduction or assets walking tour, have not been discussed here directly. This has been done to accurately reflect the key interests and focus of participants.

👉 A complete copy of the Launceston engagement workshop handbook responses is at Appendix B. 🐦

A complete copy of the Hobart engagement workshop handbook responses is at Appendix C.

The key points from the overview of workshop handbook material are outlined below.

3.1. Voice of the customer and engagement activities

At the start of the workshop participants were provided with a welcome, introductions, ice-breaker activities, an overview of the supply chain including TasNetworks' role in supplying electricity and an overview of the regulatory process. Participants were then provided with information on TasNetworks Customer Service Strategy, Customer Segmentation approach and TasNetworks Engagement Framework.

Participants were then asked a series of questions.

3.1.1. Evaluation of customer segmentation component

The first customer segmentation task asked participants to identify where participants see themselves on the customer segmentation wheel, illustrated in Figure 1 on the following page. The most common response was 'Connected Customers' followed by 'Tasmanian Community'. The response reflects how participants see themselves and gives information about the background of workshop participants.

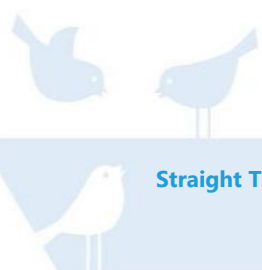
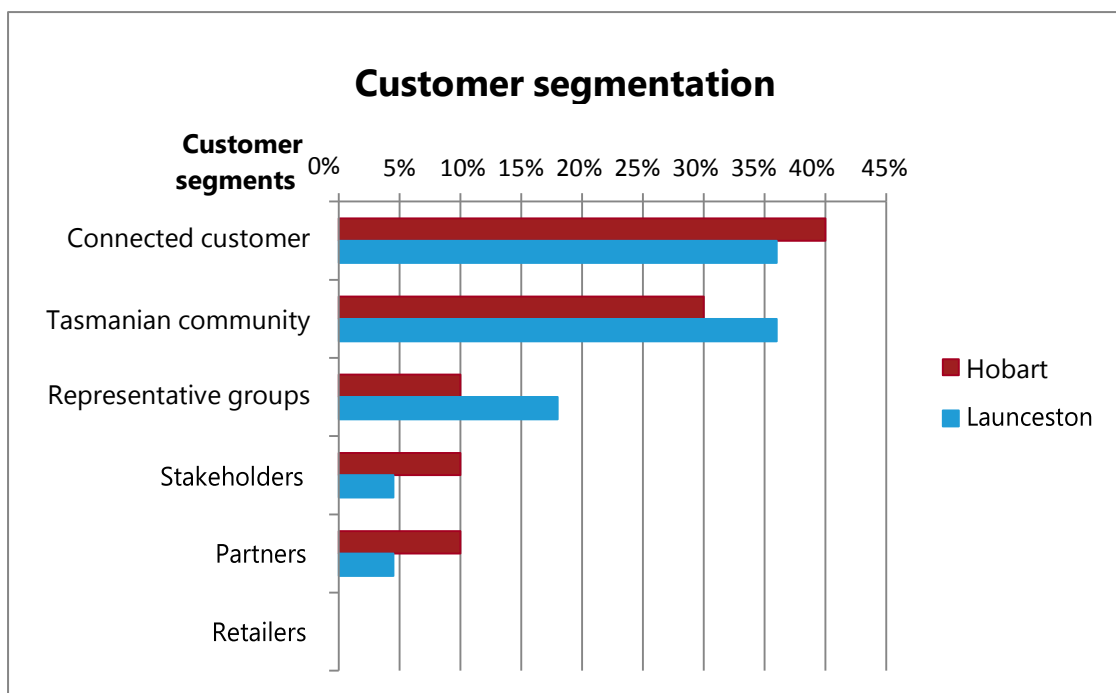


Figure 1 TasNetworks' customer segments



Participants were then asked to evaluate whether the customer segmentation model that TasNetworks has developed and uses to engage customers, makes sense. The activity required participants to rank their understanding, using a scale from 1 to ten (with 1 being bad and ten being great). The responses gave a median score of 8.3, with a range of scores between 5 and ten. The high score suggests that the approach made sense to the majority of participants. Comments included:

- "The wheel is a great representation as without one segment, the wheel won't turn".

Three responses gave feedback to the question but did not give a numerical score, stating that the model was difficult to engage with. Comments included:

- "See it as a business model that is generic. Looks very good but hard to relate to".

These responses state that the engagement model could be improved by more detail and greater accuracy. It was also suggested that the equal sizing of each segment on the wheel gives a false sense that the segments have an equal level of influence in real life. The feedback infers that some participants would prefer a more frank discussion of TasNetworks' customer relationships.

3.1.2. Evaluation of the customer engagement framework

Participants were asked whether they understood the framework and where on the spectrum they would like to be engaged.

All responses stated that they understood the 'customer service spectrum', demonstrating the strength of this framework, illustrated in Figure 2 on the following page. The question asking where participants would like to be engaged on the spectrum received mixed results, both between and within table groups. The most popular responses were, 'involve' 'inform' and 'collaborate', each receiving the same number of votes. Many felt that they did not have the expertise or time to commit to a higher level of engagement. Pricing was identified as being one area where people would want higher engagement. Comments included:

- "Leave it to the experts".
- "Most probably not interested. Interested in bills".

Instead of a definitive answer emerging, responses showed a preference for engagement to be accommodating to individual situations. Respondents stressed that they always wanted the option to upgrade their level of engagement if an issue called for it. Comments include:

- "Start with inform, move into participation when interested".
- "All of them! – it depends on what aspect".

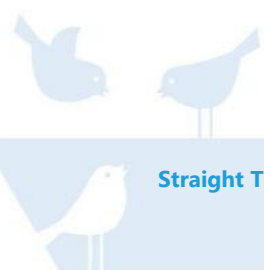



Figure 2 Customer spectrum component

TasNetworks Customer Engagement Framework					
TasNetworks' engagement framework defines the different levels of participation available to us when engaging with our customers. The framework is used to determine the most appropriate level of customer participation that should be used when undertaking community consultation on particular issues. The framework is based on the International Association of Public Participation Spectrum (IAP2). Five levels of public participation are identified and range from inform to empower. TasNetworks identifies the appropriate level of engagement on a case by case basis, as it is not always possible to provide customers with a decision making role ie: on safety issues.					
Increasing Level of Customer Participation					
Customer Engagement Goal	Inform:	Consult:	Involve:	Collaborate:	Empower:
Customer Engagement Goal	To provide our customers with balanced and objective information to assist in understanding the problem, alternatives, opportunities &/or solutions.	To obtain customer feedback on analysis, alternatives and/or decisions.	To work directly with our customers throughout the process to ensure that customer concerns and aspirations are consistently understood and considered.	To partner with our customers in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.	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



3.1.3. Evaluation of the behaviours and approach of TasNetworks staff

Participants were asked to suggest opportunities for TasNetworks to improve in relation to the company's behaviours and approach. Comments reflect that many participants have had problems with outages but that this had not led to a negative perception of TasNetworks behaviours and approach. People felt that when there were issues with their energy provision, TasNetworks' staff attempted to address the issue. Feedback infers that the attentive approach of TasNetworks' staff significantly diffuses irritation over supply disturbance.

Responses to the question reflected a strong positive customer service experience. TasNetworks' staff were described as approachable and knowledgeable. Comments included:

- "Behaviours have been excellent. The field crews have been excellent, cannot fault the relationships, behaviours".

The minimal number of suggestions on how TasNetworks behaviours and approaches could be improved also reflected participant's satisfaction with TasNetworks customer interactions. Some individual suggestions included: a focus on vegetation management and a preference for greater online communication.

A strong point from the feedback was that participants highly valued having a Tasmanian-based call centre. Multiple responses praised having a single point of contact when they approached TasNetworks regarding a fault. Some comments demonstrated no previous direct contact with staff and suggested that most interaction occurs between customers and the power retailer.

3.2. Evaluation of customer priorities: speed dating exercise

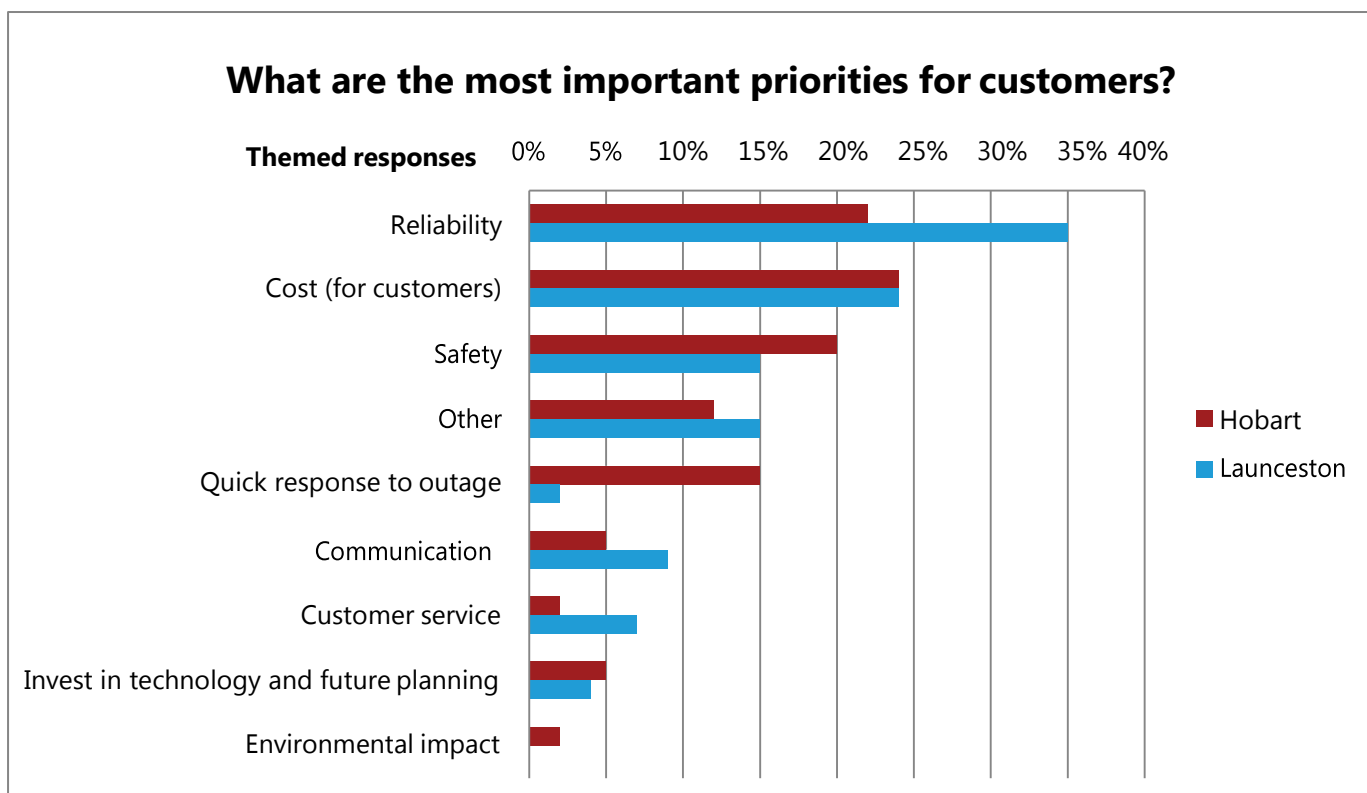
Following the walk around, participants were each given one of four questions and were asked to interview each other, making note of the responses.

The following four graphs represent the results of answers to the following questions:

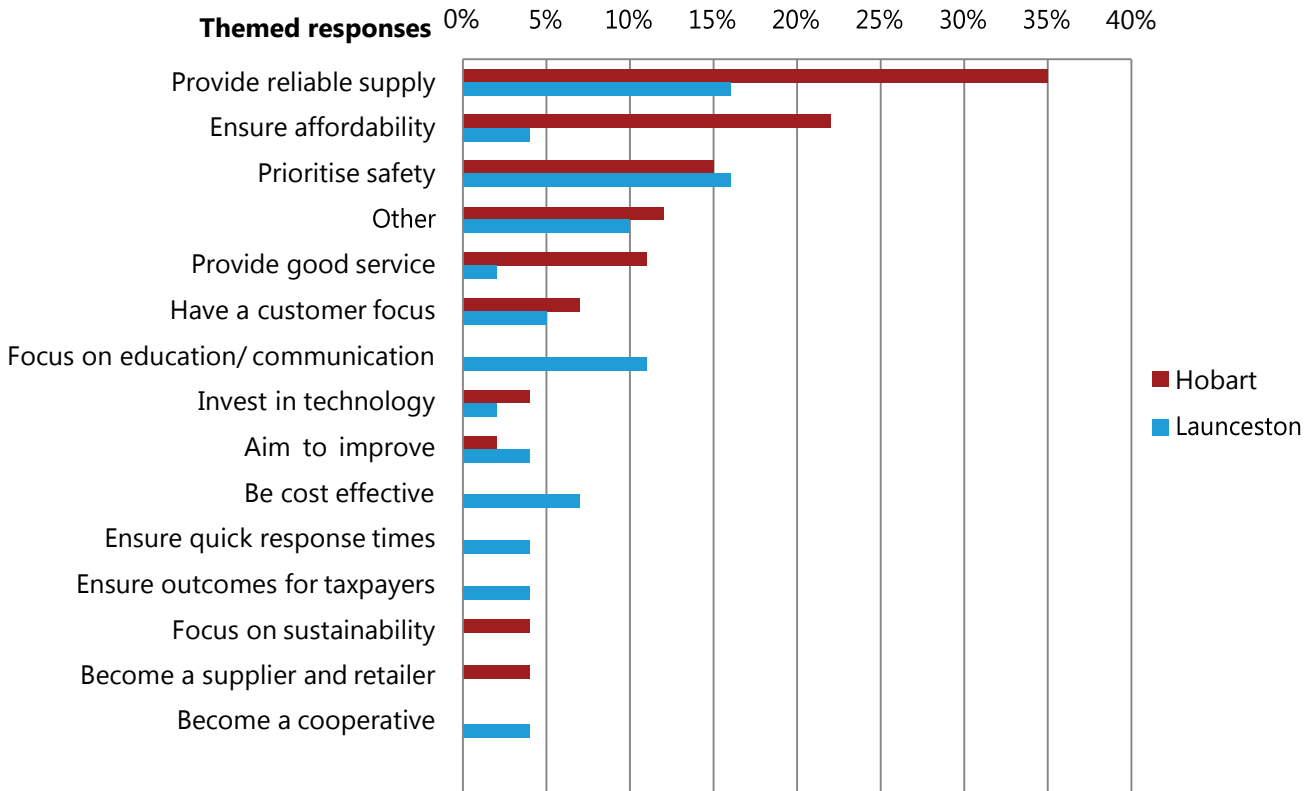
- What are the most important priorities for customers?
- What should TasNetworks do above all else?
- How will you know if TasNetworks has taken the consideration of customers into account?
- When it comes to making decisions, what should TasNetworks consider when thinking of customers?

The results show that reliable supply and affordability are consistently the key focus for customers. In answering how they would know if TasNetworks was taking the consideration of customers into account, participants were likely to mention direct feedback and the charges on their power bill as the most important signals. This feedback further emphasises the importance of affordability in maintaining strong customer approval. Comments included:

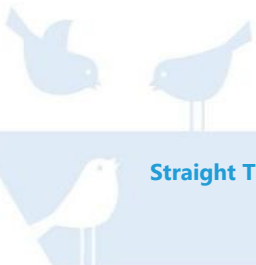
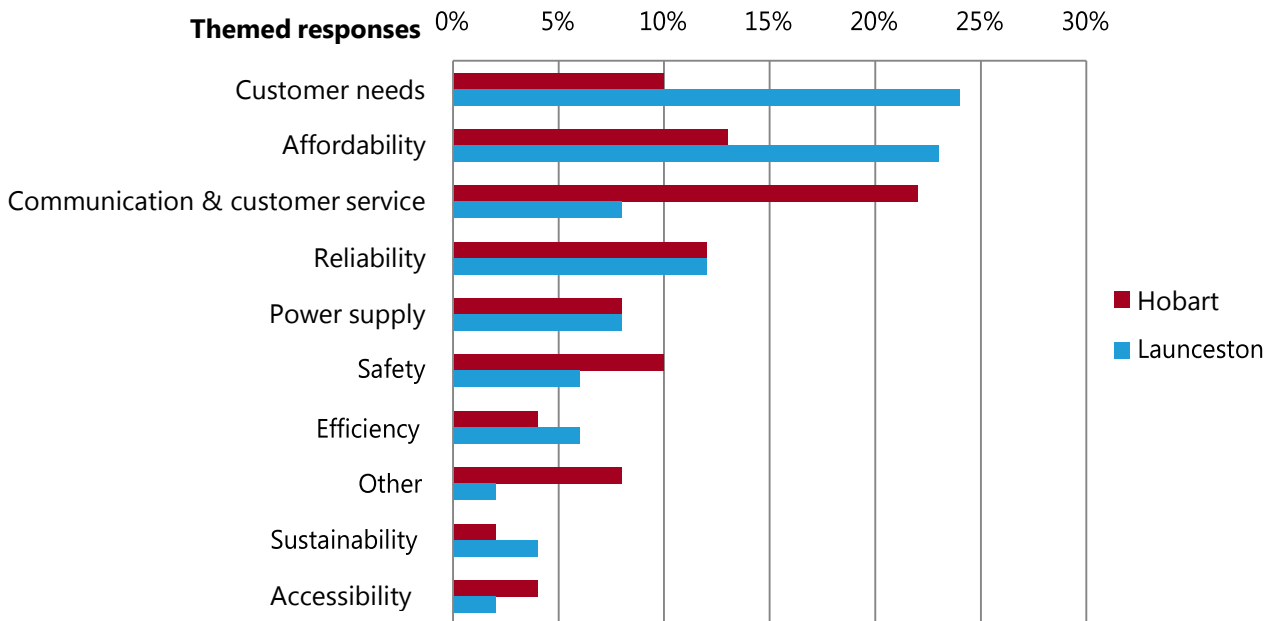
- "Be reliable. Constantly seek to be better. Help vulnerable users".
- "Provide a reliable power supply at an affordable price and remain sustainable/innovative in a rapidly changing environment".



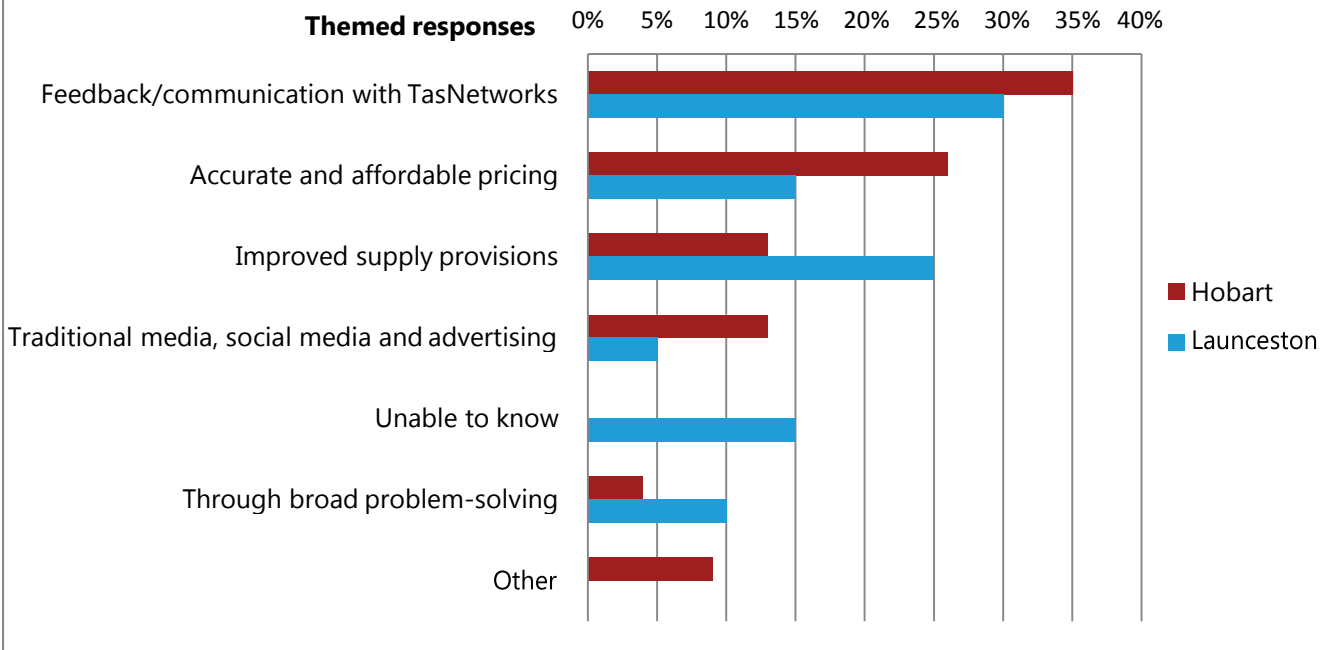
What should TasNetworks do above all else



When it comes to making decisions, what should TasNetworks consider when thinking of customers?

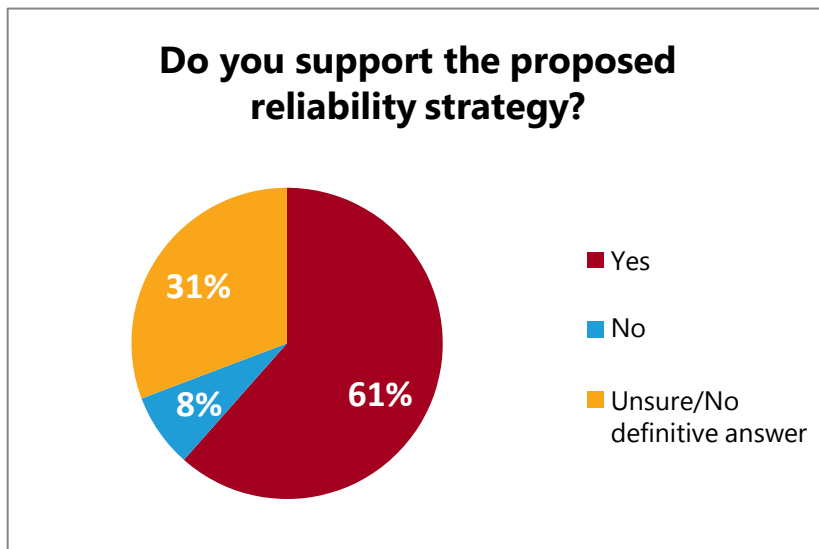


How will you know if TasNetworks has taken the consideration of customers into account



3.3. Managing the electricity network

A presentation on TasNetworks proposed reliability strategy was followed by specific questions regarding reliability and expenditure.

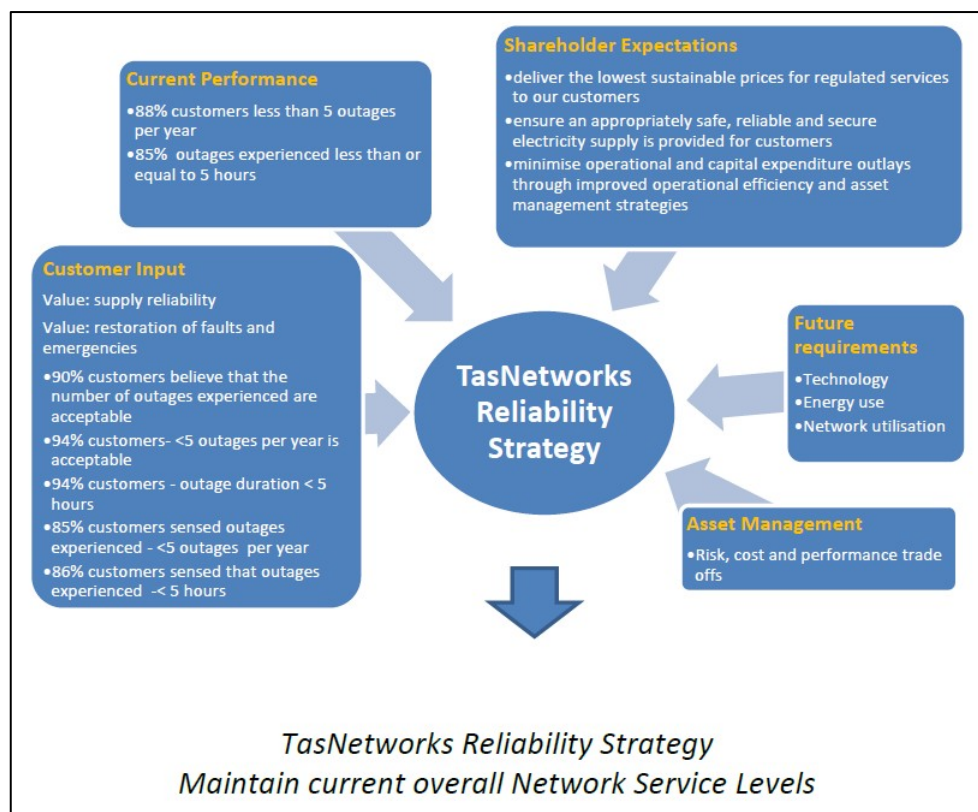


The majority of customers supported TasNetworks' proposed reliability strategy to maintain reliability rather than invest more to improve it. Some respondents answered that they were not knowledgeable enough to make a firm decision about if they supported the reliability strategy, illustrated in Figure 3. Comments also illustrate that some participants wish to be reassured that the reliability strategy would maintain a focus on safety, and customer expectations of service and affordability.

Responses which did not support the reliability strategy explained they either wanted to monitor the situation or would prefer if TasNetworks directed its focus to other areas. This suggests that participants were not directly opposed to the strategy itself. Comments include:

- "Some would like to keep reliability the same so that we keep prioritising the right things (emergency facilities)".
- "A lot of confusion about 'maintain' without investment and maintain with investment".

Figure 3 Diagram of TasNetworks Reliability Strategy



3.3.1. Evaluation of the sliding scale of reliability preferences

Participants were asked, as a group, to identify where on a sliding scale they would rate their preferences regarding reliability. This exercise produced an average score of 8 (with 1 being bad and 10 being great). Scores ranged from 4 to 10. The wide level of responses reflects that the frequency of outages experienced by participants varied widely. Feedback demonstrated that consumers are highly aware that the experience of outages was largely geographically dependent. Feedback suggested a general acceptance of the level of outages. Comments include:

- "Nothing is perfect, do a good job".
- "Pretty good for Tassie".



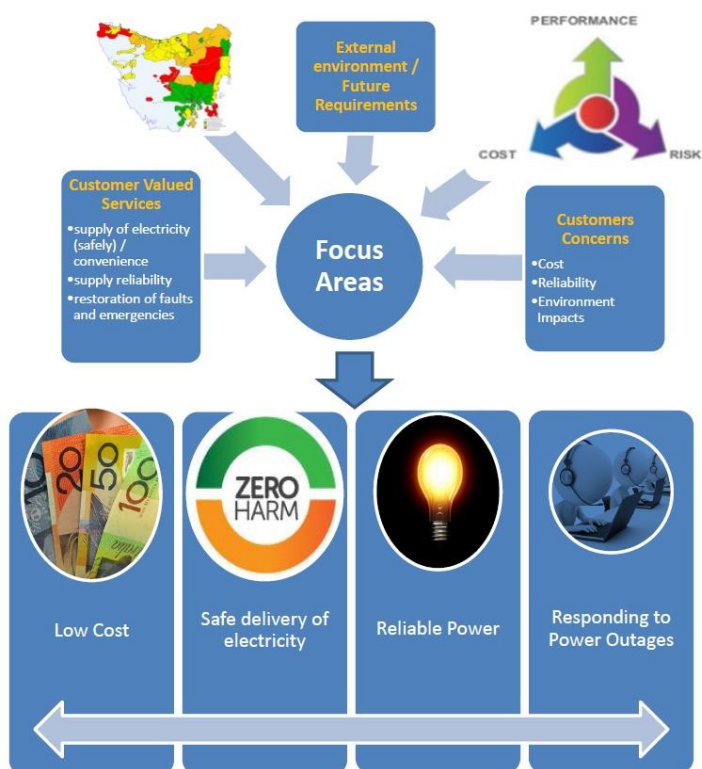
3.4. Focus areas

TasNetworks proposed four key focus areas for the next period and sought to validate that these focus areas addressed the concerns of customers. Figure 4 illustrates the four key areas of:

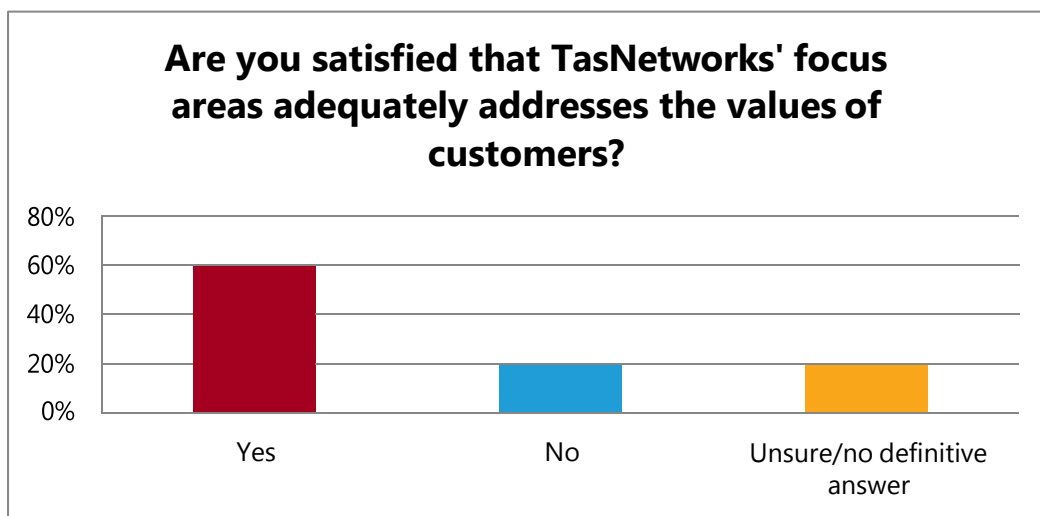
- Low cost
- Safe delivery of electricity
- Reliable power
- Responding to power outages

These focus areas were identified with the input of feedback from previous TasNetworks engagement workshops.

Figure 4 Diagram of TasNetworks Focus Area

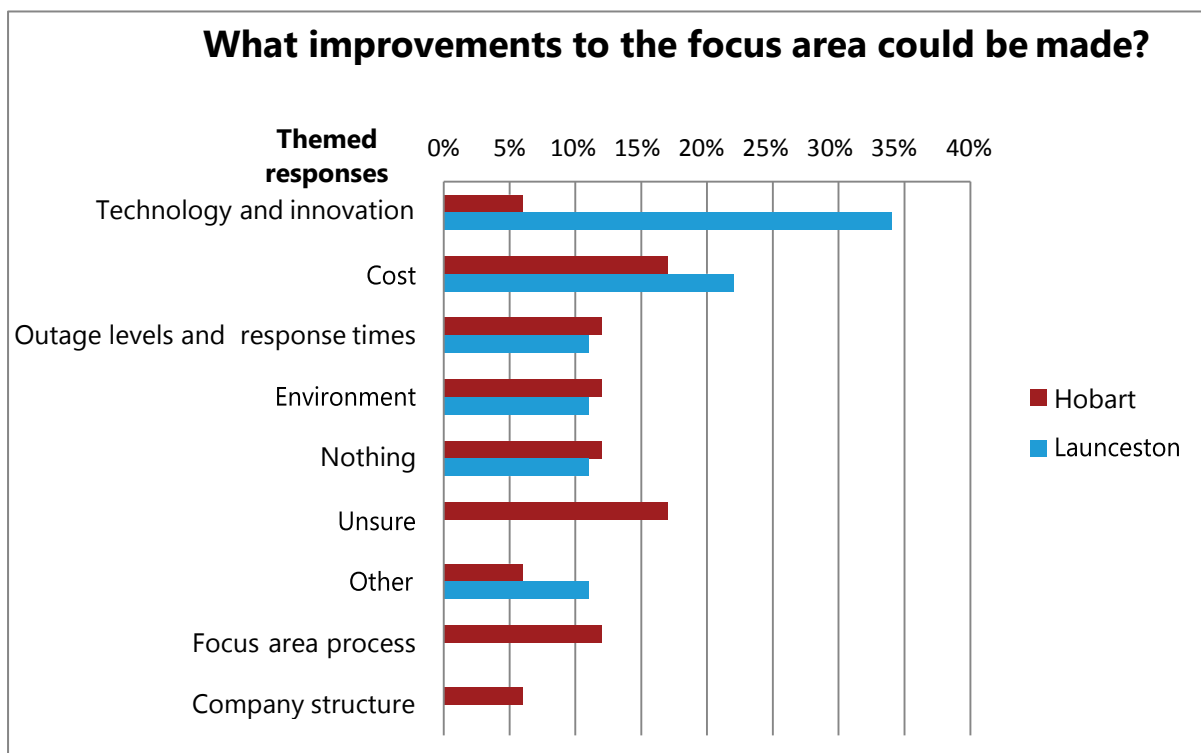


Participants were asked whether they were satisfied that TasNetworks adequately addresses the value of customers.



The majority of participants were happy with TasNetworks' focus areas. Unsatisfied participants stated that the focus areas should include: producing lower costs, infrastructure development and innovation.

This identified gap was reflected in the responses to the following question, which asked what improvements to the focus areas could be made? The most popular areas for improvement were listed as cost, innovation and technology.



3.5. Responses to questions regarding engagement and service improvement

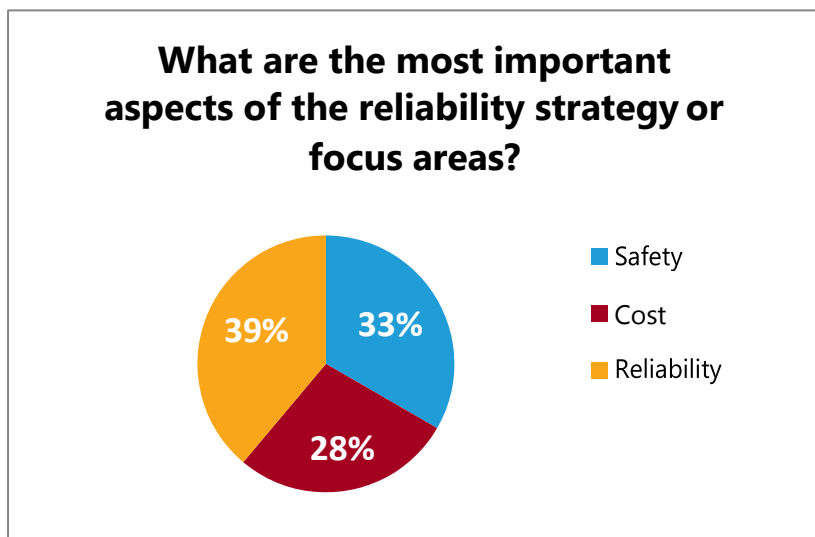
Participants were asked a number of questions about customer engagement and service improvement.

3.5.1. Are there any barriers for your further involvement and engagement?

The vast majority of participants expressed that there were no barriers to their involvement. Individual suggestions on how to increase involvement included: better communicating engagement events, a quieter location and a focus on increasing the diversity of workshop participants.

3.5.2. What aspects of the reliability strategy or focus areas are most important?

The following graph represents the aspects of the reliability strategy or focus areas that participants found most important. Responses mentioned reliability followed by safety and cost as their most important concern.



3.5.3. Are there any regular issues that participants face in the services provided by TasNetworks?

Participants identified meter reading as the most prominent regular issue faced by participants in the services provided by TasNetworks. Comments suggested that the current method of reading meters may be damaging the level of trust between TasNetworks and customers. It was also raised that the current method of meter reading produces unreliable results. Private line supply and processes were also mentioned as an issue, as was the need for clearer communication regarding prices and outages.

3.5.4. Improvements with services that participants wanted to flag

Responses suggested that many customers prefer more responsive and modern communication with TasNetworks, such as SMS automatic messaging for outage updates and improved online communication.

3.6. Expenditure and revenue

A key element of the Revenue Reset for TasNetworks is the forward planning for capital expenditure (CAPEX) and operating expenditure (OPEX).

Participants were provided with information about the forecast expenditure and revenue scenarios and asked to comment.

Importantly, following this presentation, support for the proposed reliability strategy was again tested, to ensure that the implications of TasNetworks forward planning was fully understood and accepted.

3.6.1. Whether participants support moderate increases in capital expenditure to maintain existing service and reliability into the future

93 per cent of responses said they would support a moderate increase. There was a mix of those who clearly agreed that it was pragmatic to invest in the future and responses where agreement was tentative or conditional to a minimal increase in prices. The following comments represent the differences:

- “Yes – no such thing as a free lunch”.
- “I don’t want you to cut prices now, then have problems, so prices have to go up again in the future”.
- “Spend now to maintain more efficient use of what we have now, but only as necessary”.

The only response that said it did not support a moderate increase, did not directly disagree with spending but rather felt they were not informed enough to make a decision. The response stated:

- “Not a no, not a yes. More information required”.

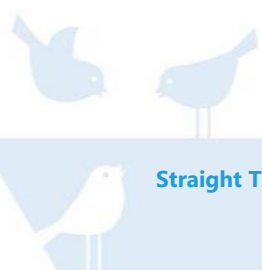
3.6.2. Whether participants still support the reliability strategy given the increases in capital expenditure

86 per cent of respondents said that they still supported the strategy. Feedback showed that people strongly believed that the CAPEX would lead to cost savings into the future. Many responses suggested that they needed more information to have a clearer opinion. Points of interest for participants were: what the capital will be spent on, the size of the increase, and wanted more information on trade-offs. Comments included:

- “Necessary pain – have to endure”.
- “If we don't increase costs for capital, how will we maintain reliability”?

The two unsupportive responses did not show strong opposition to the plan. One response reflected a mixed reaction from the table group and the other response stated it was not sufficiently informed to support the decision. The latter response was:

“Restate the question. No direct answer as I need to be given more information on cost options. E.g. if maintain reliability as well as other CAPEX, what is the increase”?



3.6.3. Whether participants support the plan to maintain TasNetworks operating expenditure?

All of the responses supported the plan to maintain operating expenditure. Comments demonstrated a general understanding, amongst participants, that the plan is a reasonable and logical business move. Responses mentioned concerns about political interference and the impact of the plan on low income earners, TasNetworks staff and services. Responses also questioned the relationship between CAPEX and OPEX. Participants expressed that feeling ill-informed was a significant barrier to being able to express an opinion, and was a recurring theme in the OPEX-CAPEX feedback. Comments included:

- “In principle yes, but I question, if we underspend on capital, why does money go back to shareholders rather than putting into CAPEX instead”?¹
- “Yes – understanding that a large organisation has large overheads in order to operate”.

3.7. Network Tariffs

TasNetworks provided information on indicative prices and explained the complexities in electricity pricing, demand and costs. TasNetworks were seeking to understand how customers would respond to a proposal for more cost reflective pricing and what they considered to be a fair customer charging framework. Figure 5 illustrates TasNetworks' transitional tariff plan.

3.7.1. Customers understanding of why TasNetworks wants to move towards cost reflective pricing

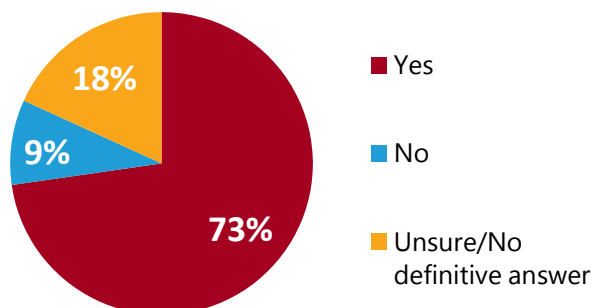
Most participants said that they understood why TasNetworks wanted to move towards pricing which reflects the costs of delivering electricity to customers with different electricity needs. Responses to this component of the workshops suggested that people learnt a lot from the discussion, particularly around what impacts individual usage charges.

Figure 5 Diagram of TasNetworks' transitional tariff plan



¹ The shareholders referred to are the two shareholder Ministers of TasNetworks, the Treasurer of Tasmania and Minister for Energy

Do you understand why TasNetworks wants to move towards cost reflective pricing?



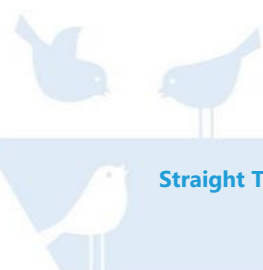
3.7.2. What participants thought would be the fairest way to charge customers

This discussion was further expanded by a series of questions regarding network tariffs. Participants were asked what they believed was fairer:

1. Charging everyone at the same unit rate regardless of whether they place more or less demand on the electricity network than other customers
2. Charging individual households according to the maximum capacity they use at peak times of the day (e.g. more of an actual 'user pays' approach)
3. Something else
4. No idea.

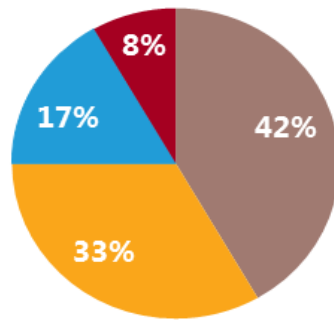
The graph on the next page represents the mixed responses to the question. Feedback showed that overall, people felt that the fairest approach was to charge everyone the same unit, regardless of the demand they put on the electricity network. Some participants commented that they needed more time to reflect on the issue and ask more questions. Comments included:

"[Charge everyone the same] Flat simple, easy to manage. Pay for what you use".



What is the fairest way to charge customers?

- Charging everyone at the same unit rate regardless of whether they place more or less demand on the electricity network than other customers
- Charging individual households according to the maximum capacity they use at peak times (e.g. more of an actual 'user pays' approach).
- Something else
- Unsure



3.7.3. Did participants support TasNetworks future state tariff structure?

60 per cent of all participants said that they supported the future state tariff structure. The majority of responses identified a lack of information to make a confident decision. Many respondents stated being confused. The source of confusion was diverse; touching on subsidies, demand and how customers are defined. Feedback flags this is an area that needs to be better communicated to customers. Comments included:

- "No, not enough information".
- "Concept yes, but need more information".

3.7.4. What do participants believe is the most sensible approach to transition?

Responses stated that education and communication was the best way to manage transition. A recurring theme in the responses has been that people's biggest and sometimes exclusive focus is their energy bill. Effectively engaging people requires TasNetworks to express what the changes mean in terms of real adjustments to customers' power bills. Comments include:

- "Make it simple to what it really means to customers".

Other comments reflected a desire for TasNetworks to be "totally transparent" with customers. Particularly around the ability of customers to make real decisions around TasNetworks processes. Comments included:

- "Tell it like it is and roll it out".
- "We know it is happening, it's not that far away".



4. PRE-WORKSHOP EVALUATION SURVEY RESPONSES

Participants were asked to complete a survey at the beginning of each workshop. This is the second time TasNetworks has undertaken customer engagement through workshops and the pre-workshop surveys provide a baseline of information about participants' knowledge and approach to engagement. A complete copy of the pre-workshop evaluation survey responses can be found in Appendix C.

4.1.1. Why people decided to participate

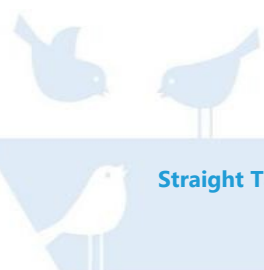
54 per cent of participants stated that they were prompted to attend the workshops by either, an invitation, a suggestion or because they went to a previous session. When asked why they attended, a third of all respondents also mentioned an 'interest' in either TasNetworks or energy in general. 22 per cent of respondents from Launceston stated a desire to provide customer input, compared to just 7 per cent in Hobart. In answering why they participated, 14 per cent of respondents from Launceston mentioned the stipend. Comments included:

- "Because I was asked. I am interested, in an amateur sort of way, in what goes on in the organisation".
- "I like doing these workshops. Hopefully my opinions and ideas might make a difference".
- "Because I went to the last one and found it very interesting".

4.1.2. How participants perceived their understanding of the electricity supply chain

All participants from Hobart and 90 per cent of participants from Launceston said that they felt as if they understood the electricity supply chain. Participants from Launceston were more likely than Hobart participants to state that they only had a general understanding. Responses demonstrated an understanding that the electricity supply chain involves the combination of multiple components and companies. Comments included:

- "Hydro Tas, TasNetworks, Aurora, Me".
- "Generation, transmission, transformers, distribution, end users".



4.1.3. Participants' most important issues of concern when thinking about electricity

Responses to the most concerning aspects of the electricity industry point to price as being the most important concern. The identifying of reliability, outages and supply separately could underrepresent a strong concern regarding reliable supply.

4.1.4. How participants understand what TasNetworks does and how TasNetworks affects them

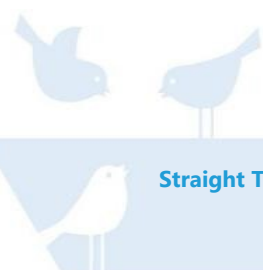
The responses to 'What does TasNetworks do?' demonstrated that many participants understood TasNetworks position in the servicing of electricity in Tasmania. Key recurring words in the responses include: 'delivery', 'distribution', 'transmission' and 'supply'.

There was a noticeable difference in how each set of participants perceived their understanding of TasNetworks. 48 per cent of participants from Launceston said they had an understanding of how TasNetworks affected them compared to 70 per cent in the Hobart workshop. Cost, specifically the ability to influence changes on people's bills was cited as the common way TasNetworks personally affected participants.

4.1.5. Whether participants have a good understanding of the engagement process and have they been involved in the engagement process before

The survey results show that prior to the workshops, participants had a good level of previous awareness of the engagement process. 69 per cent of participants had previous involvement with the engagement process. Previous participation was higher amongst participants from Hobart than Launceston. 85 per cent of all respondents stated that they had a good understanding of the purpose of community engagement. Comments included:

- "It is a two way conversation. It involves some ideas taken up by provider and knowledge/information transfer".
- "Not really - P.R?".



5. POST-WORKSHOP EVALUATION SURVEY RESPONSES

At the conclusion of each workshop an evaluation survey was completed by each participant regarding the workshop and engagement process. A complete copy of the post-workshop evaluation survey responses can be found in Appendix D.

5.1.1. General evaluation of workshop experience

Every participant who responded to the post-workshop evaluation survey said that they felt that their time was worthwhile. People mentioned that they had learnt a lot while participating. People strongly felt that they were able to provide genuine input. Comments included:

- “Yes, I was able to voice my opinion and give feedback. I felt I was listened to”.
- “Yes, I was able to learn about a system that has an impact on me. Also I was offered an opportunity to share my thoughts in the hope I might help others”.

All participants said they would be interested in ongoing participation in the engagement process.

5.1.2. Perceptions on what provided the most and least value

Networks tariffs and pricing was registered as the most interesting component of both workshops, with 30 per cent of respondents mentioning it as the most interesting topic. This was followed by the response that everything was interesting.

68 per cent of respondents said that there was nothing missing from the workshops. Issues that were raised as not being addressed were diverse, reflecting no unified concern. The one recurring issue that emerged as missing was the lack of information about solar energy options.

When asked to name the component of the workshops that provided the least amount of value, the most popular response was ‘nothing – unsure’ accounting for half of all responses. This was followed by identifying meals and catering as providing the least value, at eight per cent. Other components mentioned as providing the least value include: the repetition of information from the previous workshop, the assets discussion, the finance discussion and the walking tour of power lines.

5.1.3. Whether the workshop subject matter was clearly explained

All Launceston respondents and 88 per cent of respondents from Hobart stated that the subject matter of the workshop was clearly explained. The feedback to this session showed a strong positive response to both the workshop and staff working at the event. Responses included:

- “It went well and I definitely have a greater understanding and was very impressed with the commitment and skills of presenters”

- “The presenters were excellent and the table facilitators kept the discussion moving”.

5.1.4. Whether anything about the way the workshop was delivered that could be improved

73 per cent of respondents from Hobart and 80 per cent of respondents from Launceston said that there was nothing about the way the forum was delivered that could have been improved. Individual suggestions included: the provision of downloadable take-home material, digital presentations, a better control of group discussions, and a quieter environment.

5.1.5. Whether participants had a better understanding of TasNetworks and the electricity industry

100 per cent of respondents from Launceston and 85 per cent of respondents from Hobart said that they now have a better understanding of the electricity industry. One of the three people, who answered no, explained that they already had a high level of understanding prior to attending the workshop.

All participants said they had a better understanding of what TasNetworks does after the completing workshops. 100 per cent of respondents from Launceston and 90 per cent of respondents from Hobart stated that they felt as if they had a better understanding of the TasNetworks decision making process.

5.1.6. Whether participants believed that the stipend was a good incentive

83 per cent of all participants said that the \$150 stipend was a good incentive for participation. Those who disagreed, stated that a monetary payment was unnecessary, often referring to their own financial situation. Respondents mentioned that ‘little touches’ were important in combination with the stipend. These incentives included: good catering, stationary and sending SMS reminders the day before events.

