

StraightTalk: Consumer engagement outcomes report

Appendix 4



Tasmanian Networks Pty Ltd



Transend Networks Pty Ltd

straight Talk

hear every voice, know where you stand



Consultation with consumers Outcomes Report

Transend's Revenue Proposal for the regulatory
control period 1 July 2014 – 30 June 2019

19 March 2014

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Executive summary

This report provides the details of the methodology and outcomes of the consumer engagement undertaken by Transend on its 2014-2019 Revenue Proposal.

Engagement was undertaken in accordance with the requirements of the Australian Energy Regulator (AER). Straight Talk, a specialist community engagement consultancy based in Sydney, was engaged to support Transend in designing, implementing and reporting on the engagement with Transend's consumers.

Transend is an electricity transmission business in Tasmania and has not engaged with 'end users' (consumers) before.

The methodology had two strands:

1. To engage with consumers to understand the potential impacts, risks and benefits to consumers of the Revenue Proposal
2. To work with Transend to develop an approach to consumer engagement based on world's best practice with a view to embedding it into 'how we do business around here'.

This report provides the outcomes of the consumer engagement undertaken by Transend in early 2014.

Key findings

- Tasmanian consumers of electricity have a limited understanding of the electricity industry and how it works
- Price and reliability are the two key factors of most concern to consumers
- The impact of price on small business and those least able to pay were also of concern to consumers
- The risks and benefits of the Revenue Proposal were hard for consumers to quantify; while they understood that the Revenue Proposal would result in a small decrease in price they didn't believe they had enough information on which to weigh up the risks and benefits
- Consumers want Transend to focus on communication, engagement and education so that consumers views can continue to be part of the process and that these views are based on a solid understanding of the electricity industry, how Transend makes decisions and the implications of those decisions on consumers
- Consumers believe that, given the complexity of the industry, that an in-depth approach to consumer engagement would work best for Transend in the future. This could take the form of a consumer 'panel' that is selected by random selection but convened several times or on an ongoing basis may facilitate the development of enough knowledge so that they could give robust and well informed feedback
- The information gap for consumers was the single biggest issue. The complexity of understanding the electricity supply chain, different business entities, understanding the national electricity market and the role of both State and National regulators was identified as a major barrier to participation. Even though consumers in the workshops had had access to the online forum, presentations during the workshops and five Transend staff available to answer questions, they still felt that representatives from other parts of the supply chain would have been able to provide them with an added depth of understanding and benefited from hearing consumer views first hand.



Recommendations

Straight Talk make the following recommendations based on the outcomes of consumer feedback for consideration by Transend:

1. Information on the electricity supply chain and how each element influences the final price of electricity, be available more widely for consumers, in a variety of formats (online, hard copy, etc)
2. Future Revenue Proposals include a section by section breakdown in plain English so it can be more readily understood by the general public
3. Continuing face to face consultation with consumers on both Revenue Proposals but also on any issues that may have impact on consumers, including maintenance, new infrastructure and planning
4. Recommend to the AER that it consider supporting all aspects of the electricity supply chain cooperating to provide information to consumers and in engaging with consumers so there is not duplication
5. The establishment of a panel of a consumers who could, over a period of time, provide informed feedback on issues based on information and education provided. Such a panel could be regularly reconvened within a given period should the need arise and membership could be 'turned over' so that new participants, broadly representative of consumers, can participate
6. Develop plain English information to explain its role and the services it provides in the electricity supply chain and how it considers and responds to consumer feedback, issues and priorities when making decisions. This information should be readily accessible through a range of formats.



1 Introduction

Transend is a state-owned corporation that manages electricity transmission in the state of Tasmania. They own and operate high voltage power lines and electricity substations as well as an auxiliary telecommunications network. They are subject to regulation at the State level and from the national Australian Energy Regulator (AER).

The AER requires that Transend submit periodic revenue proposals, which outline Transend's planned operations for the next five years and their fiscal implications, justifying the height of a proposed revenue cap. Transend's next revenue proposal is due for submission in May 2014.

Due to recent changes to network regulations, all energy network businesses—gas and electricity, transmission and distribution—are now obliged engage with consumers¹. The purpose of this engagement is to ensure that network businesses provide services that align with consumers' long term interests. The National Electricity Rules now require network businesses to explain how they have engaged with electricity consumers and sought to address any relevant concerns identified by that engagement.

The AER understands that electricity network providers will not be able to fully adopt an inclusive approach to consumer engagement overnight. The AER's guideline on consumer engagement specifically identifies that a cascading approach, building over time, is expected, provided it works towards embedding an engagement approach within the organisation.

Transend has taken this requirement as an opportunity to not only understand consumer concerns around its revenue proposal, but to use this consultation as a starting point for developing an organisation wide approach to guiding best practice consumer engagement.

Straight Talk was engaged in November 2013 to help Transend design an engagement process that would:

- Elicit consumer feedback to be included in the 2014 Revenue Proposal
- Identify elements of community engagement practice that Transend could implement in engagement with consumers in the future.

This report details the outcomes of the consumer engagement process on Transend's Transitional Revenue Proposal.

It is part of a larger project which includes the development of a Consumer Engagement Plan and Implementation Strategy, so Transend can work towards effectively embedding consumer engagement into its corporate culture.

¹ The AER describes consumers as 'end users', but participants in the Launceston workshop advised they preferred the terminology 'consumer' and so this was used for the remainder of the workshops and has been adopted by Transend



2 Engagement Strategy

Market research on the electricity industry has shown that consumers of electricity generally have a very poor understanding of the processes and organisations involved in electricity supply². The industry involves technical aspects that are outside of the scope of knowledge of the average citizen and many electricity organisations have no interaction with the final customer, who only deals with the electricity distributor and retail sectors of the industry (through their bills).

In addition, the final price of electricity is determined by the decisions of all of the organisations in the supply chain, as well as regulatory and legislative requirements and taxes.

Finally, the revenue proposal is itself a complex and technical document which uses industry and regulation specific terms and language and is not readily accessible to everyday citizens.

This poses a challenge for consumer engagement on the revenue proposal. The average consumer, when confronted with the revenue proposal, would not see a compelling reason to take the time and effort to read, understand and formulate a response to this document.

An effective engagement process needs to assist consumers in understanding the issues facing the industry and the way that Transend's decisions affect consumers.

Transend therefore decided to combine two approaches in order to achieve breadth as well as depth in the consumer consultation process.

Firstly, a **telephone survey of consumers** was undertaken to reach a wide and representative sample of the consumers and get their feedback on their understanding and preferences surrounding the electricity industry. Telephone surveys are the favoured tool for researching consumer preferences when a wide, large and random sampling is required.

For the reasons outlined above, however, it was understood that a survey would not provide Transend with robust outcomes or feedback, but merely a 'top of mind' response which didn't provide the depth or detail desired.

Therefore, a pair of **deliberative workshops** were undertaken. A deliberative approach is grounded in the belief that if you give ordinary people access to information and the environment in which they can deliberate and weigh up options, they will reach sensible, cohesive decisions. In order to ensure the approach has validity, participants are randomly selected to match the demographics of a given area – in this case, Tasmania. This random selection occurs at arm's length, so that neither the client nor the facilitator can influence who participates.

What is thereby created is a 'mini public', a microcosm of consumers at large who are then facilitated to work together as a group. It is as a group that they deliberate, making recommendations on behalf of consumers who they represent.

The process is predicated on the participants being given access to unbiased information and provided with the opportunity to discuss, debate and weigh up options in order to come to a decision or decisions.

² Transend consumer survey 2013



The purpose of these deliberative workshops was to use a well-informed mini-public in order to identify consumer needs and concerns and to find out from consumers themselves how they would like to be consulted.

A closed online forum was established which provided workshop participants with background information on the electricity industry, Transend and consumer engagement. Copies of that information can be found at Appendix A, together with Fact Sheets provided at each workshop.



3 Methodology

Telephone Survey

The telephone survey was a random fixed line telephone poll of Tasmanian residents aged 15-plus. The sampling subset was 3,500 randomised residential numbers within 30 randomly selected Tasmanian postcodes. The survey was conducted from December 11th to December 18th 2013 from an Australian call centre, by a team of ten researchers. Those numbers that were engaged, not answered or diverted to answering machines were called up to 4 times.

In total, 400 interviews were conducted with an average of 9.6 minutes per interview. 32% of eligible households successfully reached agreed to complete a survey. In all, the researchers made 5,111 calls (including callbacks) to achieve the desired sample.

Full methodology and caveats are listed in Appendix B.

Deliberative Workshops

Interviewees in the telephone survey were asked “In February 2014 Transend will be hosting full-day workshops. Would you be interested and available in February?”

75% of interviewees responded yes. Of these, a random sample, balanced to meet the demographic characteristics of Tasmania (for age and sex), were selected to participate in two deliberative workshops, one in Launceston and one in Hobart. For each workshop 36 participants were contacted, with a final attendance of 29 in Launceston and 26 in Hobart. The participants were therefore a representative “mini-public”, recruited at arm’s length, and broadly representative of the Tasmanian public as a whole.

The deliberative workshops each took place over the course of 1 day, on the 8th and 15th February 2014.

The deliberative workshops consisted of presentations with information about Transend, the electricity industry, transitional revenue proposal and consumer engagement as well as a series of individual, large and small group activities. Topics covered included:

- The process for the day
- Transend, its business and its customers (including the results of the telephone survey)
- An overview of the electricity supply chain from power station to consumer
- Transend’s Revenue Proposal
- Best practice consumer engagement – IAP2 Spectrum, Core Values, current practices including specific activities and approaches

The activities included:

- > Pre and Post Survey testing participants’ understanding of the issues
- > Participants identifying how they communicate and collaborate in groups
- > Participants identifying ground rules for the day and deciding how they will reach decisions
- > Participants identifying their level of confidence about their understanding on the issues and discussing their knowledge



- > Small group work which involved reviewing the revenue proposal and answering the following questions:
 - Thinking on behalf of the wider community, what impact do you think this revenue proposal will have for consumers?
 - We want to understand what you think about the trade-off between price and reliability. Would you be prepared for less reliability if it meant you paid less, or would you be prepared to pay a bit more for the confidence that there would be less outages?
- > In new groups, participants answered the following questions:
 - What are the key issues that you think are important for electricity users?
 - When Transend makes decisions about whether to renew or build new facilities, what are the consumer considerations they need to take into account?
- > As a large group, different kinds of consumer engagement were identified
- > Each of these kinds of engagement was discussed, via a modified “World Café” (a rotating set of tables, with participants re-mixed at each. At each, one kind of engagement was discussed and this discussion was continued through rotations)
- > As a large group, the group decides which consumer engagement approaches would be appropriate.
- > In small groups, participants identified what additional information they thought consumers would need in order to be able to participate, including “what would make people want to participate?”



4 Factors influencing consumers

There are a number of factors that influenced consumers both before and during the engagement process that Straight Talk believes it is important to identify:

Reforms in the Tasmanian electricity market

The Tasmanian electricity market is undergoing significant reform.

Transend will merge in July 2014 with the distribution business of Aurora Energy, creating a new transmission and distribution business, TasNetworks.

Consumer concerns about the impact of the merger on all aspects of Transend's and Aurora's current and future plans dominated the first workshop and were still prevalent at the second, Hobart workshop a week later. The merger was a prevalent topic because employees from Transend and Aurora had received formal notice of a redundancy situation and the media covered the story on 3 February. This coverage had an influence on consumer awareness of the merger.

These concerns were captured as part of the workshop process.

For this report, we have not focused on feedback regarding decisions associated with the energy reform as it doesn't specifically relate to the Revenue Proposal or its impact on consumers. However it is presented within the raw data in the appendices. Transend recognises the importance of these concerns for consumers and for Transend and Aurora to be aware of and, where appropriate respond to those issues raised.

Complexity of the electricity industry

The telephone survey confirmed what Transend had anticipated – that there was not a good understanding of the electricity industry and the various entities amongst consumers.

In order to help overcome this, the online forum was established to provide an overview of the electricity cycle and explain Transend's role.

It was clear at each workshop, however, that consumers still struggled to understand not just the roles of the different parts of the electricity supply chain, but also the role of the AER, the Tasmanian regulator and the nature of the national electricity market generally.

It is this complexity that led participants to almost unanimously identify that for everyday consumers to be involved in future consumer engagement would be very difficult as there is:

- Not a compelling reason for consumers to become interested and therefore educated about the electricity industry
- Not a compelling reason to engage in consumer engagement because it is only the end of the supply chain that is in contact with the consumer, despite the costs being influenced by every step in the chain.

The role of price

Overwhelmingly, price was not only the biggest concern for consumers but the motivation for them to become involved in the consumer engagement process.



Consumers were frustrated by being invited to participate in a process that only had influence over 15% of their total bill. Consumers were not unhappy with the process – they applauded Transend for inviting them and they enjoyed learning about the industry, contributing to the decision making process and recognised that Transend was genuine in listening to their issues³.

Consumer frustration arose because they wanted to have more input into the rest of the industry – particularly retail and distribution, where almost half the costs are. Participants at both workshops believed it would have been beneficial for Aurora to be present, even as an observer, so they could have heard first-hand what consumers thought, particularly once given the opportunity to understand the industry as a whole.⁴

³ See Section 7, Evaluation

⁴ Transend invited Aurora representatives to attend either or both of the workshops however this offer was not taken up



5 Telephone Survey findings

Snapshot of findings

- Most participants could not explain the steps in the electricity supply chain or knew what Transend did. Interestingly slightly more people knew of Basslink than Transend.
- Most people believe that electricity is reliable in Tasmania but that it is expensive; only 6% believe it is good value.
- When asked to make a choice between reliability and price, most people – 80% – opted for paying the same amount and maintaining their current level of service.
- 86% of respondents rate as important or very important that their electricity is from a renewable source.

Demographics

The demographic data was gathered for verification rather than research purposes – ie, it was intended to validate the randomness of the survey and ensure that a good approximation of the demographic mix of Tasmania (with respect to age and sex) was captured in the survey, and, if necessary, allow the results to be adjusted to be more representative.

Overall, the people interviewed for the survey were a good match for Tasmania's overall distribution of sex (as measured in the latest census, which is considered authoritative), but a poor match for the age distribution (average respondent was older than average Tasmanian).

Sex	Survey	ABS Census 2011	Difference
Female	52%	51%	1%
Male	48%	49%	1%

Age Range	Survey	ABS Census 2011	Difference
18-35	6.5%	27%	20.5%
35-55	40%	36.1%	3.9%
56+	53.5%	36.8%	16.7%

Recorded data was weighted for both Age and Sex to adjust for the difference between the demographics of those interviewed and Tasmania as a whole.

Understanding of the electricity industry & Transend

82% of those surveyed were responsible for paying the electricity bill in their household.

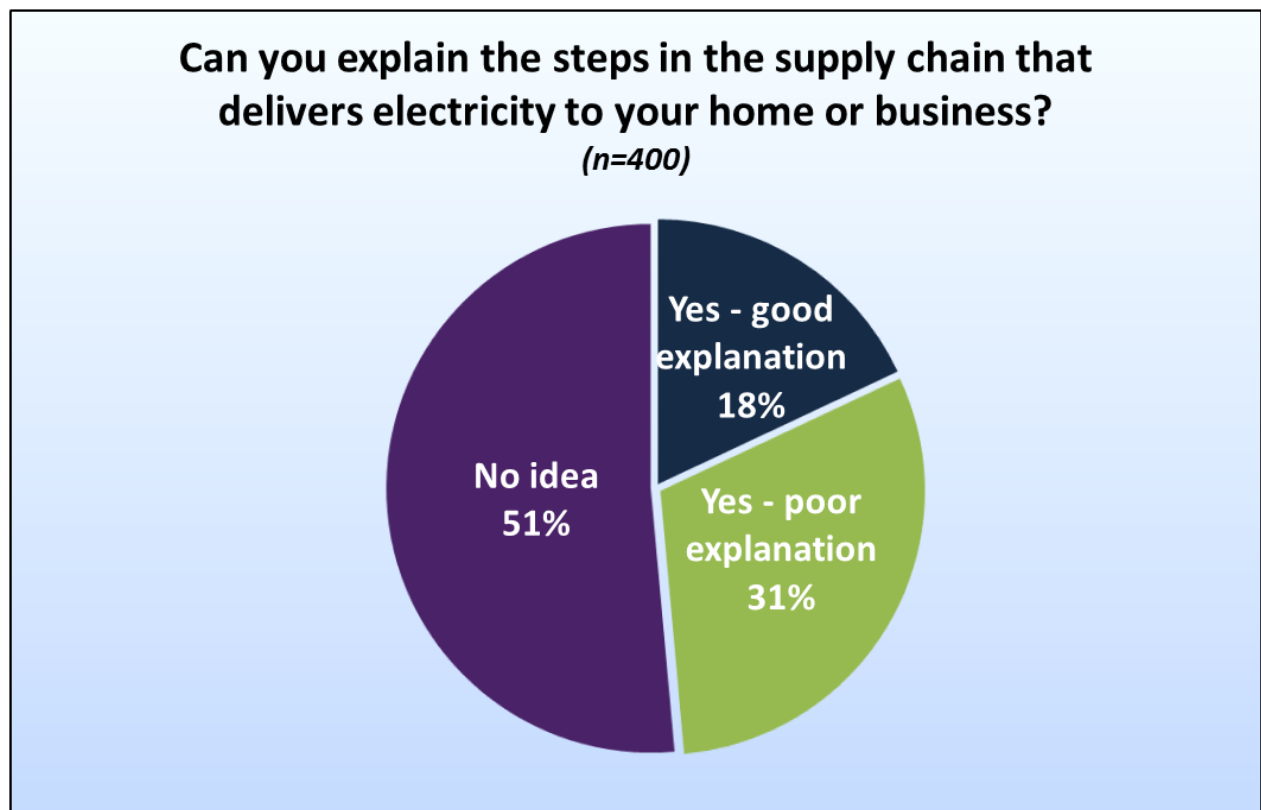
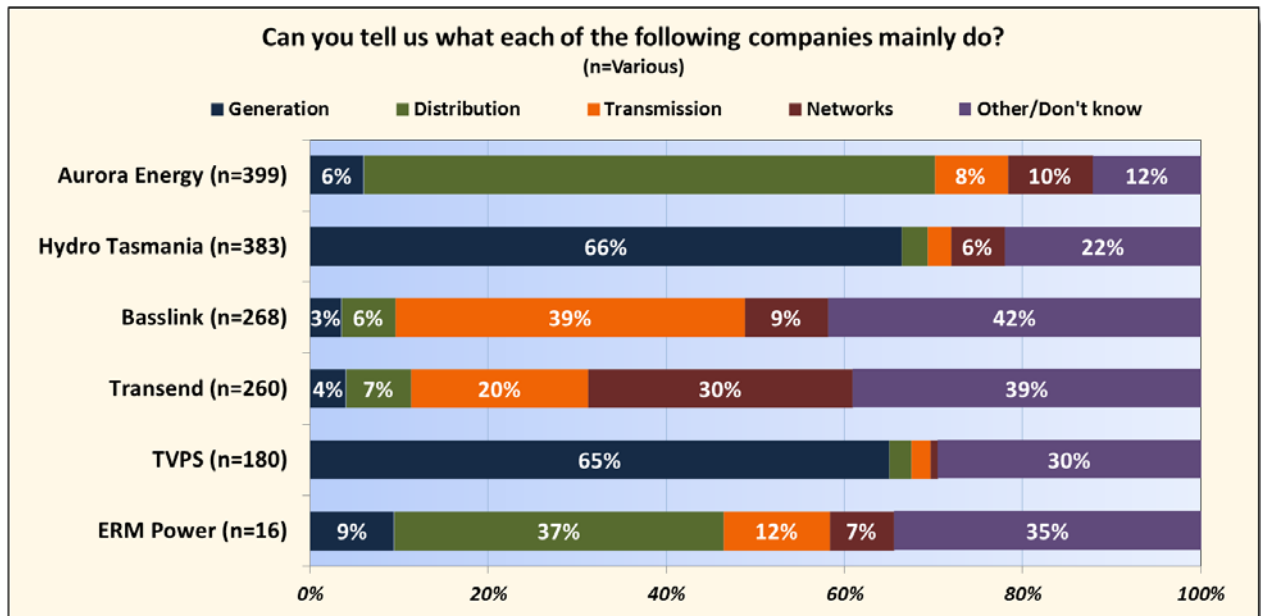
Overall, understanding of the electricity industry was very poor amongst those surveyed. All or almost all respondents had heard of Aurora Energy and Hydro Tasmania, while only around two



thirds had heard of Basslink and Transend. When asked to name what each company did, only two thirds could correctly identify that Aurora is a distributor and Hydro is a generator, with only 39% and 20% respectively correctly identifying Basslink's and Transend's roles.

Of those who had heard of Transend, 50% were aware what Transend was responsible for. Only 34% were aware that Aurora and Transend will merge.

When asked to explain the electricity supply chain, 51% said they had no idea, whilst 31% gave a poor explanation. Only 18% gave a good explanation of the electricity supply chain.

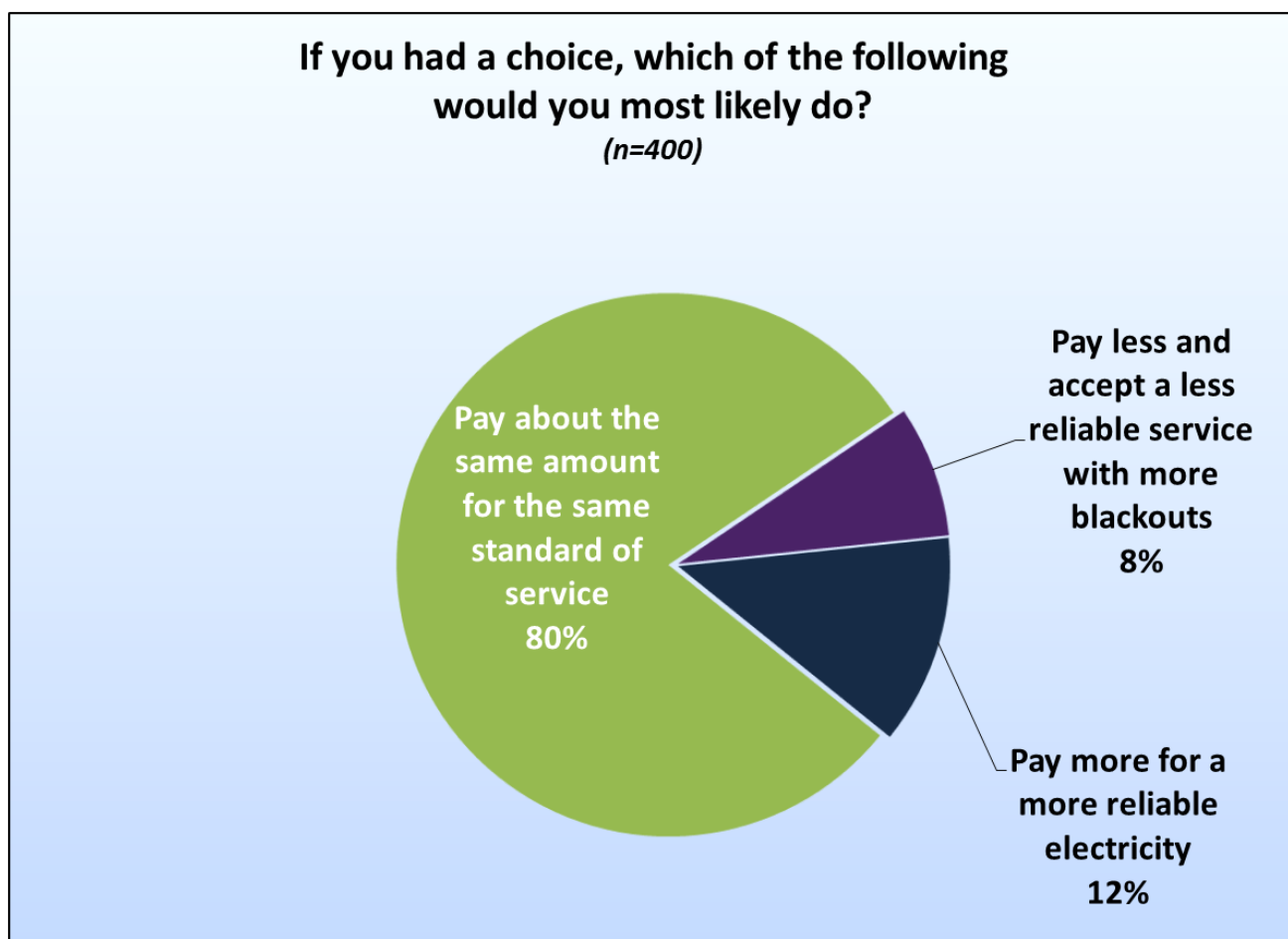


Price and Reliability

Respondents felt that electricity supply was expensive and reliable. Around 63% felt that the price they paid for electricity was expensive for the service received, 31% said it was about right and just 6% responded that it was good value. When asked to describe the reliability of electricity, 77% said it was reliable or very reliable, whilst 18% said there were occasional blackouts or it was very unreliable.

68% could remember a power blackout within the last year, and a further 17% could remember a blackout within the last two years, with just 15% unable to remember a blackout.

When asked to express a preference regarding the trade-off between price and reliability, 80% said they would choose to pay about the same for the same standard of service rather than paying less and accepting more blackouts (8%) or paying more for more reliability (12%).



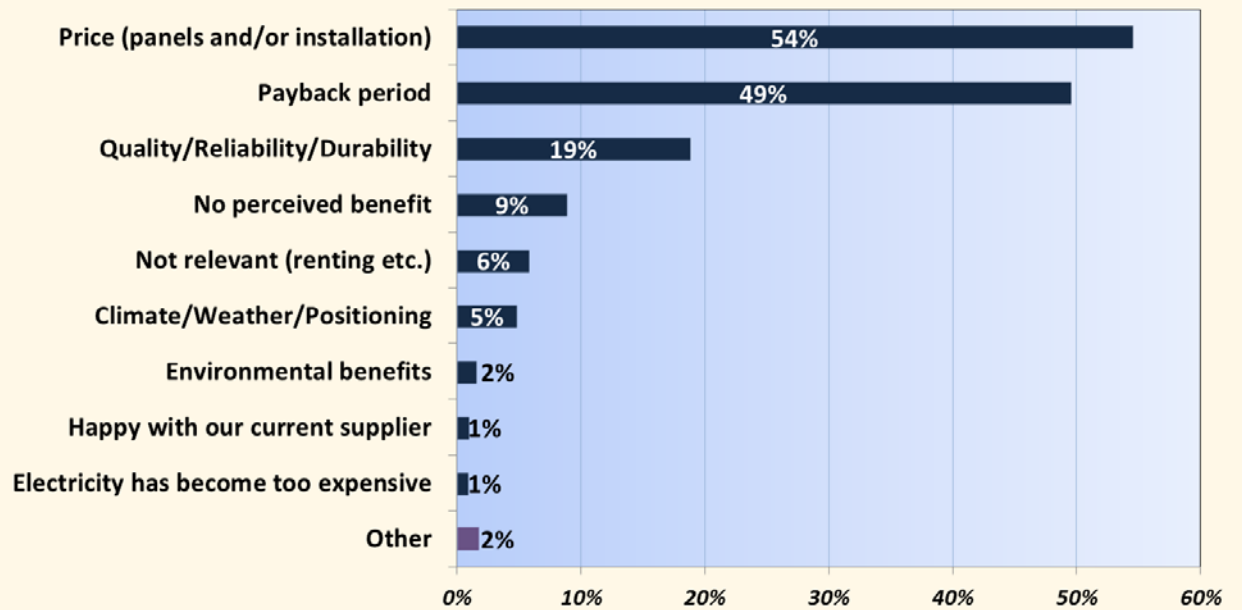
Solar and renewables

Renewables were rated as very important by survey respondents. 86% rated it as important or very important that their electricity came from a renewable energy source. 22% of respondents had installed solar panels, and those who had installed solar panels cited savings on electricity bills most often (89% of those with panels, multiple reasons were allowed). The next most popular reason was environmental benefits (49% of those with panels).



**If you were thinking of installing solar panels,
what things would you take into account?**

(n=310, multiple answers allowed)



6 Workshop Outcomes

Two workshops were held – the first in Launceston, the second in Hobart. These locations were chosen because they were the two major cities of Tasmania but quite different in outlook – there is a distinct ‘north/south’ divide in Tasmania and Transend believed this was important to recognise.

Workshops were interactive and fun, focussed on providing information in such a way that participants could answer questions and raise issues, but not overwhelming them with highly technical information that was hard to understand. A copy of the presentations is included at Appendix D.

Importantly, workshops commenced with participants getting to know one another and an explanation of a deliberative approach. A light hearted approach to personal profiling, the D.O.P.E test, was used to help identify that everyone brings different strengths and attributes to group discussions and decision making. A copy of the D.O.P.E test and results are attached in Appendix E.

Groups were regularly rotated to further emphasise that while we wanted everyone to bring their own individual skills and experiences to the day, we also wanted them to think on behalf of consumers not in the room. Group rotations helped to ensure that people didn’t just sit with ‘people like them’. It ensured that lively and robust conversations were held all day.

Participants were paid a stipend of \$150 for attending and participating which was paid at the completion of each workshop.

This section details the responses to each of the questions posed to the workshops. They have been summarised into the following headings:

- What consumers think the main impacts will be (on consumers) of the Revenue Proposal
- What consumers said they thought the main risks and benefits of the Revenue Proposal are
- What does Transend need to focus on?
- How could Transend best engage with consumers in the future?
- What information would consumers need in order to engage meaningfully with Transend?

Appendix F presents the full transcription of information arising from each of the workshops.



Snapshot of findings

- Price and reliability were considered the most important impacts of the Revenue Proposal.
While consumers are happy with the reduction in price, they remain concerned with the impact of electricity prices overall, particularly on those least able to pay and small businesses.
- Reliability was a big factor for all participants and, while consumers don't want to pay more for improved reliability, they also feel that long outages were not acceptable. Consumers want scenarios so they can better understand the trade-offs between price and reliability and risks and benefits of the Revenue Proposal.
- Communication was a major theme across both workshops.
Consumers said they wanted Transend and the rest of the electricity supply chain to be far more proactive in informing consumers about where the costs of electricity were from and how the supply chain works overall.
- Consumers wanted to understand and learn more about the electricity industry, supply chain and markets so they can provide more detailed and accurate feedback. They appreciated the level of information and detail provided by Transend and the opportunity to spend an entire day discussing electricity but believe that consumers in general have a right to more information and that by being better informed they would be able to be better engaged in the future.
- Consumers want other key players – particularly Aurora, as the retail arm – in the industry to participate in consumer engagement so that consumers weren't being asked by three or four different organisations to provide feedback on different elements of the same supply chain but also because it would make it easier for one group of consumers to become knowledgeable and provide informed feedback in one go.



What consumers think the main impacts will be of the Revenue Proposal



Price, reliability and communication were the three major issues raised by consumers.

Overwhelmingly, consumers wanted to see prices reduced and there was scepticism about how much difference a reduction in Transend's costs would have for consumers, given that Transend's costs only make up 15% of the overall retail electricity price.

There was concern from both workshops about equity and the effect of prices on those least able to pay, however the Launceston workshop was most concerned about affordability and business. The Hobart workshop participants were more concerned about the cost of re-branding as a result of the merger of Transend with the distribution component of Aurora.

Reliability is a major issue for consumers. No participants wanted a reduction in reliability and, while they did not expect 100% reliability it was felt that long outages were highly detrimental.

Communication and education was a strong theme throughout both workshops.

Participants thought that it was difficult for consumers to understand the energy supply chain and that Transend needed to be more proactive in providing information and education to consumers about what they do and what that means for consumers.

Participants believed consumers would be able to more actively manage their consumption if they understood more clearly what the costs were and what parts of the supply chain were actually costing them.

What consumers said they thought the main risks and benefits of the Revenue Proposal are

It was very difficult for participants to answer this question. There were no clear, unambiguous answers about whether price or reliability – the two major issues for consumers, identified through both the telephone survey and within the workshop – was more important. The risk of a less reliable



service was not accepted as a trade-off for lower prices; by the same token, an increase in reliability was also not supported if it came at a cost of higher prices.

To the extent that consumers seem unable to bear a trade-off in either direction, it is possible that reliability and price happen to be an exactly optimum level, but it is more likely that “loss aversion” is dominating consumer thinking on these issues. Loss aversion is a well observed phenomenon where people feel losses more keenly than gains of equal objective magnitude. This means that Transend will satisfy consumers best by making sure neither price rises nor falls in reliability are experienced by consumers.

What does Transend need to focus on?



The biggest response to this question from both forums was in the realm of information – namely **communication**, **engagement** and **education**.

Transend needs to **communicate** with consumers and let them know what it is doing and how it is doing. It especially needs to communicate, with plenty of notice wherever possible, with consumers who are affected by works and outages.

Transend needs to **engage** with consumers widely and be careful not to miss consumer groups with particular needs. The participants were in favour of more face-to-face, in depth events where they had the chance to ask questions to get a better understanding of what they were deliberating on (there is more detail on this presented in the next question).

Transend needs to **educate** users more about the electricity industry, which is poorly understood. One group identified the opportunity to include information of this nature with electricity bills after the merger with Aurora.

For the Launceston workshop, **reliability** was also a popular response. Transend needs to make sure that consumers do not experience a loss in terms of Transend’s main delivery areas.



Both groups made it clear that a very high level of **safety** is taken as a given and that sacrifices to safety were not acceptable.

A strong message from consumers was that, given that the Revenue Proposal has built-in price decreases (in real terms), Transend needs to focus on making sure that reliability and safety do not degrade, and that focus on this is not lost during the merger period.

How could Transend best engage with consumers in the future?



It was clear that quality engagement is going to require an **in-depth** approach. The level of knowledge about the electricity industry in the general public is too shallow to gather meaningful input from a short interaction. Although there is a certain level of selection bias in gathering this information from a group of people who had already agreed to participate in a workshop, the feedback was overwhelming that a **workshop-like, two-way, sustained** engagement was the best way to engage with the public. Nonetheless, there were comments that people still didn't feel they had enough information even in the context of a day-long workshop.

To overcome this, creating a panel that meets several times or on an ongoing basis may facilitate the accumulation of sufficient knowledge in a representative 'mini public' that can then give robust and well informed feedback and participation.

Participants expressed a desire to have experts from all the organisations in the supply chain on hand to answer questions and felt that consultation on just one step in the chain was sub-optimal. Given the time and expense necessary to educate the average member of the public before they can make a meaningful contribution, it might make sense not only to invite representatives from other



Participants are seeking information on the electricity industry in general but also more information on Transend, particularly around changes, improvements and impacts on consumers. Both workshops identified the upcoming merger as an important area that was poorly understood. The revenue proposal was too dense and consumers wanted a dot-point break down of the document.

Participants wanted engagement to be more tightly focussed with a clear purpose, and presented with well-explained scenarios and options that covered the key issues.

There was a preference for communication to be in plain, simple English without any technical language or jargon. Information should be unbiased and factual and should not try to “sell” to the consumer. More graphics and pictures were recommended.



7 Evaluation

Evaluation of the process was undertaken by asking participants to complete a survey both before and after the workshops. These have been collated and the results are presented below.

Snapshot

Most consumers participated because they wanted to find out more about electricity and what contributed to costs. At the end of the workshops, only one person indicated that they did not believe their participation was worthwhile.

While most participants still did not believe they understood the electricity supply chain well, this was a lower percentage than that of the telephone survey (which all the participants had completed as part of the selection process), indicating that some participants had sought out additional information prior to attending the workshop. By the end of the workshop 93% believed they had a better understanding of the industry.

Price and reliability dominated consumer concerns about electricity, consistent across the survey and the workshop outcomes.

The majority of consumers did not understand, at the beginning of the workshop, how Transend's decisions may affect them; at the end of the workshop most indicated they understood this.

Understanding of what Transend does moved from 75% pre workshop to 100% post workshop.

Nearly 80% of participants believed that the workshop could not have been improved.

93% of participants said they would be interested in continuing to engage with Transend.

Survey Analysis

Methodology

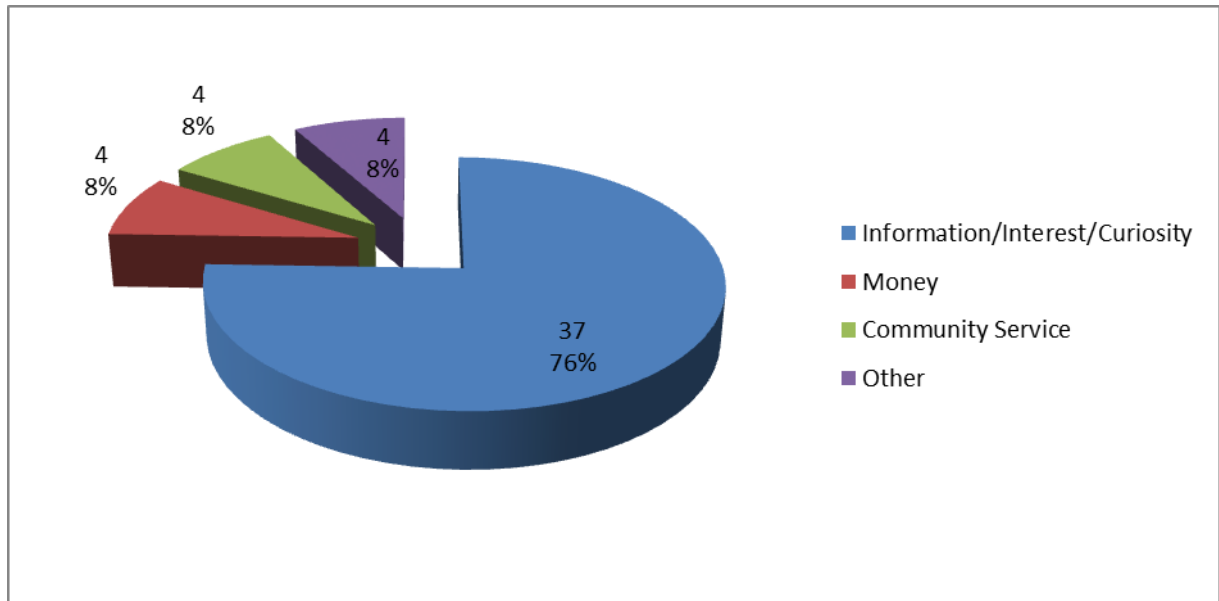
The survey was conducted in two rounds – one immediately before and one immediately after the workshop. Surveys were anonymous and participants were not obliged to answer every question. In cases where participants gave multiple responses, the first answer was counted, except for the question on concern about the electricity industry where multiple answers were so common it was felt that not capturing them would throw away a lot of useful information. Where no answer was given, the answer was excluded, except on those questions gauging participant knowledge, where no answer was counted as the participant not having the knowledge. Because of these considerations, total responses for each question are different.



Pre-Workshop Questions

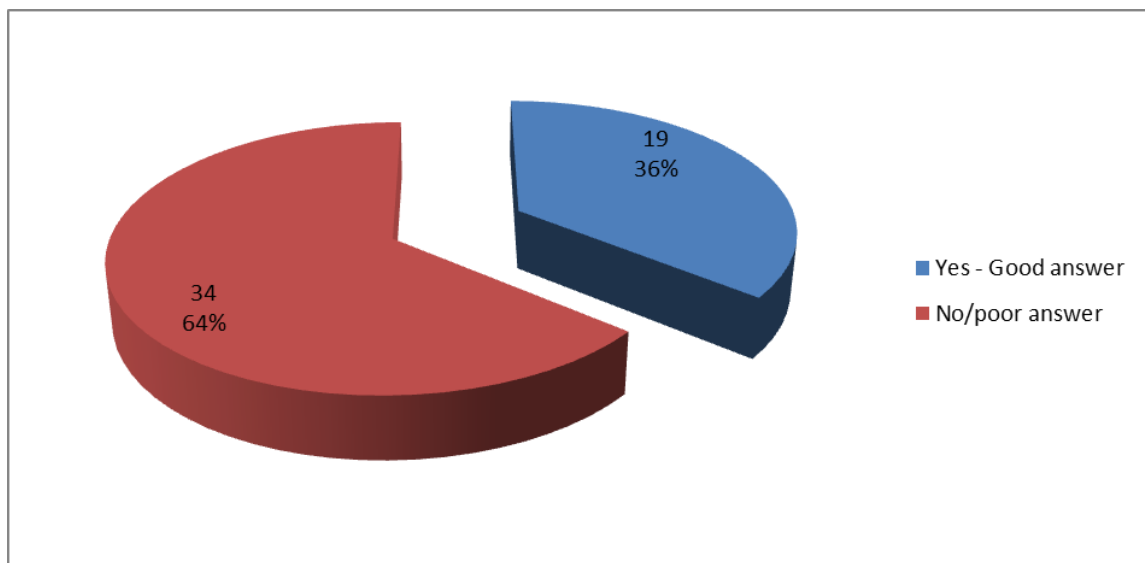
Why did you decide to participate today?

A desire for more information was the most common response to this question. Participants saw the workshop as an opportunity to learn about the electricity industry. A small number of participants nominated the stipend and the desire to benefit consumers as reasons to participate.



Do you feel you understand the electricity supply chain (if so, give a brief outline)?

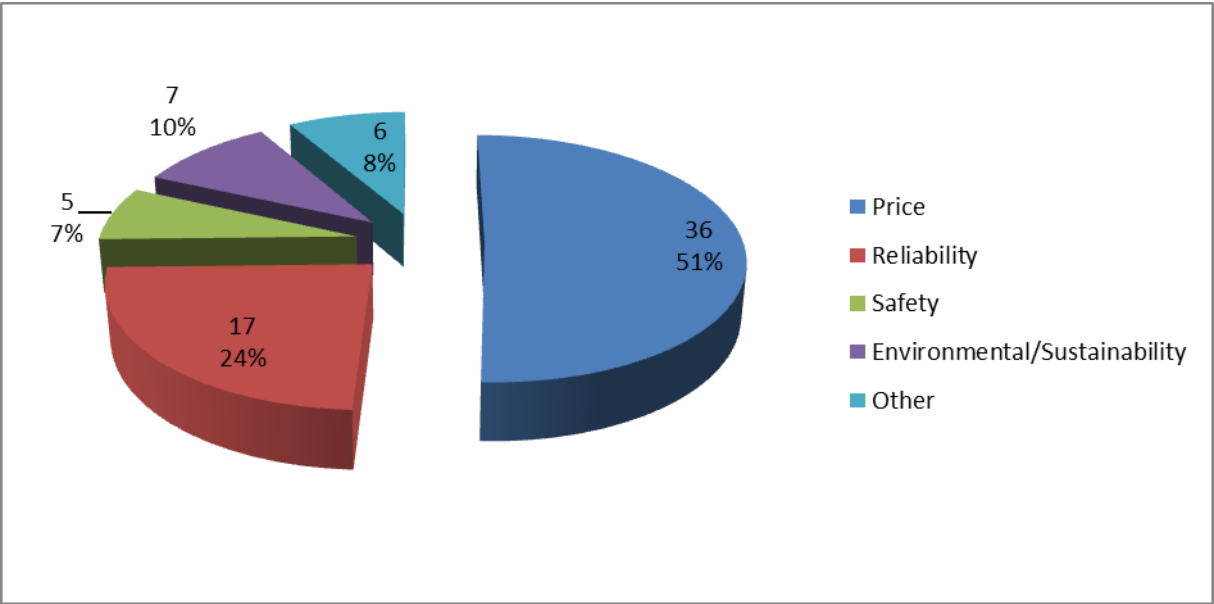
Participants generally did not understand the electricity supply chain. An answer was considered “good” if it correctly identified and named 3 steps in the process in correct order or the companies that did so.



When thinking about the electricity industry, what aspect or issue concerns you most?

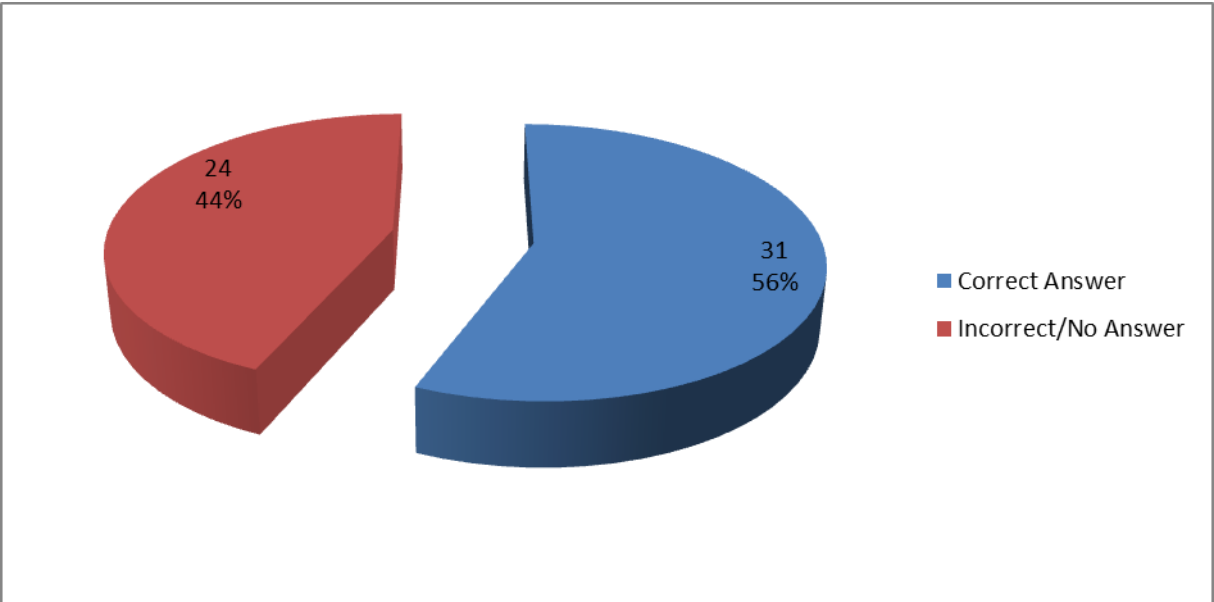


Despite being asked for a single issue, a very large number of participants gave multiple answers to this question. These multiple answers were counted for this question. Participants most frequently nominated price, followed by reliability then environmental concerns followed by safety.



What does Transend do?

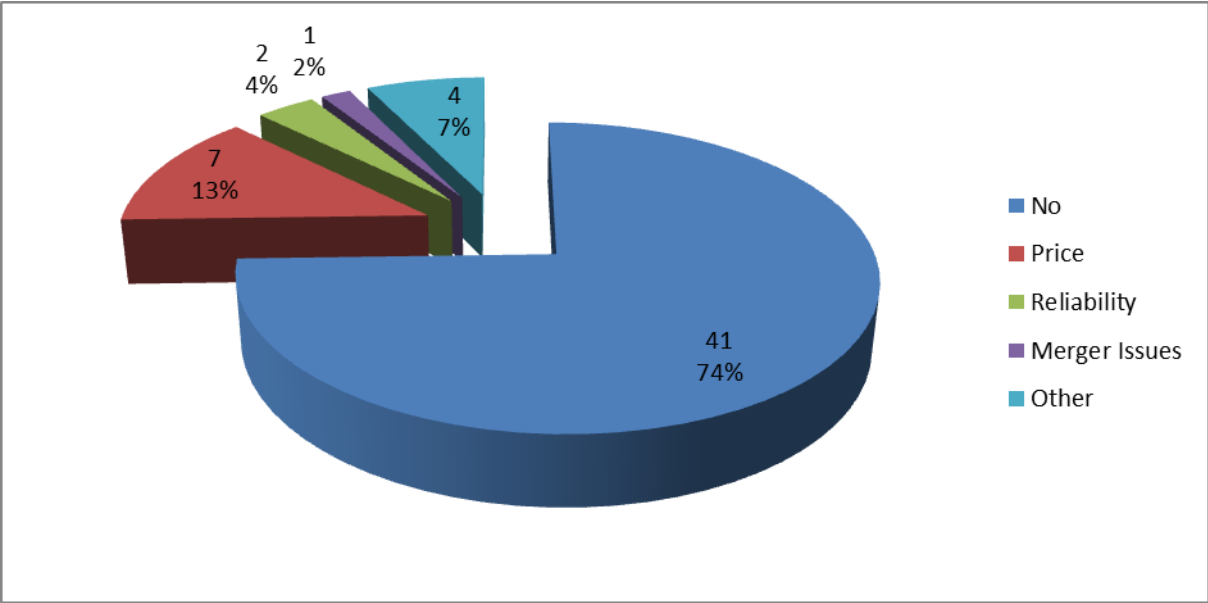
Most participants understood Transend’s role in the electricity industry, a result that is strongly at odds with wider telephone survey. This suggests that at least some participants had taken steps to inform themselves about Transend before the workshops. An answer was judged as correct if it used the word “transmission”, or if it intimated that Transend operated High Voltage wires, or if the answer said that Transend “supplied”, “distributed” etc. electricity between generators and Aurora.



Do you feel you have a good idea of how Transend's decisions might affect you (if so, how?)

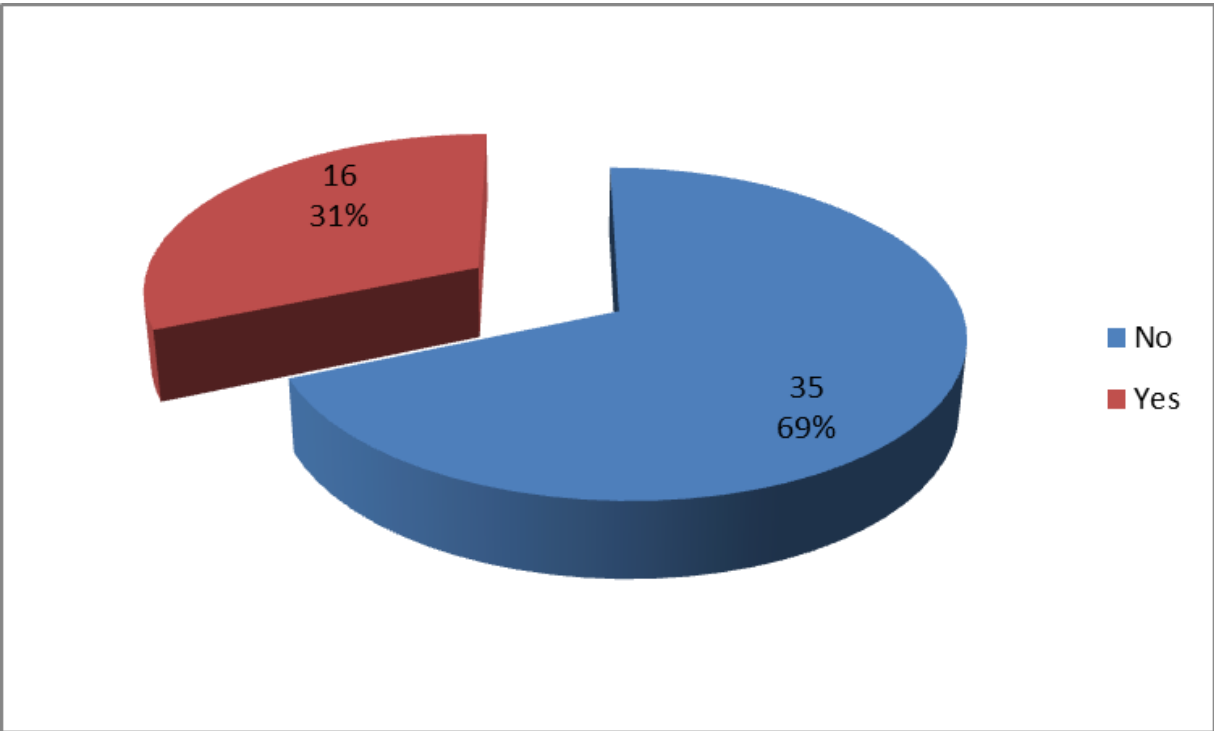


Most participants did not feel they had an idea of how Transend’s decisions might affect them. Of those that did, price, reliability and merger issues were nominated.



Have you participated in a community engagement process before?

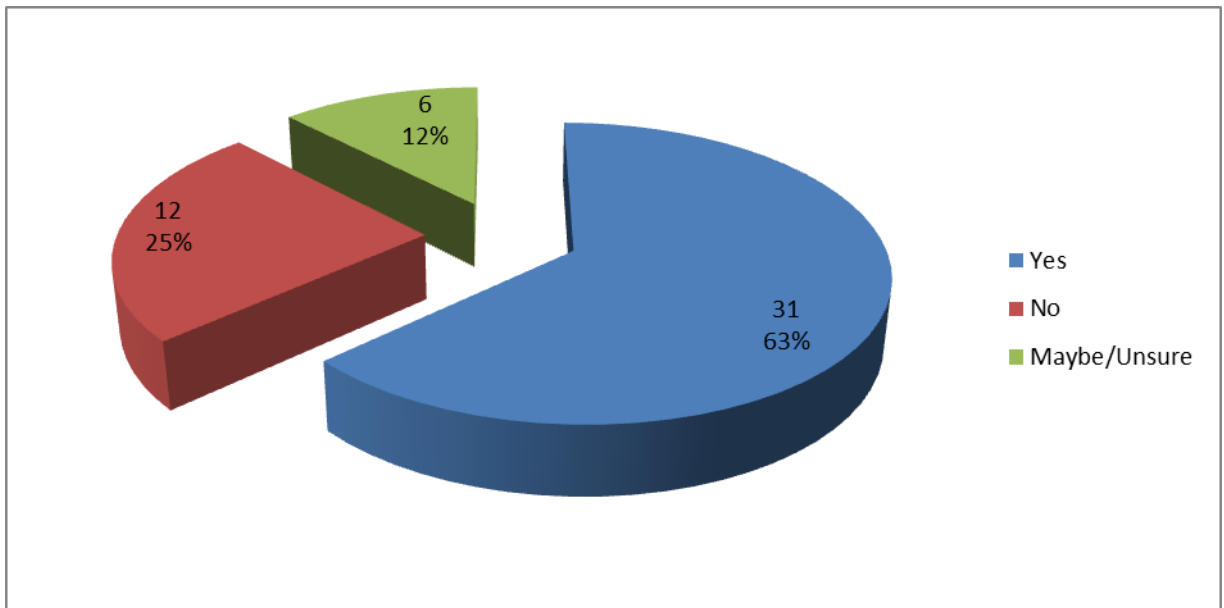
Most participants had not participated in a community engagement process before.



Do you feel you have a good understanding of the purpose of consumer engagement?

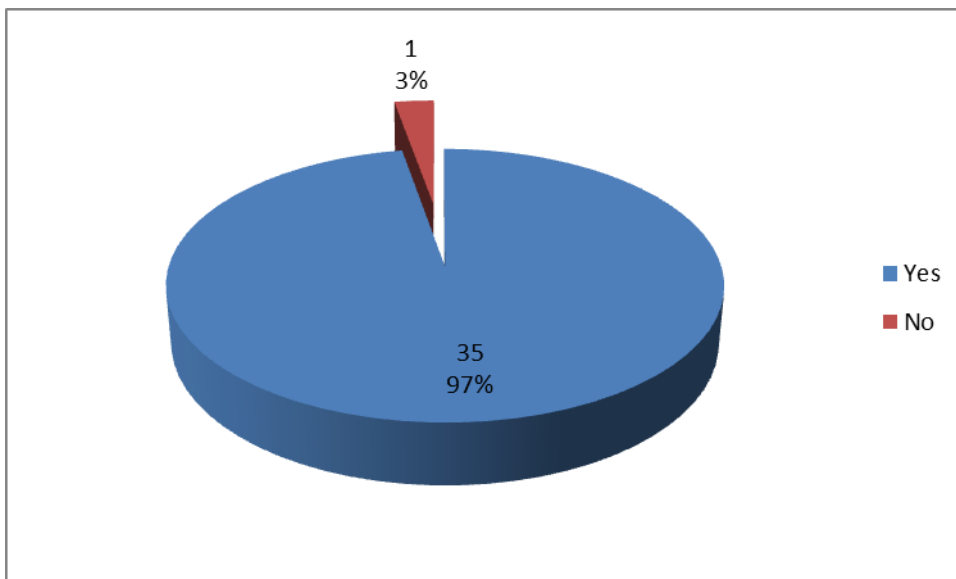
Most participants were confident they understood the purpose of consumer engagement. Of the roughly one-third that were not, some were unsure whilst others did not feel they had a good understanding.





Is the \$150 stipend a good incentive for participation? If not what incentive do you think would be necessary to encourage participation in future events?

The vast majority of participants responded that the \$150 stipend was a good incentive. In comments, one response said it was too generous and another said it should be increased to \$200.

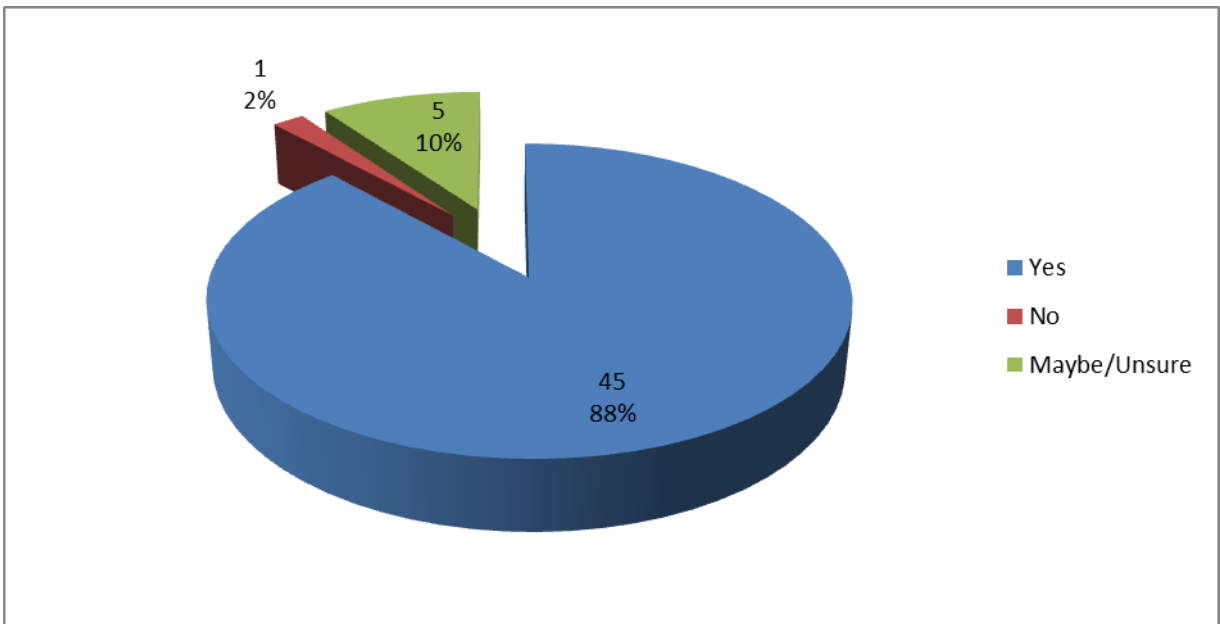


Post Workshop questions

Do you feel your participation was worthwhile?

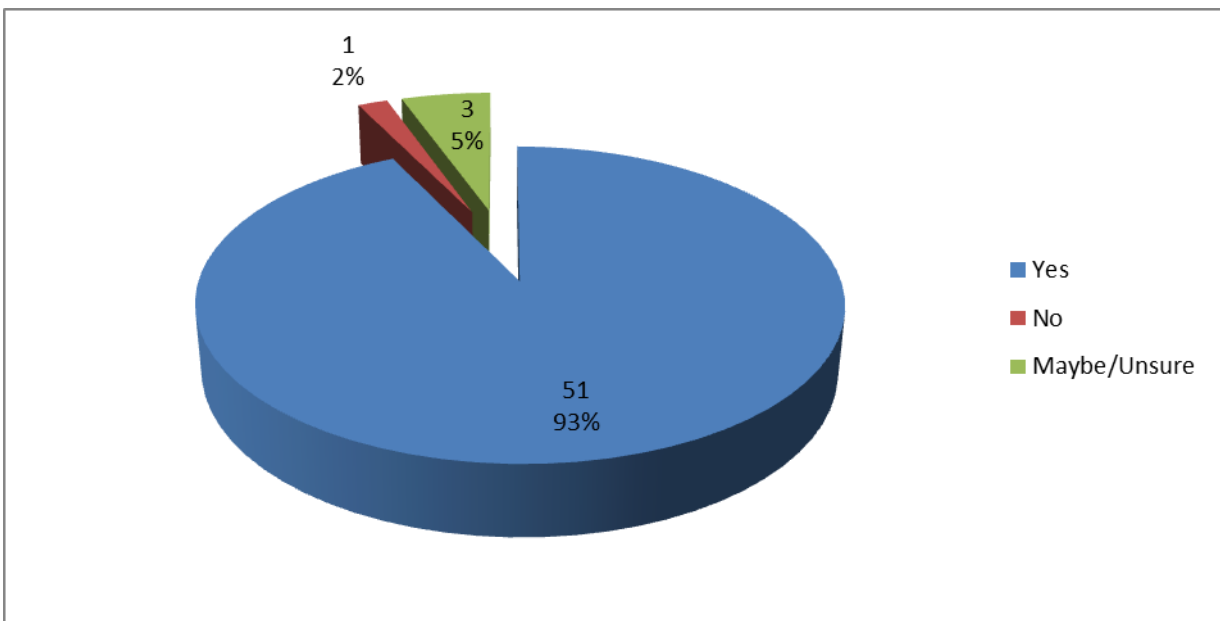
Participants overwhelmingly answered (88%) that they felt their participation had been worthwhile. A small percentage answered maybe/perhaps/unsure etc. A single participant answered no.





Do you feel you now have a better understanding of the electricity industry?

Once again, participants overwhelmingly felt they had gained a better understanding of the electricity industry.



Do you understand what Transend does?

All responses to this question were affirmative (100%).

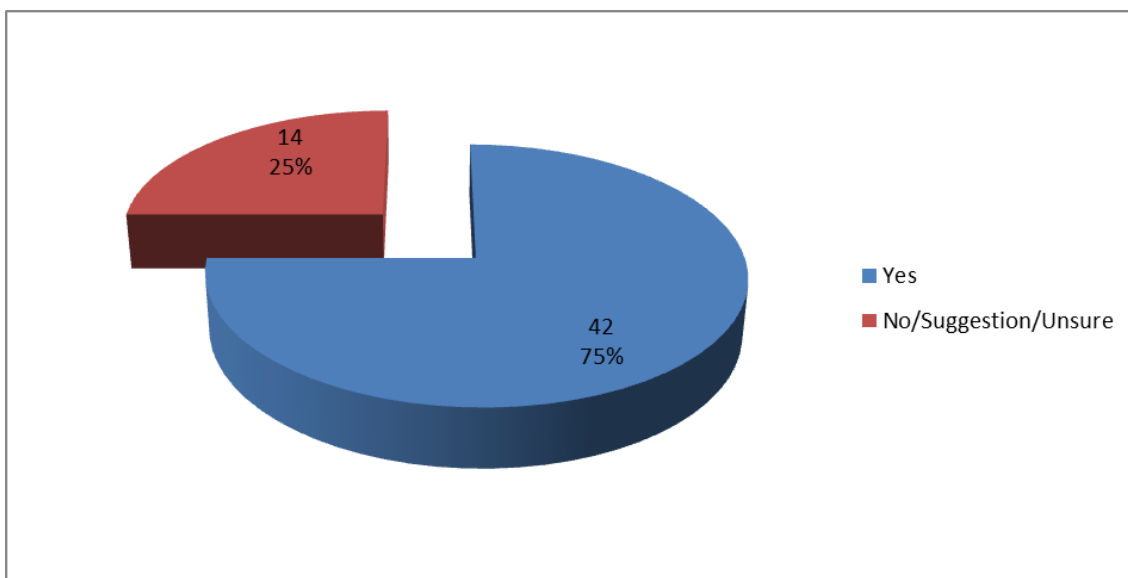
Do you feel you understand Transend's decision making processes? If not what could have been better explained?

Most participants felt they understood Transend's decision making processes. Suggestions and comments are included below.

- Unfortunately I am still a tad sceptical re decision-making (budgets, budgets) but very interested to see feedback report
- Reasonably, more time.



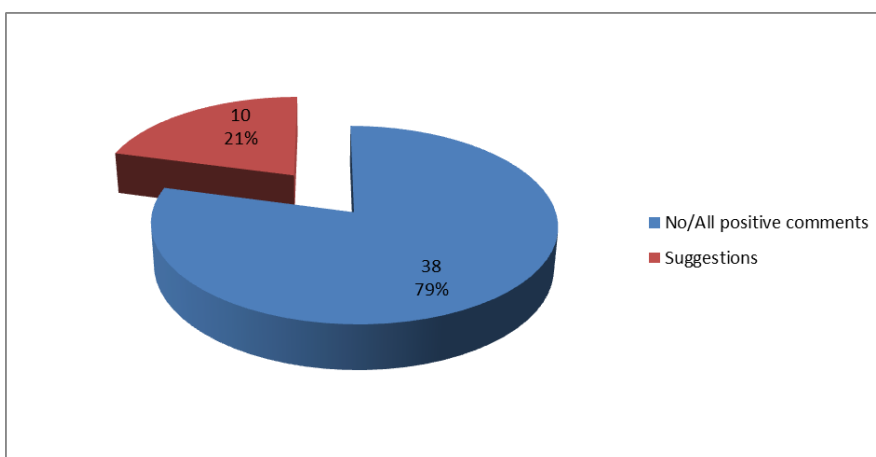
- No – the decisions we discussed, but little about their process, especially post 1st July 2014
- A basic understanding, it seems any decision that would make a difference would need to be made by experts
- If it could be explained I would have to be an executive
- Everything can be improved



Was there anything about the way the workshop was delivered that could have been improved?

Participants were generally happy with the way that the workshop was delivered with roughly four fifths (79%) saying it could not have been improved or making positive comments about some aspect of the workshop. These are the suggestions for improvement:

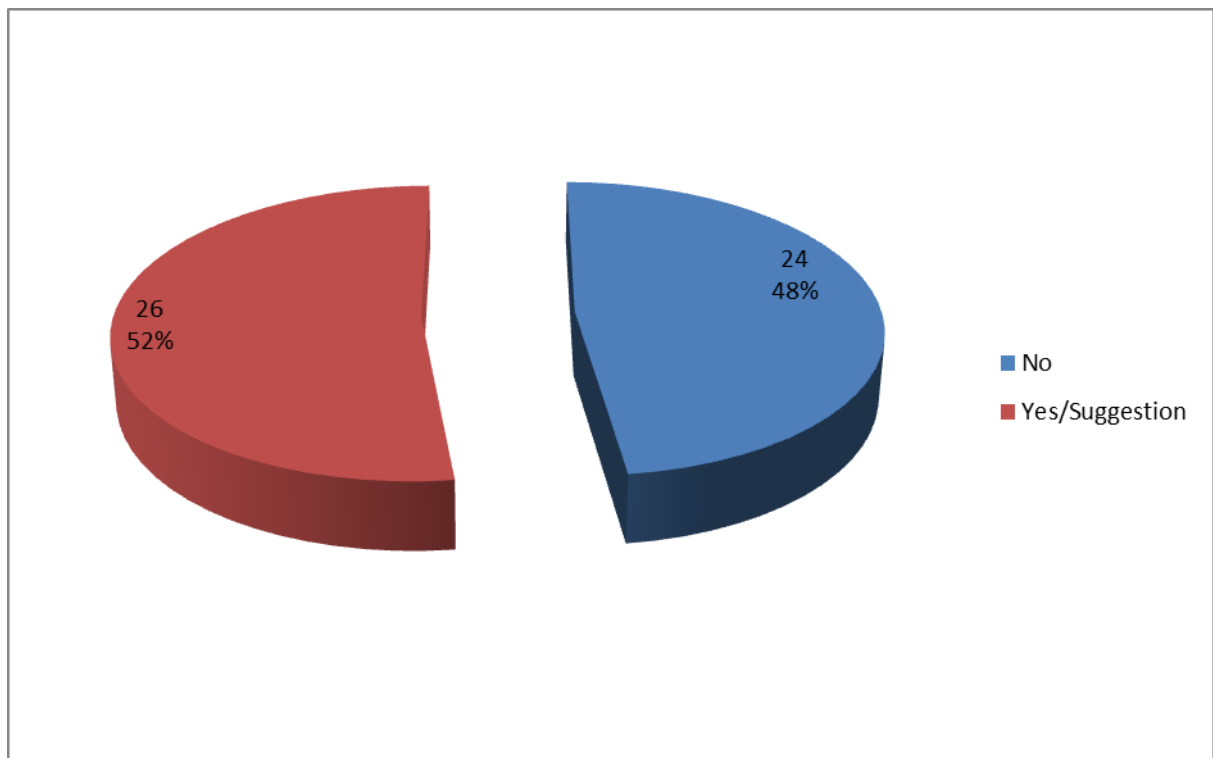
- Another follow up workshop
- Ok, maybe more mix-up of participants could have helped
- Yes, more in depth information would have been great, to provide more in depth analysis.
- More oriented to the customer
- I suggest an information session (say 1- 1 ½ hours), probably an evening, to be held a few days prior to the workshop. This would ensure that we're better informed before attending and potentially reducing the length of the workshop.
- Some of the graphs were difficult to understand, simpler information in layman's terms would have been better
- Possibly one table too large
- As discussed, personalised scenarios of relevance



Do you think something was missing from today's workshop? Please provide details.

Roughly half of the participants did not feel that something was missing, the other half provided suggestions for improvements etc. One recurring theme in the suggestion was the need for reps from other electricity industry organisations, particularly Aurora, and particularly surrounding the merger. These are the suggestions:

- Input from other providers e.g. Aurora
- Arguably greater time could be needed e.g. a 2 day workshop. I believe a significant amount was covered
- Yes, website for forum could have been more detailed in order to provide better background info going in.
- Representatives from other parts of the electricity industry to be all represented
- Not so much, but I do think reps from Hydro and Aurora would of helped
- Needs to be more distribution and retail focused if you want useful feedback
- Reps from all sides of the industry – including government
- Maybe a visual tour of some facility and infrastructure may be beneficial in understanding and function of Transend operation
- A bit more time would have been useful
- Maybe more information on distribution re underground power
- Some involvement from Aurora personnel to be “grilled” too (because of the upcoming merger)
- Scenarios to better assess the impact of Transend losing some reliability versus a cost decrease or same cost
- No (aside from decent coffee)
- A bit of fresh air! An open window would be nice ☺
- Scenarios and examples
- Scenarios



If Transend decided to undertake an ongoing engagement process such as a consumer referral group, would you be interested in participating?

93% of participants responded positively to this question, with only 9% responding maybe/unsure and none responding negatively. However, this was one of the worst answered questions. As it came at the end of the survey, it is possible that participants who did not want to participate in any further consumer engagement simply declined to answer the question. Nonetheless, over 50% of the total participants answered the question in the affirmative.



8 Recommendations

Straight Talk makes the following recommendations based on the outcomes of consumer feedback for consideration by Transend:

1. Information on the electricity supply chain and how each element influences the final price of electricity, be available more widely for consumers, in a variety of formats (online, hard copy, etc)
2. Develop plain English information to explain its role and the services it provides in the electricity supply chain and how it considers and responds to consumer feedback, issues and priorities when making decisions. This information should be readily accessible through a range of formats.
3. Future Revenue Proposals include a section by section breakdown in plain English so they can be more readily understood by the general public
4. Continuing face-to-face consultation with consumers on Revenue Proposals and on any issues that may have impact on consumers, including maintenance, new infrastructure and planning
5. Recommend to the AER that it consider ways to inform consumers on its role and functions in engaging with consumers so there is not duplication
6. The establishment of a panel of a consumers who could, over a period of time, provide informed feedback on issues based on information and education provided. Such a panel could be regularly reconvened within a given period should the need arise and membership could be 'turned over' so that new participants, broadly representative of the wider consumer, can participate



Appendix A – online information and fact sheets




Online Portal Report

A website incorporating a closed, online forum for participants to use prior to the workshops was set up. The aim of the online forum was to inform and motivate participants as well as gain some understanding, prior to the workshops, about their level of appreciation of the issues.

The website consisted of 5 pages of information about the electricity industry, Transend and community engagement, as well as a prominently displayed forum on the front page.

Google analytics was used to track website use over the consultation period. In total there were 38 unique users on the website, suggesting that a little over half of the 60 participants viewed the online portal. Visitors spent an average of 6m15s on the website, and spent this time viewing the front page and the main pages on the navigation toolbar, racking up a total of 322 pageviews. The forum itself was lightly used, with only two participant questions, to which Transend posted substantial replies.


Even where the participants did not use or engage with the website, the effort of creating a website and making information and interaction available to the participants is an important show of good faith that builds confidence in the engagement process.



Citizen Panel Collaboration Portal

[Search this site...](#)

[Discussion](#) [About Transend](#) [About Community Engagement](#) [About the Electricity Industry »](#) [Frequently Asked Questions](#)



Welcome!

Thankyou for agreeing to participate in Transend's consumer engagement program. Transend is the owner and operator of the electricity transmission system in Tasmania, transporting high voltage electricity from power stations to substations around the State. You can find more information on Transend and the electricity network [here](#) or on [their own website](#). The consumer engagement program intends to help Transend develop better processes for engaging with the end users of the electricity they transmit. You can find out more about community engagement [here](#).

Workshops

The workshops will be held in Launceston and Hobart. Both workshops run from **9:30am to 4pm**

Launceston: Aurora, 1 Australis Drive, Rocherlea

Hobart: Transend, 1-7 Maria Street, Lenah Valley

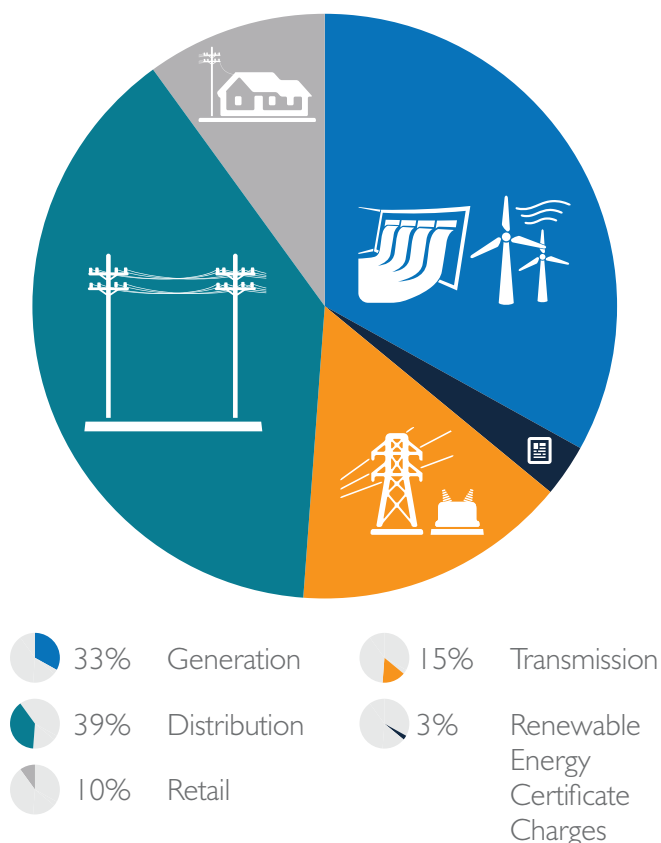
FACTSHEET:

EXPLAINING ELECTRICITY PRICES TO YOU



No one wants to pay more than they have to for electricity.

There's more to electricity pricing than just the amount you use in your home or business. As well as the cost of generating electricity in the power stations, there are costs in transmitting, distributing and retailing electricity around the state.



What makes up the total electricity bill?

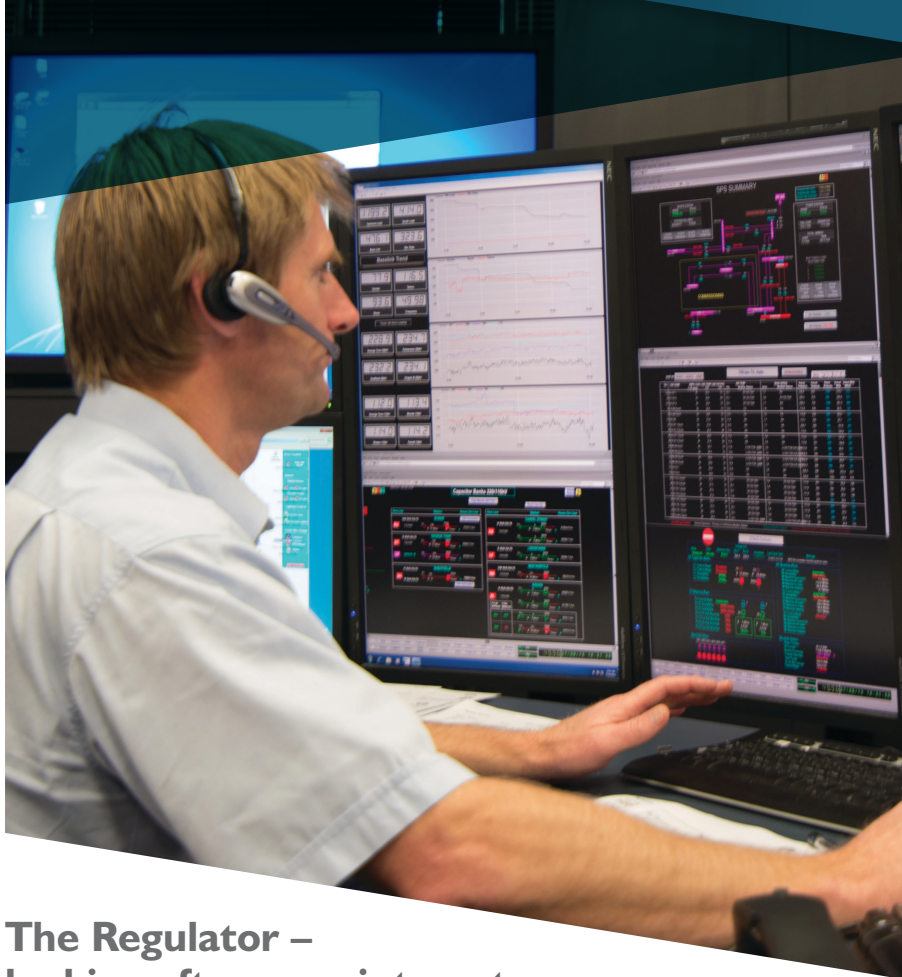
In Tasmania, electricity prices for households are set by the Tasmanian Economic Regulator. The regulator approves the maximum prices the retailer (Aurora) can charge householders.

On average, across the state, the costs on an electricity bill break down as shown on this chart.

Every time you get a bill, approximately 15% of the bill is made up of electricity transmission costs – with the remaining 85% of costs relating to other steps in the supply chain.

Transend is doing what it can to keep prices as low as possible.

Consumers tell us that electricity is expensive. To respond, we've kept our component of electricity costs as low as possible by working out smarter ways to operate our network. And our revenue proposal (business plan) for the next five years will put more downward pressure on prices for consumers.



Essential services that affect pricing

Transend does a lot of things to maximise value for money:

- building new transmission lines and substations to support regional growth
- maintaining existing transmission lines and substations
- clearing the trees and vegetation under transmission lines
- monitoring and controlling the network 24 hours a day.

The Regulator – looking after your interests

The transmission component of your bill is regulated. An independent regulator – the Australian Energy Regulator – approves our revenue requirement. What we earn and can charge our customers is set by the Australian Energy Regulator.

We will submit our revenue proposal for the next five years to the AER on 31 May 2014. Our proposal supports lower electricity prices for consumers. If you would like to learn more about our revenue proposal or you have feedback for us, we'd love to hear from you.



ABOUT TRANSEND

Our mission is transmission. We transmit electricity from the power stations where it is generated to the cities and towns where it is used.

Transmission is a vital step in the supply chain that delivers electricity to your home or business. Our job is to provide a safe and reliable transmission network that keeps the electricity flowing all year round, 24 hours a day.


We also operate a telecommunications business that serves customers in the electricity industry and in other industries.

In 2014, Transend will merge with Aurora's electricity distribution business to form a new company, **TasNetworks**. The new company will start trading on 1 July 2014.

We'd love to hear from you – feedback from our customers influences our business plans.

Talk to us today

 customerservice@transend.com.au

 1300 361 811

 www.transend.com.au

FACTSHEET:

SUPPLY CHAIN HOW ELECTRICITY GETS TO YOUR LIGHT SWITCH



Transmission is one step in the supply chain that delivers electricity to your home or business.

In Tasmania, Transend looks after transmission. We move the electricity from where it is generated to the cities and towns where it is needed.

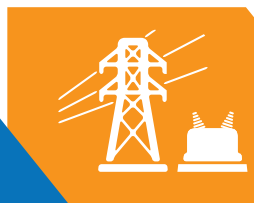
Steps in the electricity supply chain

STEP 1 GENERATION



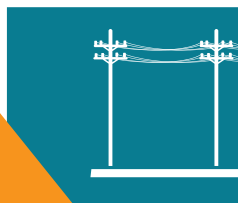
In Tasmania, electricity is generated at power stations and wind farms operated by Hydro Tasmania. Electricity also comes from the mainland via Basslink.

STEP 2 TRANSMISSION



Transend transmits electricity from where it's generated, around the state through a network of transmission lines and substations. It transmits directly to some large industrial businesses.

STEP 3 DISTRIBUTION



Aurora distributes electricity through its local networks of poles and wires. A service line connects to your home or business.

STEP 4 RETAIL



Aurora provides retail services (e.g. billing) to homes and businesses. In future, you will be able to choose your retailer.



Changes in 2014

The State Government is making changes to the electricity industry. At present, Aurora Energy is the only company that retails electricity to households and small businesses in Tasmania. From 1 July 2014, other retailers will be able to compete with Aurora and sell electricity to all Tasmanian customers.

The other change in 2014 involves the networks (transmission and distribution). Transend will merge with Aurora's distribution business to form a new company, TasNetworks. The new company will start trading on 1 July 2014.

National Electricity Market

Transend is part of Australia's National Electricity Market (NEM). The NEM is the world's largest interconnected power system. It extends from Queensland to South Australia. Tasmania is connected via Basslink.

Would you like to know more?

For information about electricity pricing, reliability or supply chain please see the associated fact sheets on these topics.

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FACTSHEET:

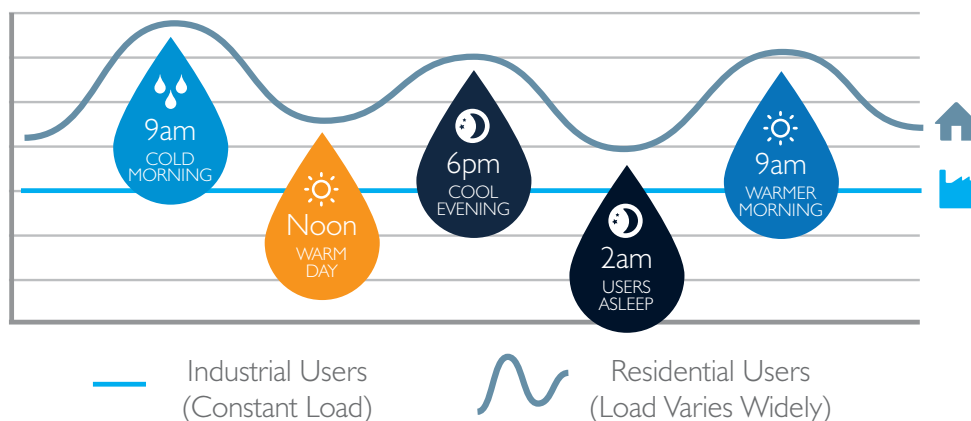
PEAK DEMAND HOW WE COPE WITH HIGH DEMAND FOR ELECTRICITY



Every now and then we have to perform at our peak. Those are the times we draw on all our reserves of energy to make sure we can cope with the extra load.

The same thing happens in the electricity system. We've built the system to handle peak demand. The peak occurs when demand is highest – on working days when all the big businesses are operating at full capacity, shops and offices are using their lights and air conditioning, and everyone at home is waking up and turning on a lot of appliances – all at the same time.

What does household energy use patterns look like compared to the big guys?



Peaks & troughs

Big energy consumers, like smelters and paper mills, operate all day and all night. Their usage is steady, not changing significantly from day to day or month to month. In contrast, households and commercial businesses—like shopping centres and office buildings—use electricity at different times of the day. Their usage goes up and down during the day and varies depending on the season.



Did you know?

Electricity use is declining

In Tasmania, electricity consumption has been trending down for the past few years. Various factors explain the trend: closures of industrial plants, increases in the use of solar panels, and energy efficiencies from new building regulations.

Another factor is consumers' response to higher electricity prices in recent years. People are buying more efficient appliances and turning off items that aren't being used.

Would you like to know more?

For information about electricity pricing, reliability or supply chain please see the associated fact sheets on these topics.

Planning ahead

Our job is to make sure the transmission system can cope with peak demand. We plan up to 30 years ahead to handle peak demand. We predict future demand using weather forecasts, and taking account of trends in the economy, technological changes and a host of other factors. Planning ahead means we can cater to the needs of the future, while providing everyone with the electricity they need now. As technology improves we are developing smarter ways to deliver electricity as cheaply as possible.

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FACTSHEET:

RELIABILITY KEEPING THE LIGHTS ON



People expect electricity to be available whenever they turn on a switch. We aim to provide a reliable supply without interruptions.

Electricity is produced at the same time it's consumed.

So the generators have to produce electricity and the networks must deliver it to consumers in real time. It takes a lot of careful planning to ensure you have the electricity you need, at the times you need it.



Bushfires can cause loss of supply even if the fire itself doesn't reach the poles and wires, sometimes the smoke can be enough to cause an outage.

What causes a loss of supply?

There are many explanations for outages or loss of supply. Outages can be planned or unplanned. Planned outages are for maintenance or construction work on generators or on the networks. Unplanned outages occur for various reasons, such as equipment failure or damage to power lines during storms or bushfires.



What is Transend responsible for?

We are responsible for maintaining a safe and reliable transmission network. An outage on this network can cause widespread disruptions to the supply of electricity. As a result, transmission networks are designed to provide a high level of reliability with very few outages. Most outages are due to issues in the distribution network.

The Tasmanian Government sets the reliability standards for the transmission network in Tasmania. We run and maintain the network according to those standards. The standards allow consumers to tell us what level of reliability they are willing to accept from the transmission network.

Did you know?

8% of Tasmanian consumers would be willing to pay less on their electricity bill for a less reliable service (which may mean a higher risk of outages).

43% of Tasmanian consumers think a reliable service is most important to them, with price being second.

80% of Tasmanian consumers would choose to pay about the same electricity charge for the same standard of service.

Would you like to know more?

For information about electricity pricing, demand or supply chain please see the associated fact sheets on these topics.

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Appendix B – telephone survey methodology





Transend Telephone Survey: Methodology Summary

Dated: January 8th 2014

1. The Transend Survey, conducted by Jetty Research on behalf of Straight Talk, was a random fixed line telephone poll of Tasmanian residents aged 15-plus.
2. The survey instrument was created by Straight Talk, in consultation with Transend and Jetty Research.
3. Sampling frame for the survey was a database of 3,500 randomised residential numbers within 30 randomly selected Tasmanian postcodes. Numbers were uploaded from Sampleworx, a respected supplier of randomised residential telephone numbers.
4. The survey was conducted from Wednesday December 11th to Wednesday December 18th from Jetty Research's CATI call centre in Coffs Harbour. A team of ten researchers called residents from 3.30-8.00 pm (EADST) each afternoon/evening.
5. Numbers that were engaged, not answered or diverted to answering machines were called up to four times at different phases of the afternoon and evening.
6. Potential respondents were screened to ensure they were aged 15-plus.
7. Four hundred interviews were conducted. Interview time ranged from 5 to 20 minutes, with an average of 9.6 minutes.
8. Of eligible households successfully reached, 32 per cent agreed to complete a survey. In all, our researchers made 5,111 calls (including callbacks) to achieve the desired sample.
9. There were 192,823 occupied households in Tasmania as at the 2011 ABS Census (Usual Resident Profile). Random sampling error for a survey of 400 households is +/- 4.9 per cent at the 95 per cent confidence level. (i.e. Were the same random survey to be conducted 20 times, results should be representative of Tasmanian households to within +/-4.9 per cent in 19 of those 20 surveys.)
10. Due to the nature of the survey, not all respondents answered all questions. The number answering each question is marked as "n = XXX" in the graph accompanying the relevant data. Care needs to be taken in extrapolating results from smaller sample sizes due to high levels of random sampling error. (e.g. for n = 100, sampling error equals +/- 9.8 per cent).
11. Results have been post-weighted to reflect the demographic breakdown of the Tasmanian adult population by age and gender.

Disclaimer: While all care and diligence has been exercised in the preparation of this report, Jetty Research Pty Ltd. does not warrant the accuracy of the information contained within and accepts no liability for any loss or damage that may be suffered as a result of reliance on this information, whether or not there has been any error, omission or negligence on the part of Jetty Research Pty. Ltd. or its employees.

Appendix D – presentations





TRANSEND

WELCOME

Welcome

Workshop with electricity consumers

- Who is here?
- Lucy Cole Edelstein

Our Aims Today

To identify:

- What you know about the electricity industry
- What you want to know more about
- How **Transend's 5-year plan** will affect you
- What your **interests and needs** are (as consumers)
- What **risks and benefits** are relevant to you
- What's missing
- What is the **best way to engage** with you

Today's agenda

Time	Activity
10.00 am	Session 1: Welcome, introductions, Transend and its business plan
12.30	Lunch
1.00 pm	Session 2: Work on interests, needs and participation
3.00	Afternoon tea
3.15	Session 3: Your recommendations on extra information people need
4.30 pm	Finish (4.00 hopefully)

Mini public

- Everyone recruited through **random selection**—demographically matched to create a ‘mini public’
- This method helps us to understand more fully **what the wider community thinks** about an issue
- Today’s workshop seeks to **provide you with information** so you can make informed comment, on behalf of the wider community

Throughout the day...

- We will give you information and we'll ask you to **provide feedback**
- We want you to **draw on your experience**, knowledge and skills
- But we want you to **reach agreement** as a group, deliberating on behalf of the whole Tasmanian community

Throughout the day...

- Each table has a **facilitator** from Transend
- They will help you with your conversations—to make sure that you **all get to have a say** and to help you reach consensus
- We have some other tools which will also help you to agree

What is consensus?

- Consensus is not everyone agreeing to the same thing
- **Consensus is being able to live with a decision or recommendation**
- Implies a degree of compromise – a level of compromise that you are able to live with
- This is what we are searching for today

Questions?



Getting to know one another...

- In groups of Doves, Owls, Peacocks and Eagles, introduce yourself to the group
- Review the groups – Do we have at least one of each type on each table?

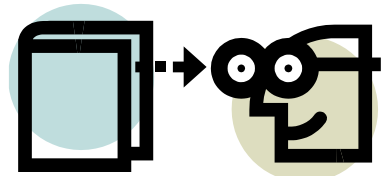
Who is Transend?

- Electricity transmission:
Paul to explain
- Soon to merge with part of
Aurora Energy — to form **TasNetworks**

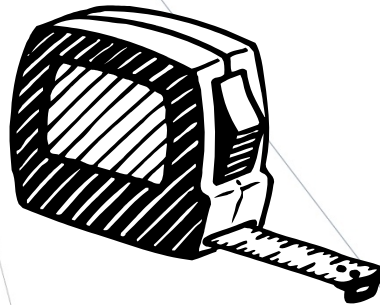
How will we work together?

- Let's develop some **ground rules** for the day

What do you know about electricity transmission?



I don't know
very much



I think I know
how it works



TRANSEND

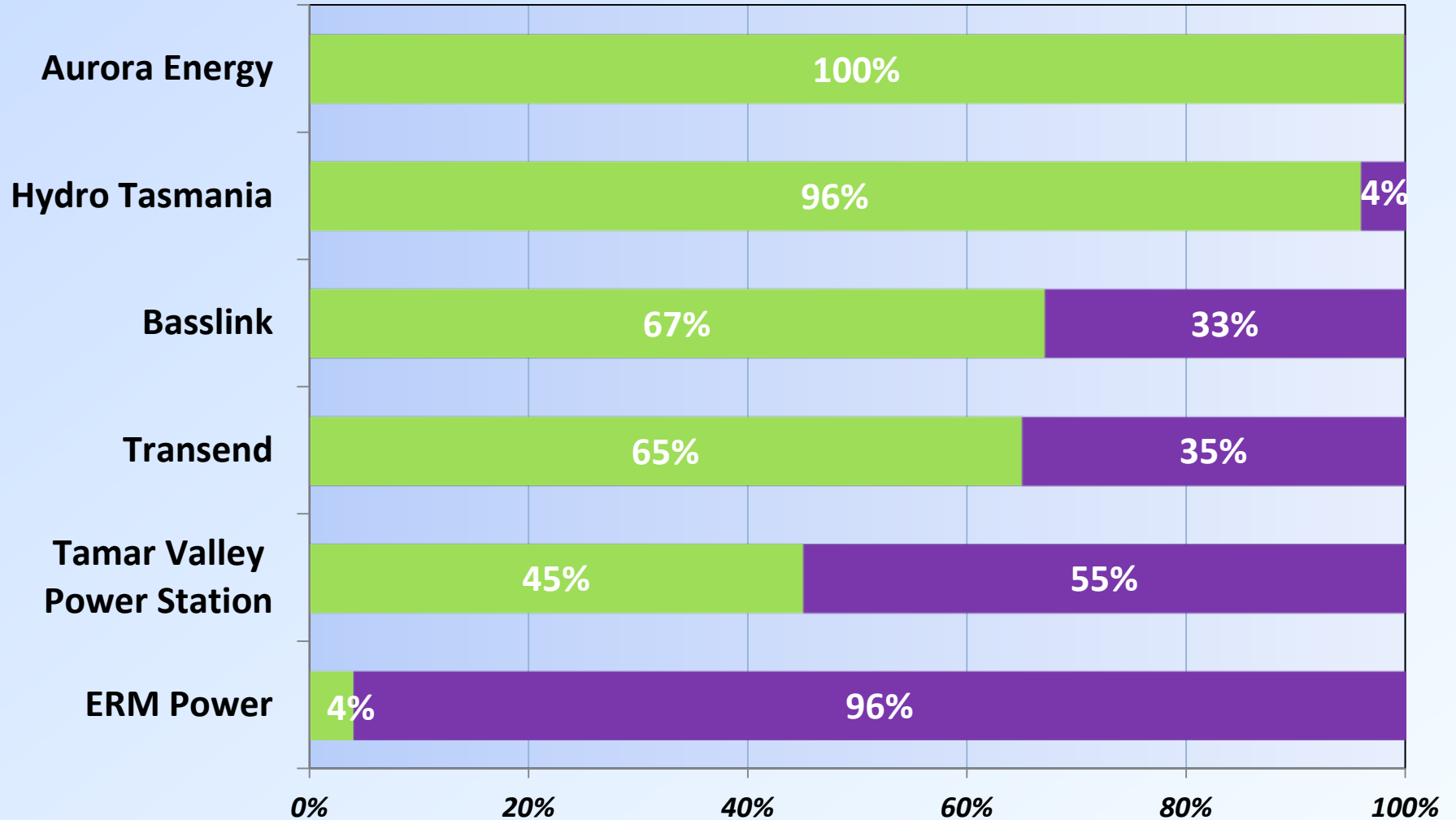
Paul Oxley
Company Secretary

Have you heard of these companies?

(n=400)

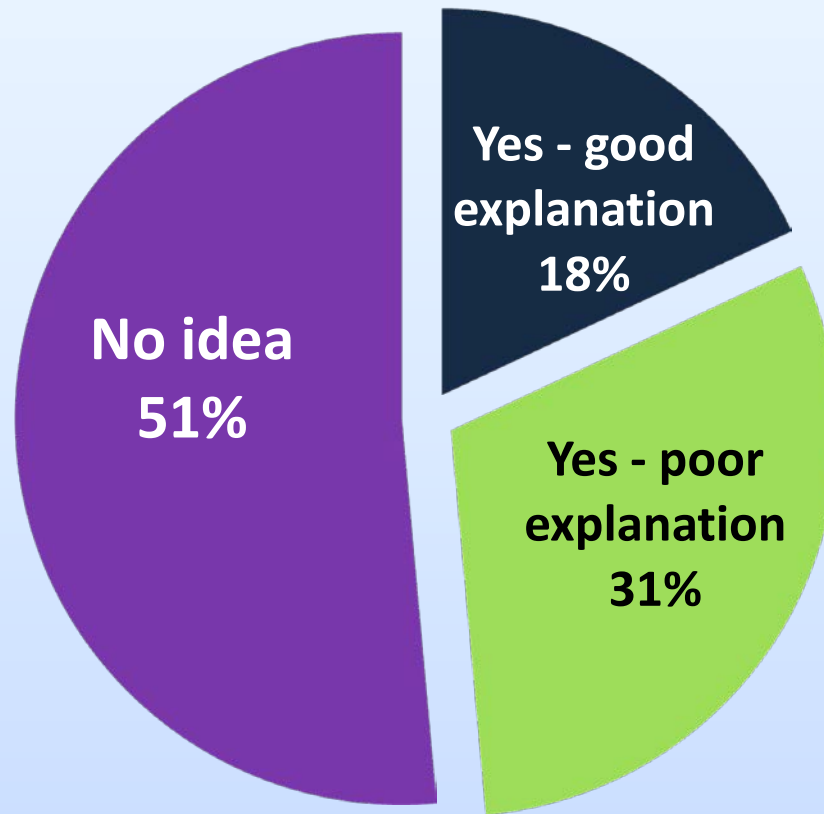
Yes

No



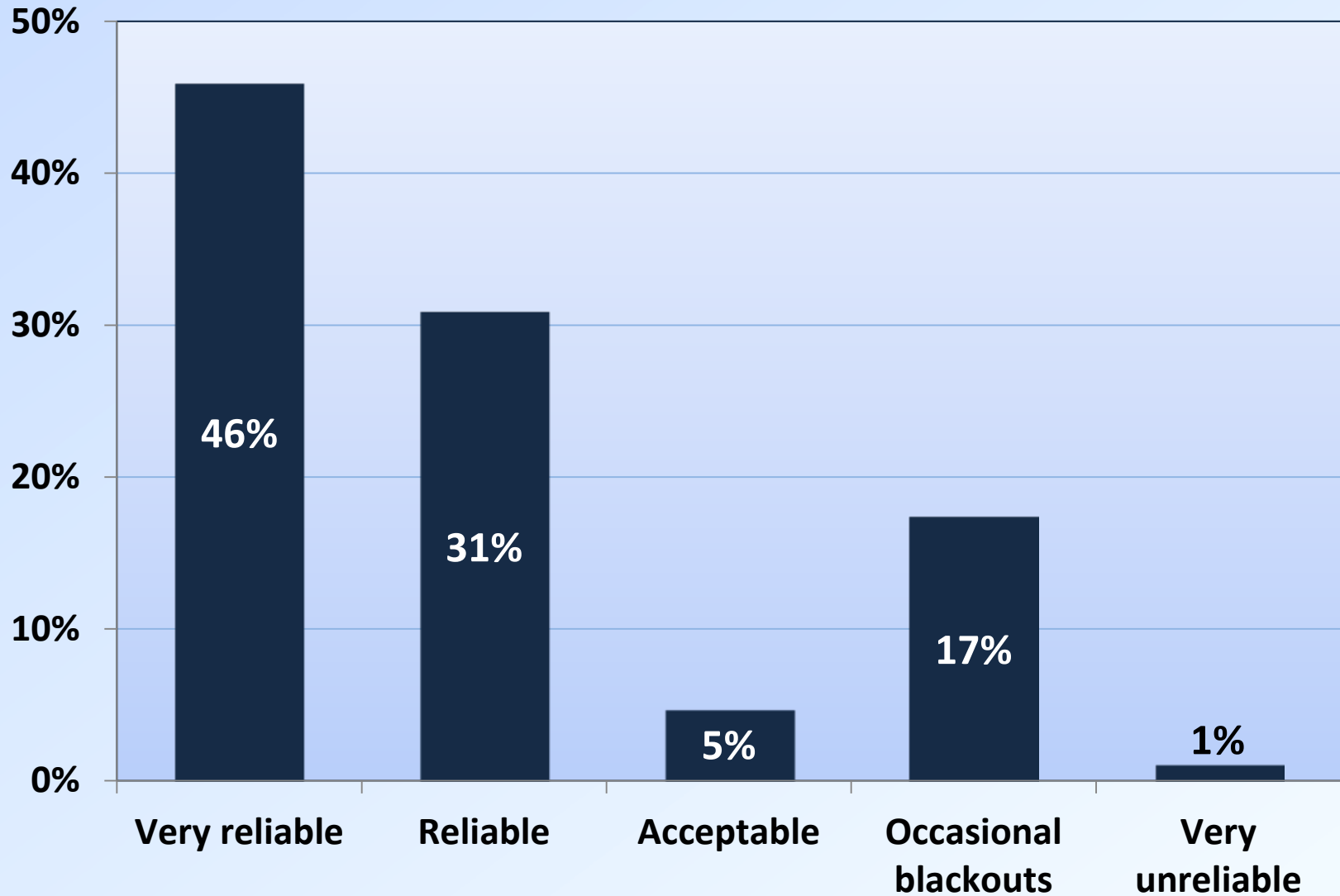
Can you explain the steps in the supply chain that delivers electricity to your home or business?

(n=400)



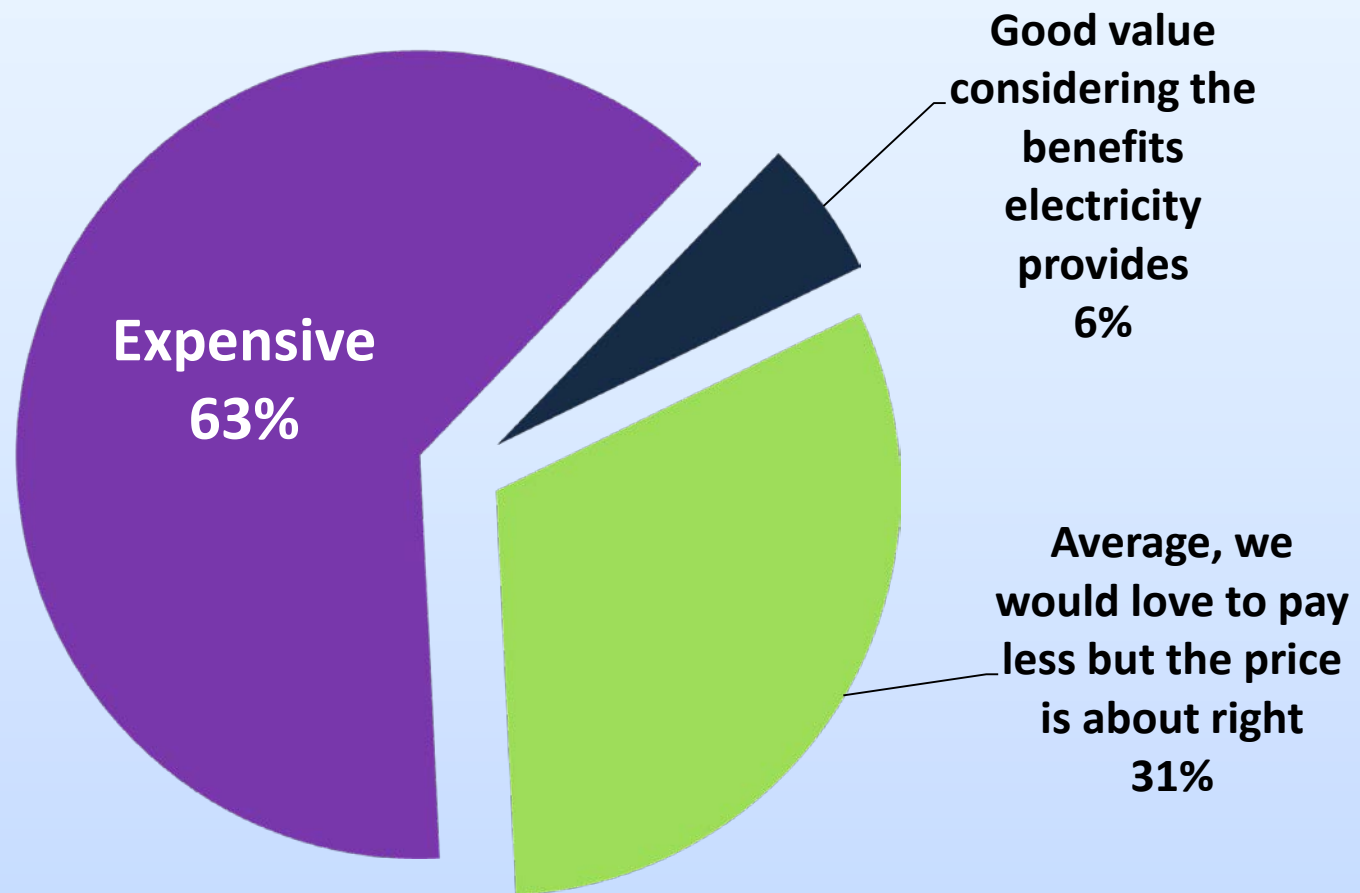
How would you describe the electricity in your area?

(n=400)



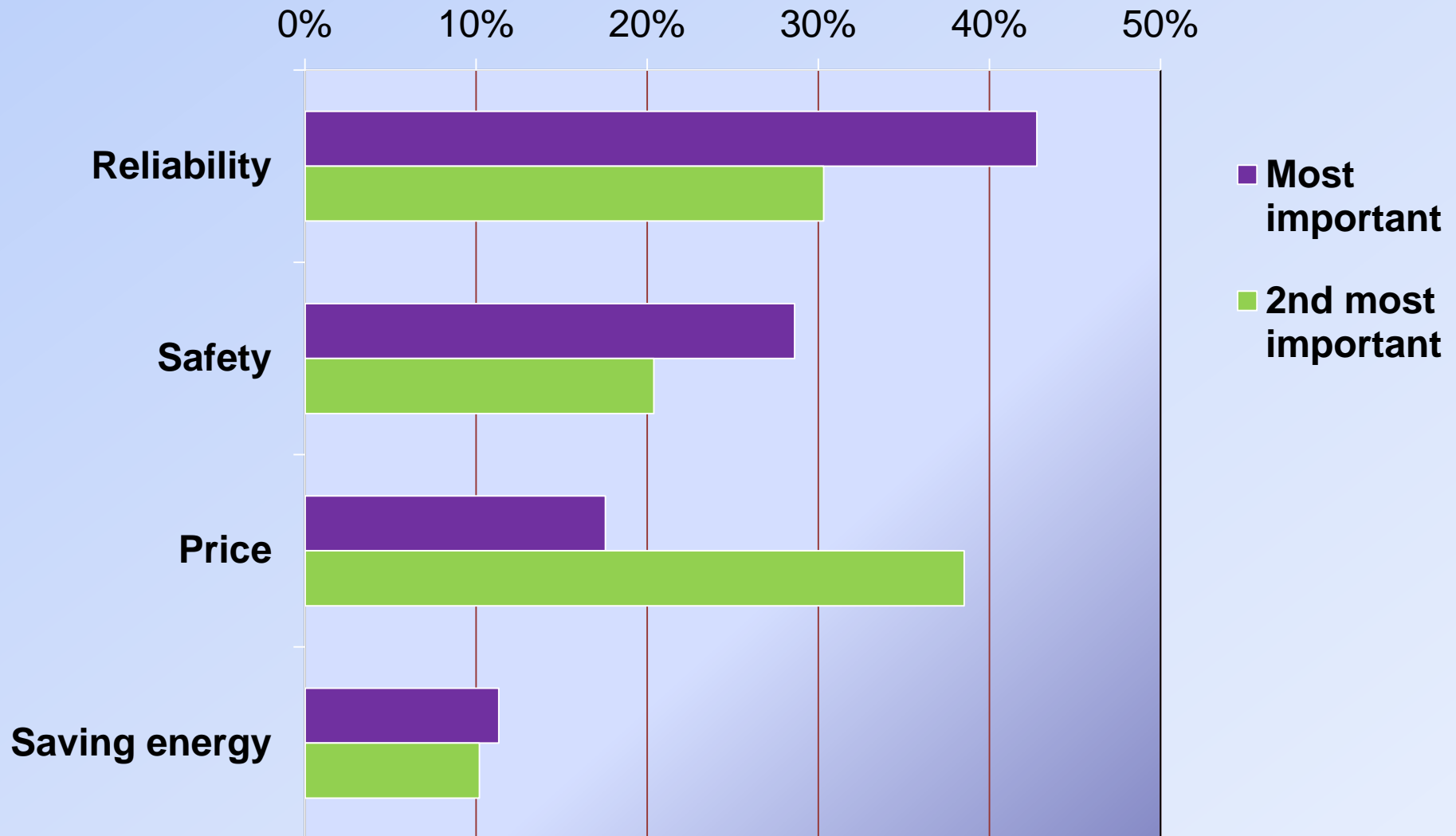
Thinking about the overall level of service you receive from electricity suppliers, **how do you feel about the price you pay for electricity?**

(n=400)



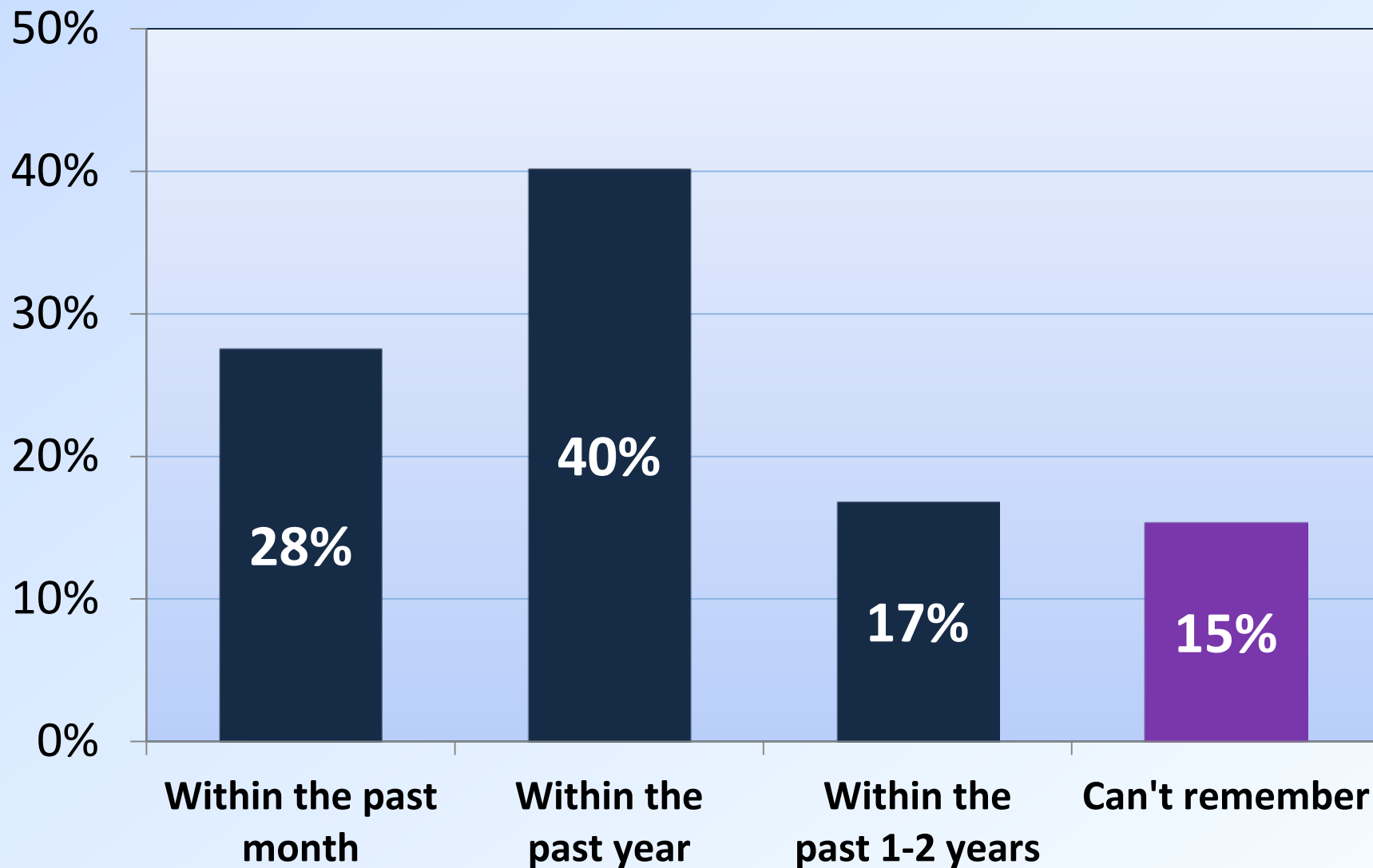
Rate these factors in order of their importance to you

(n=353)



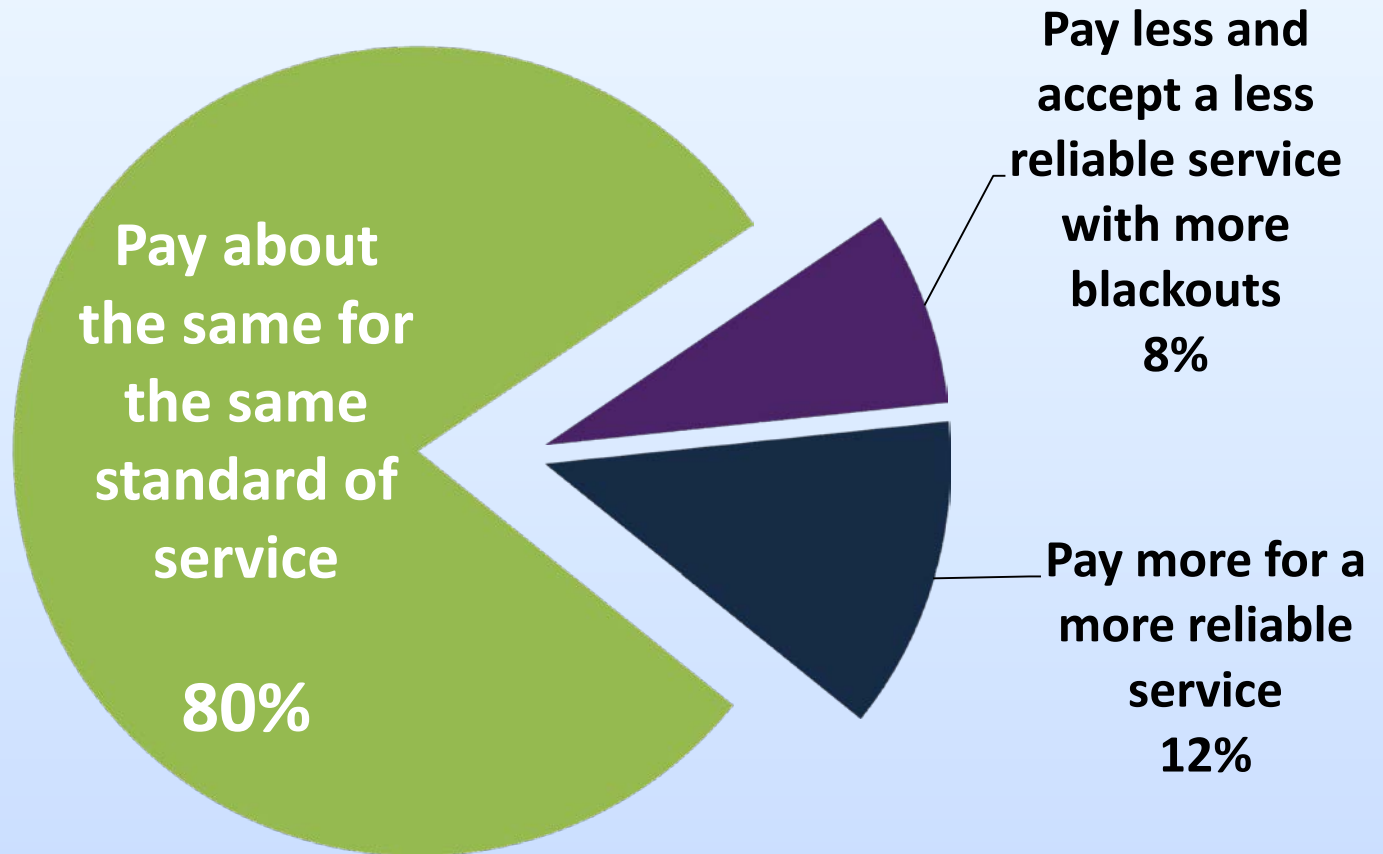
Can you remember when was the last time you had a power blackout at your home or business?

(n=400)



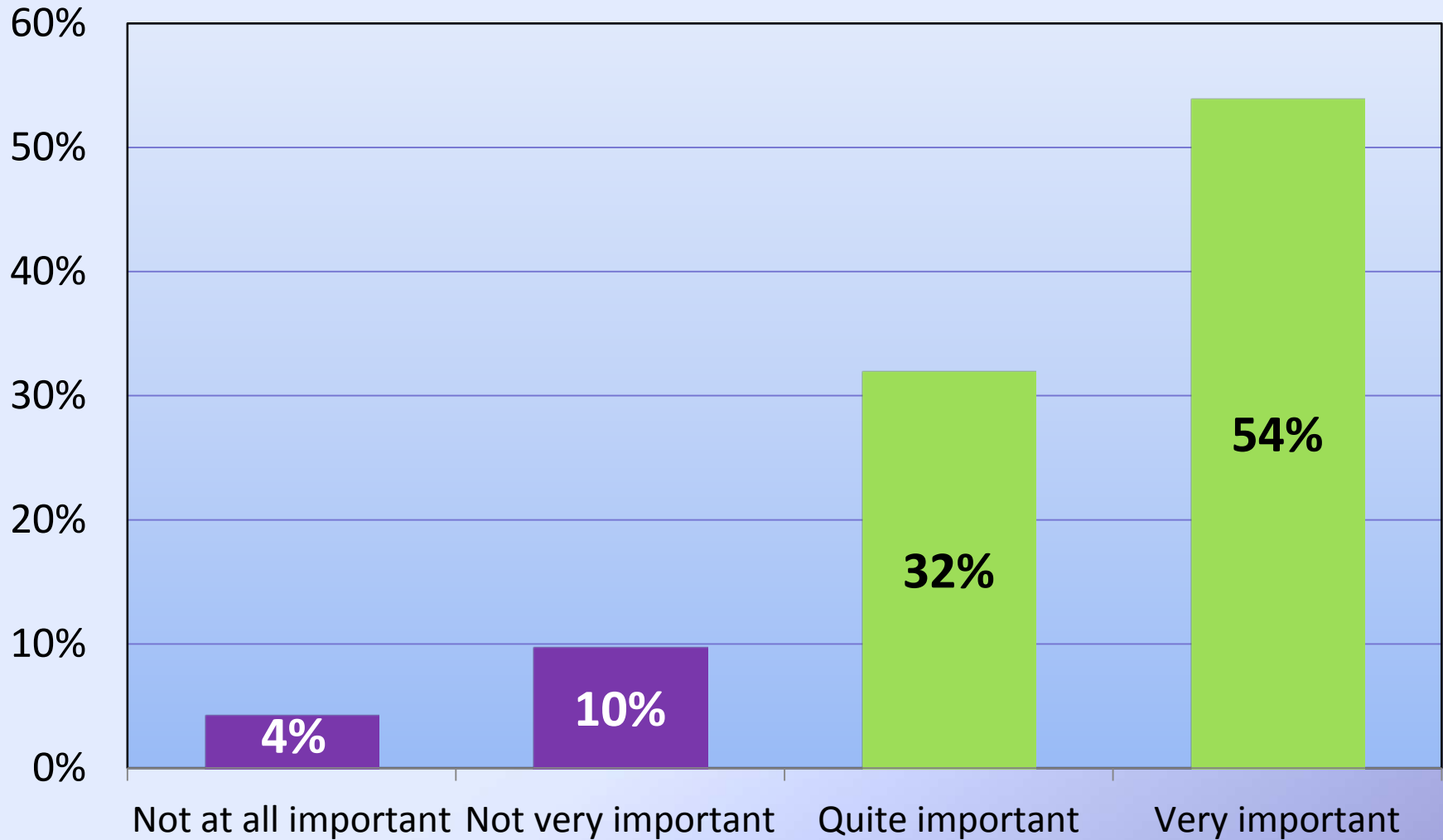
**If you had a choice, which of the following
would you most likely do?**

(n=400)



How important to you is it that your electricity comes from a renewable energy source?

(n=400)



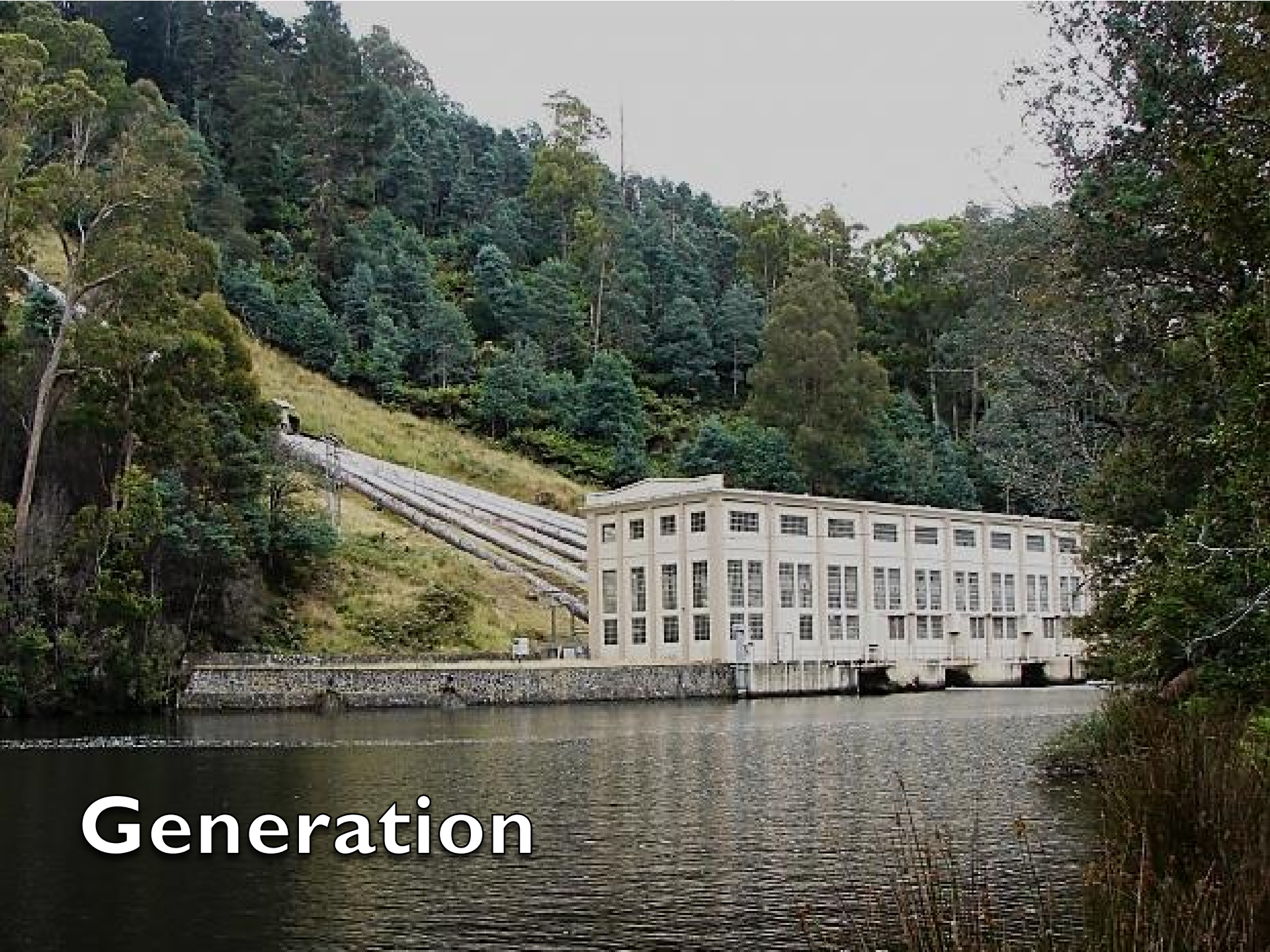


TRANSEND

Electricity supply chain







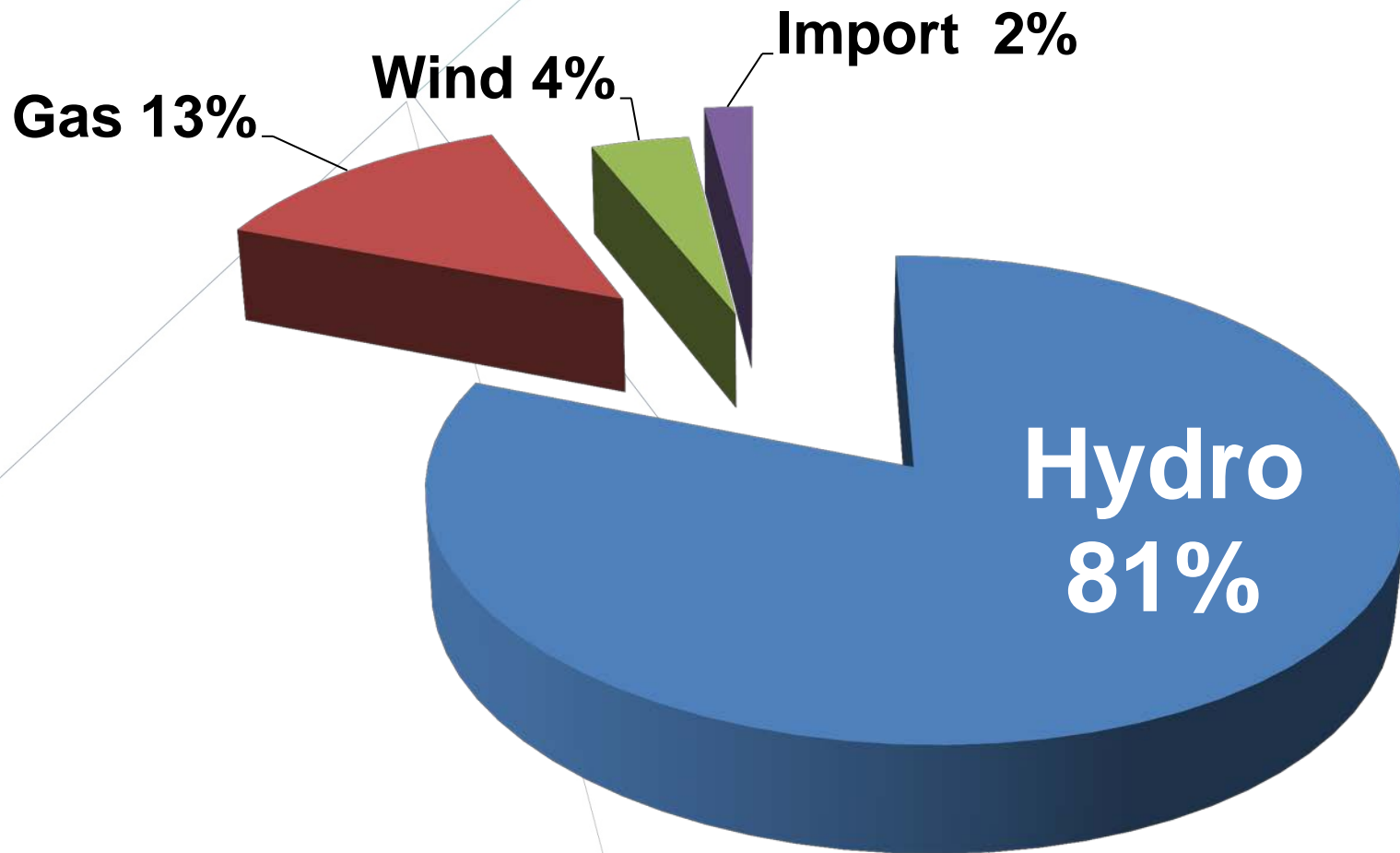
Generation

The image shows a vast industrial interior, likely a rocket engine test facility. In the foreground and middle ground, several large, white, conical test cells are arranged in a row. Each cell has a blue band around its middle and a white top section with a grid of small openings. They are mounted on blue and white bases. Yellow safety cones are placed around the bases. In the background, more of these test cells are visible, receding into the distance. The facility has a high ceiling with a complex steel truss structure and large windows along the upper walls, providing natural light. A mezzanine level with a metal railing is visible on the right side of the frame. The overall atmosphere is one of a large-scale engineering and manufacturing environment.

Generation

Generation sources

TASMANIA 2012-13





Transmission





TRANSEND



Transmission



TRANSEND



DAVID KRUIJVER



TRANSEND

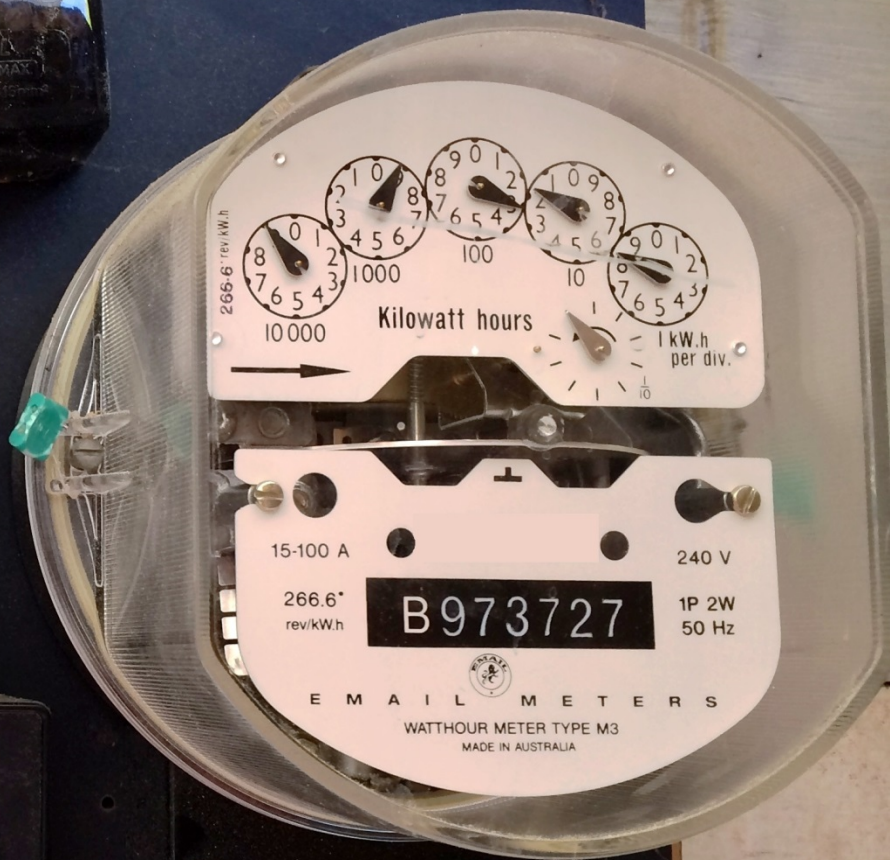
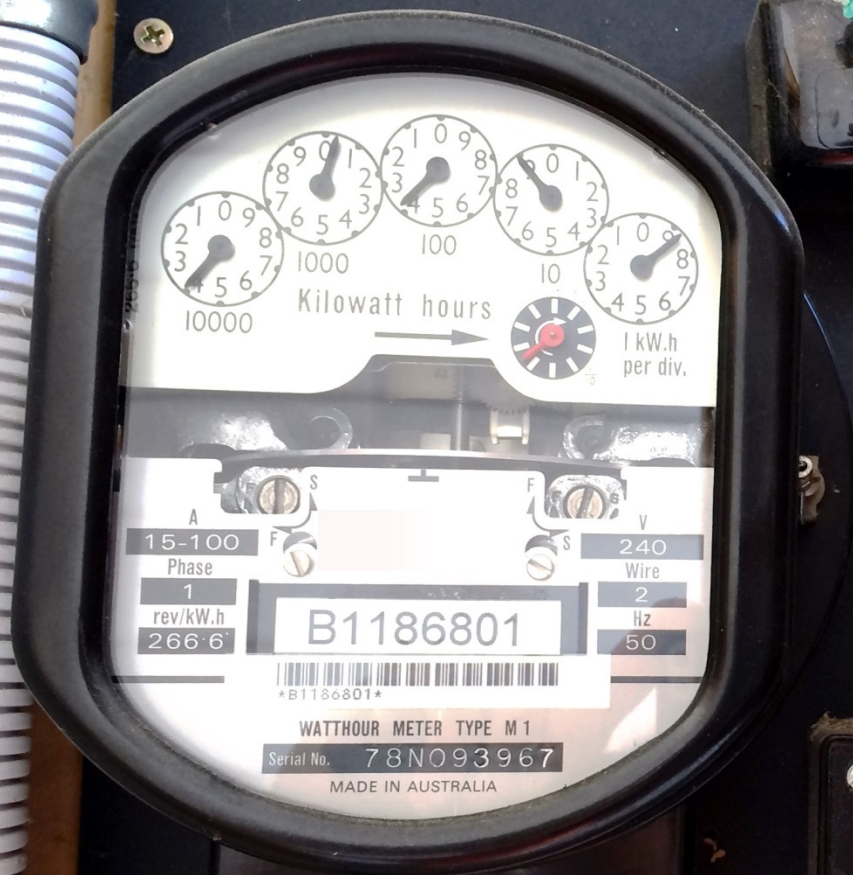


Distribution



Distribution

6477



Retail

054/02012



Citizen & Smith Pty Ltd
44 Citizen Drive
HOBART TASMANIA 7000

Account number

50163462 9

Amount due

\$289.15

Pay by

20-Feb-2014

STATEMENT FOR THE PERIOD 06-Nov-2013 TO 04-Feb-2014

	Debit(\$)	Credit(\$)
OPENING BALANCE	\$695.93	
CHARGES:		
04 Feb 2014	289.15	
PAYMENTS:		
19 Nov 2013 BILLPAY PHONE/INTNET Post Office		695.93
CLOSING BALANCE	\$289.15	

BALANCE IN DEBIT. PLEASE PAY BY DUE DATE.

See over for Payment Options

Account number

50163462 9

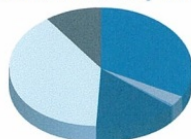
Amount due

\$289.15

Pay by

20-Feb-2014

Your electricity cost
breakdown January 2014*



For more information visit
www.auroraenergy.com.au

*This regulated cost breakdown does not
apply to Aurora's contracted customers.

- 32.5% Generation:** energy generated through local hydro and gas plants and from the mainland.
- 3.0% Renewable Energy Certificate charges:** Australian Government charges to support renewable energy generation.
- 0.5% Market charges:** fees payable by all customers to participate in the National Energy Market.
- 15.0% Transmission:** costs to take power from generators to the distribution network.
- 39.0% Distribution:** costs to manage and maintain the poles and wires network that delivers power to premises.
- 10.0% Retail:** covers costs for billing, customer service and provision of information services.

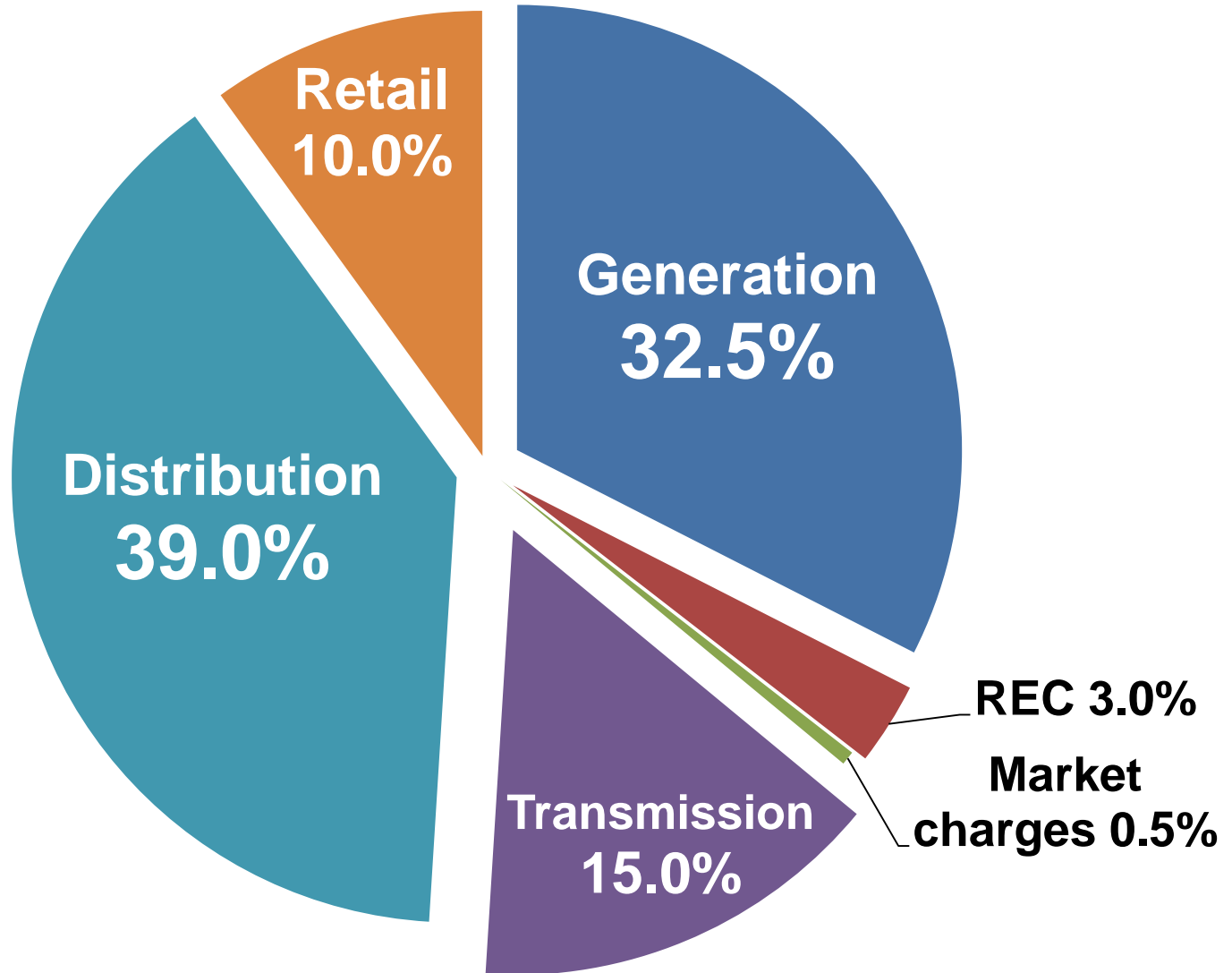


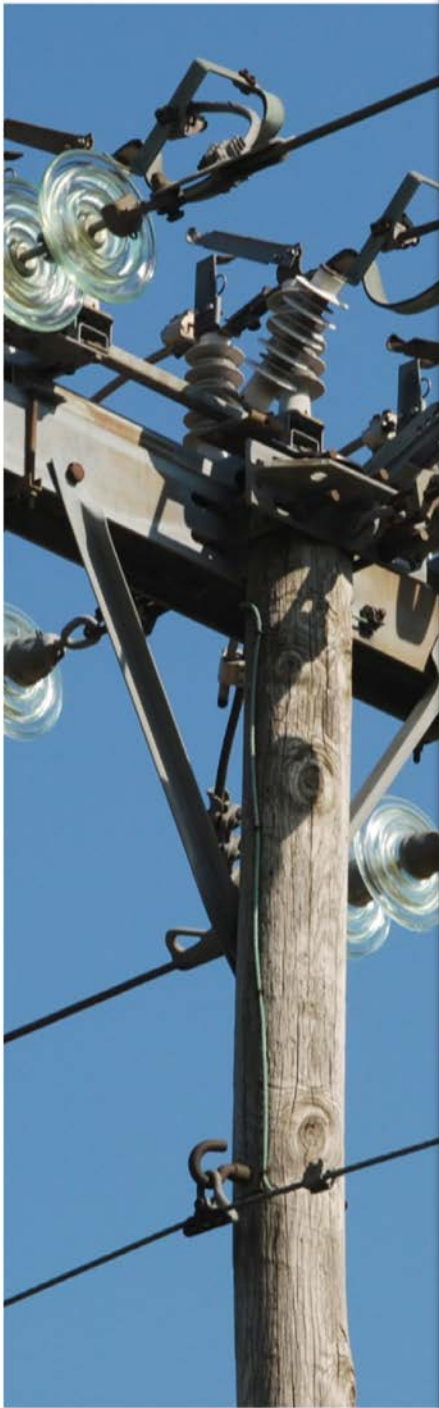
*755 50163462 9

Retail

0035101 / 002012 / 008011 / 823172202070

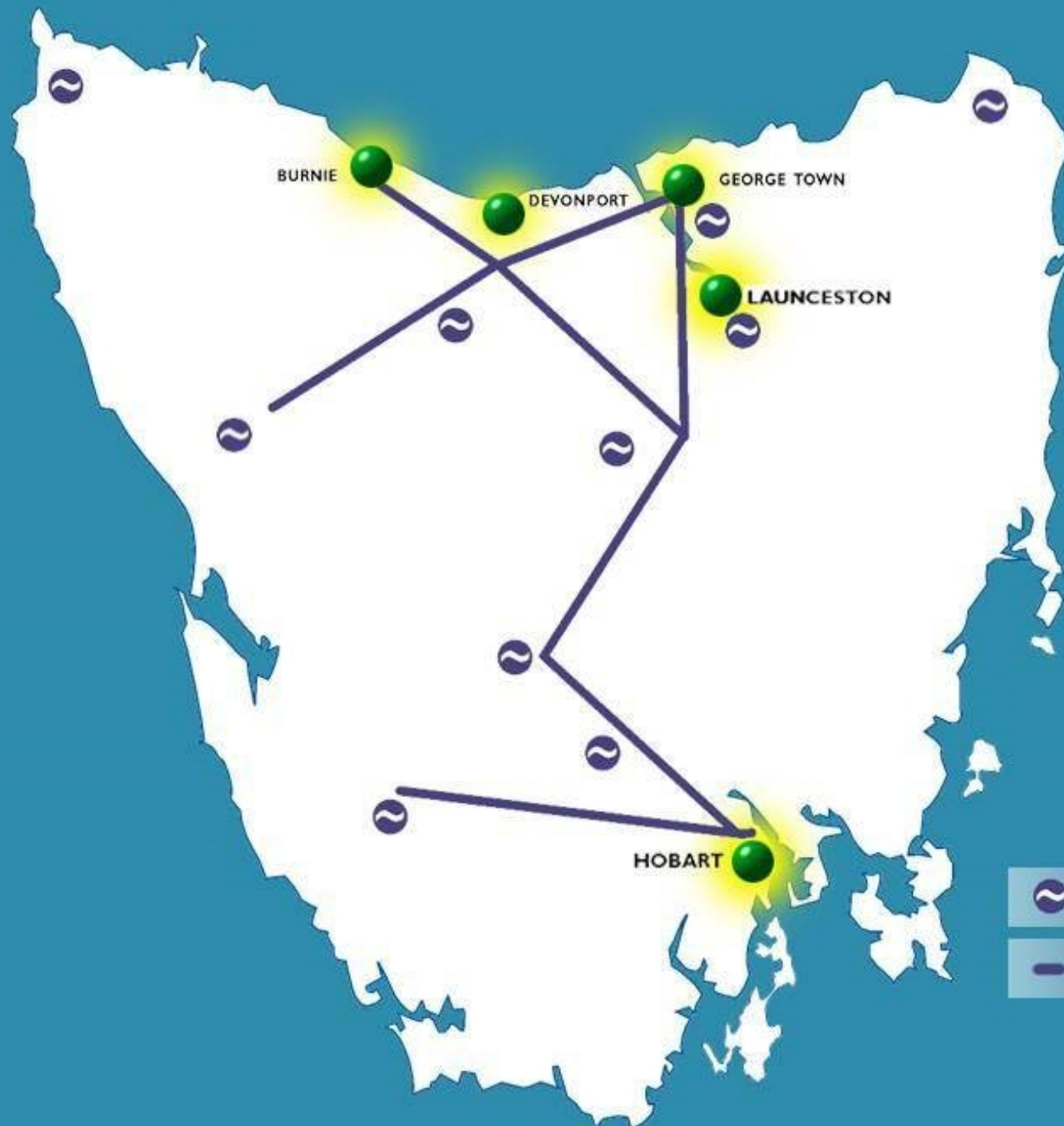
Your electricity bill



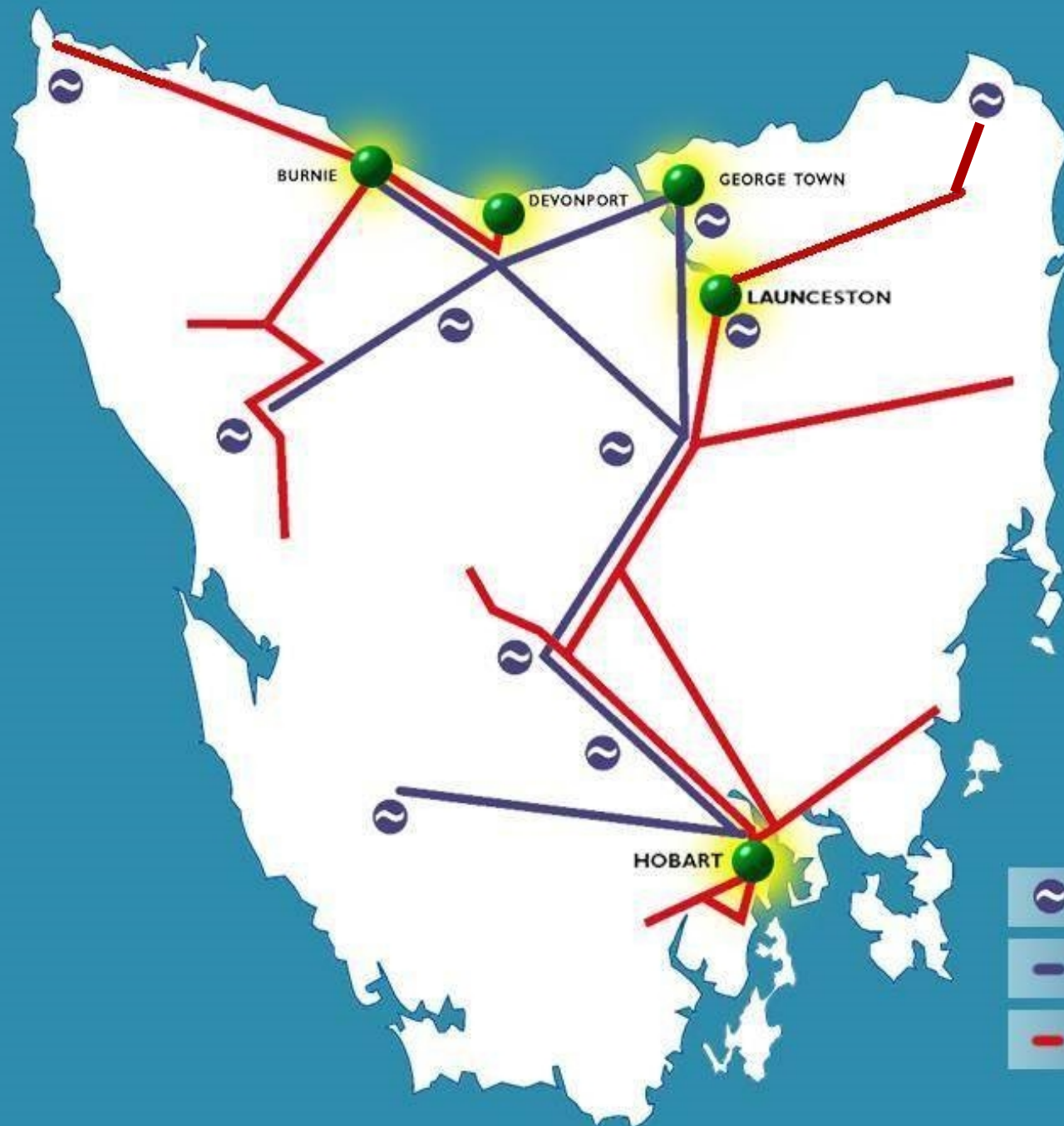








	GENERATORS
	220 kV



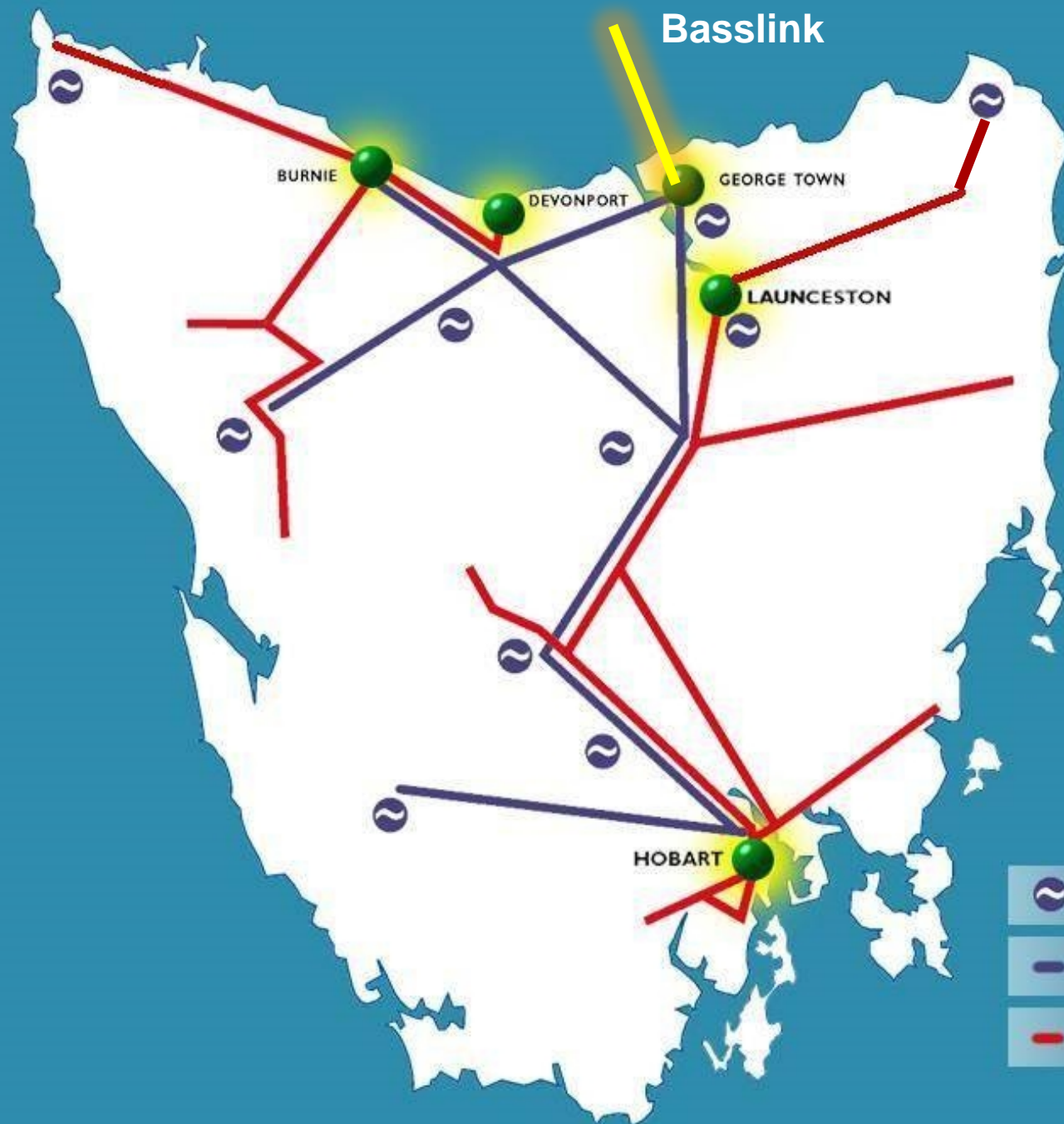
GENERATORS



220 kV



110 kV



Basslink

BURNIE

DEVONPORT

GEORGE TOWN

LAUNCESTON

HOBART



GENERATORS



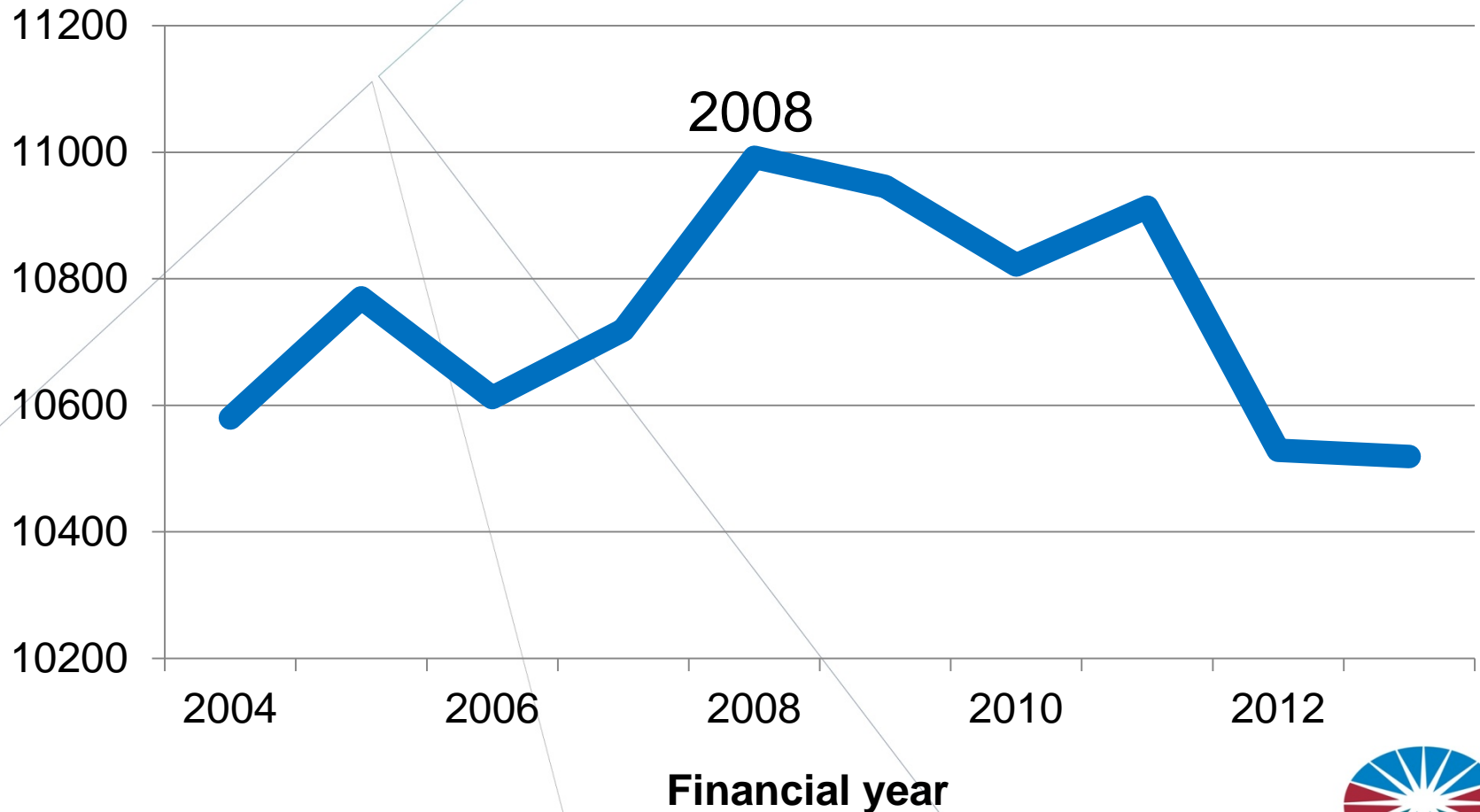
220 kV



110 kV

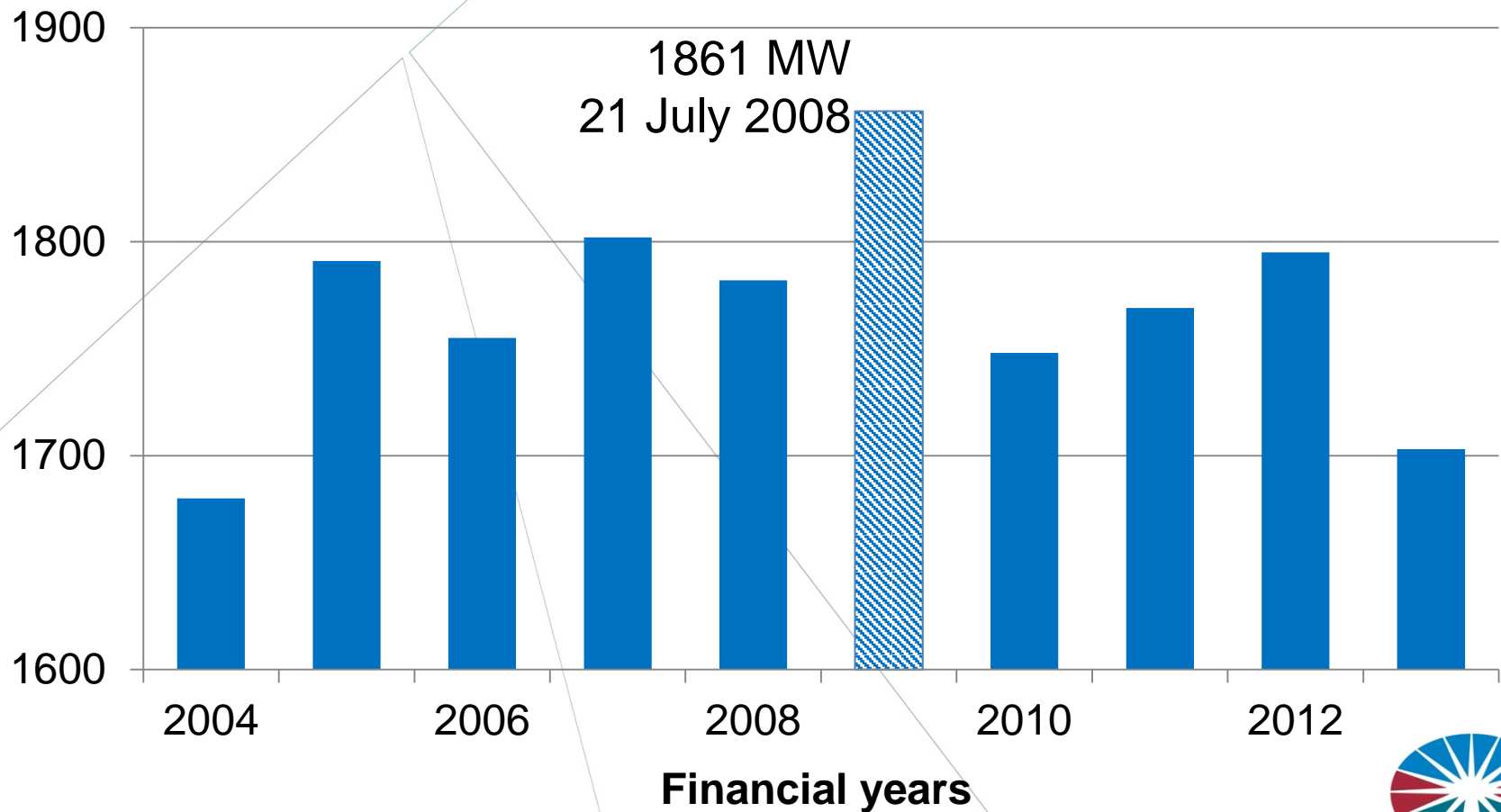
Energy transmitted

Tasmania only (GWh) 10 years to 2013

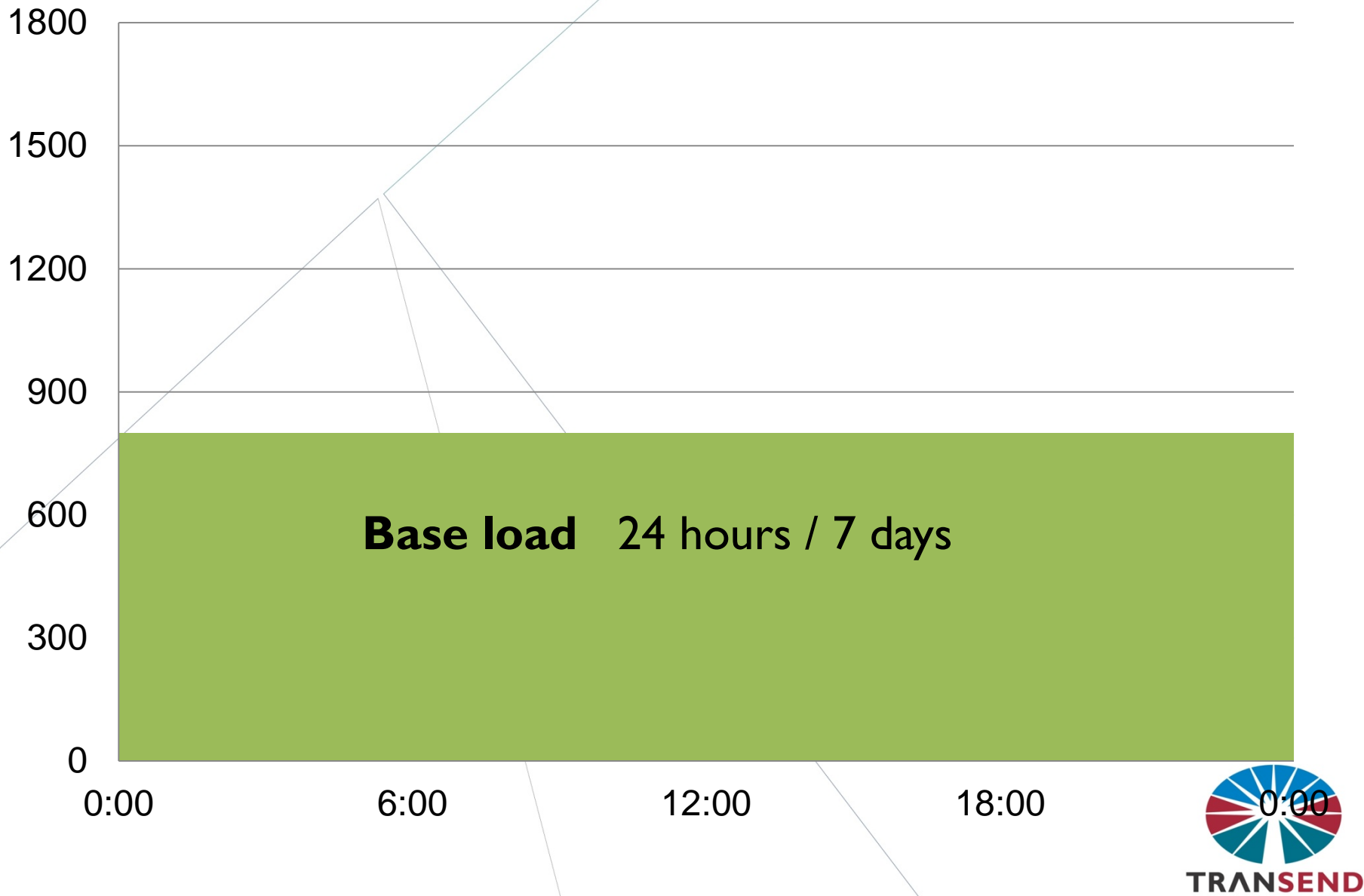


Tasmania: peak demand

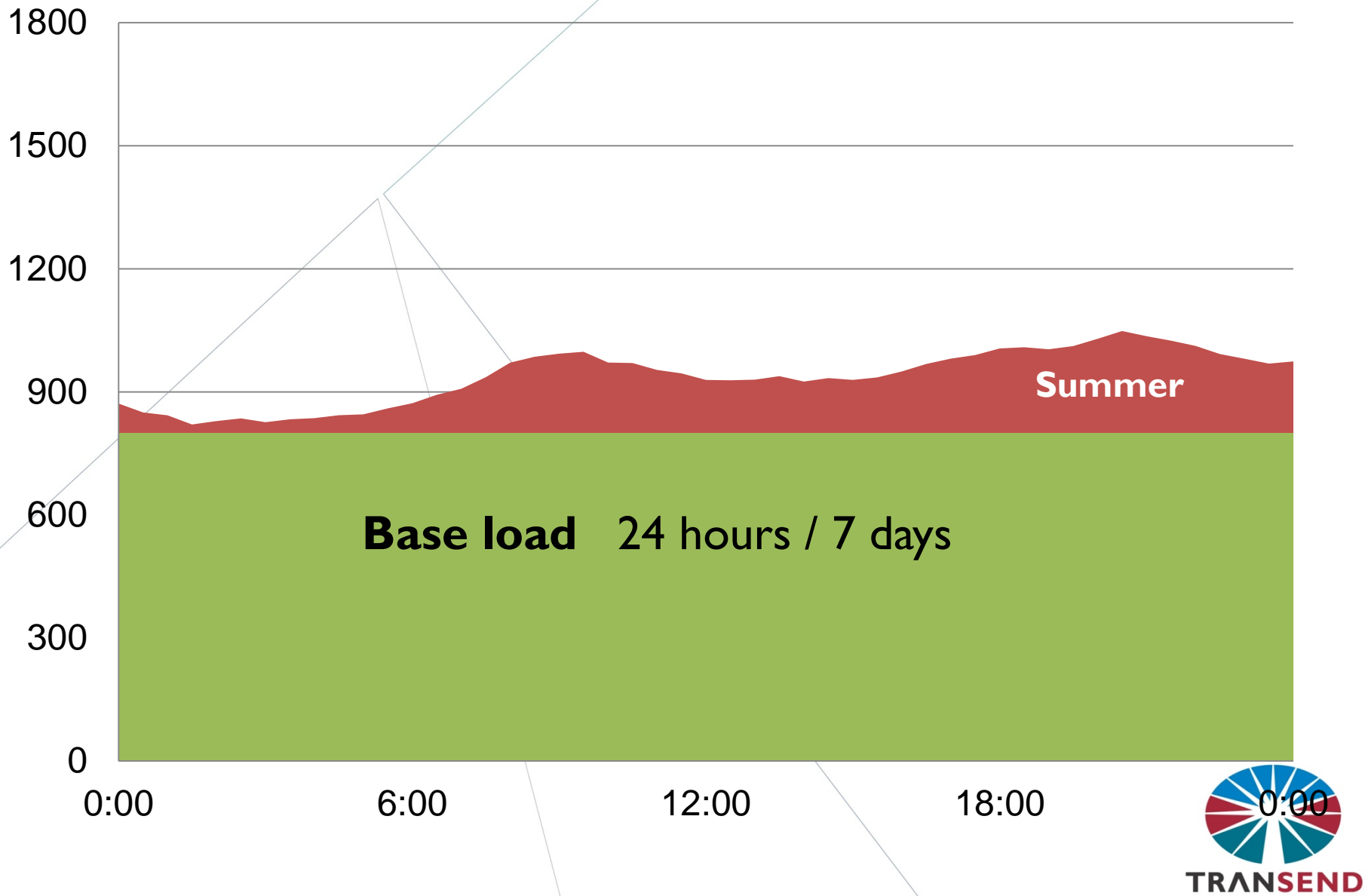
10 years, 2004 to 2013 (MW)



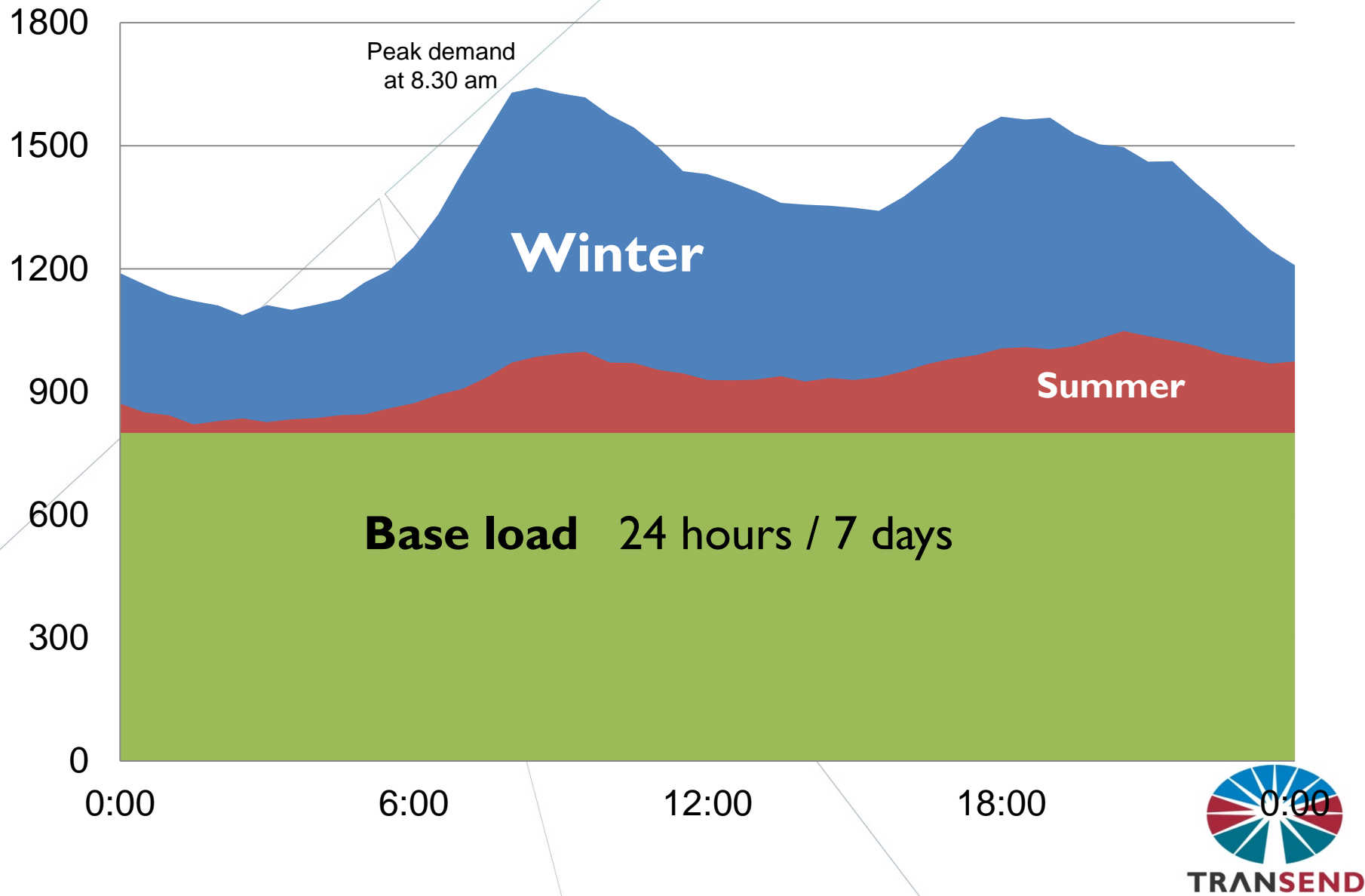
Peak demand (MW)



Peak demand (MW)

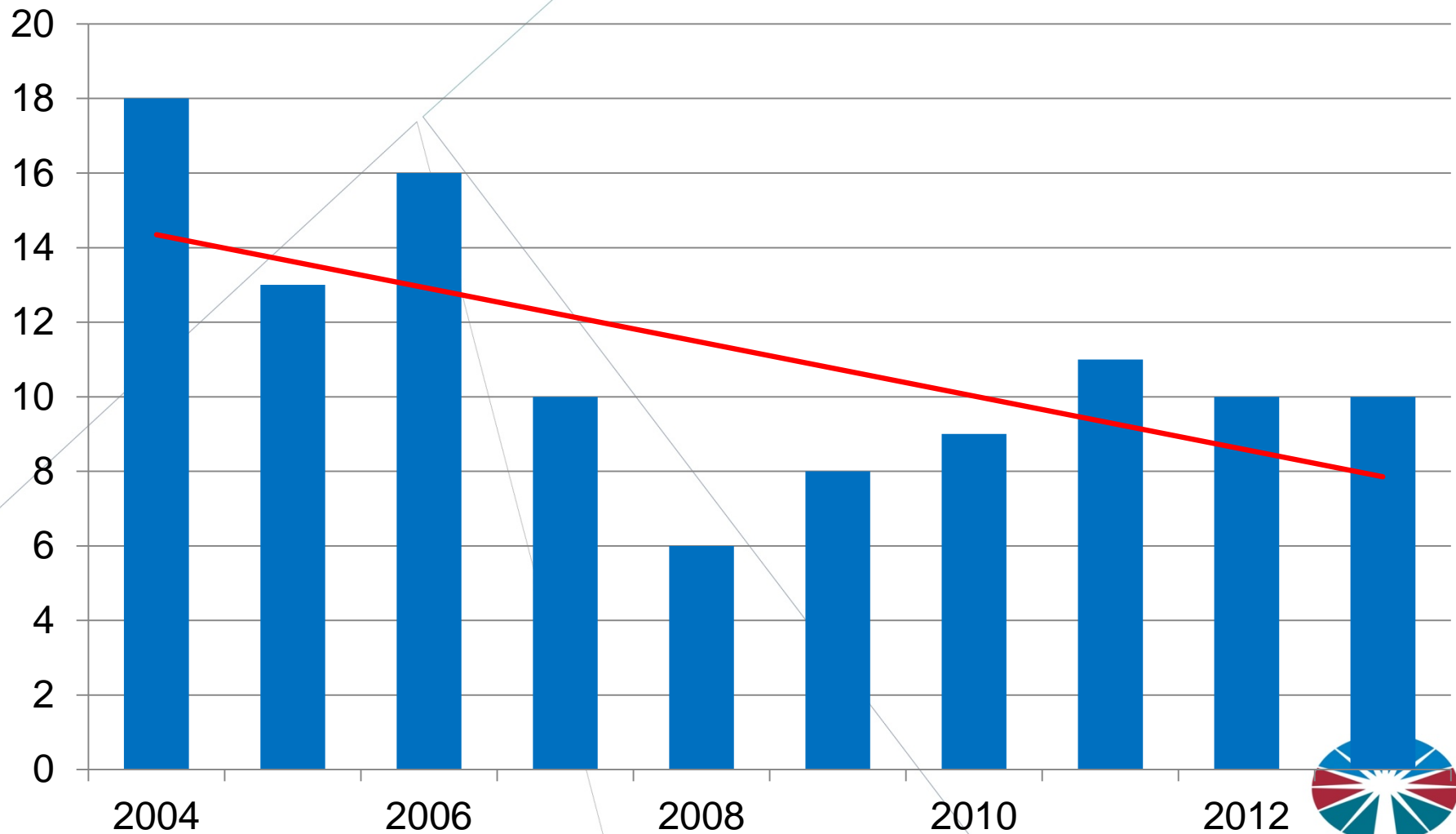


Peak demand (MW)



Loss of supply events

Transmission (10 years to 2013)



TRANSEND



Transend Networks Pty Ltd Revenue Proposal

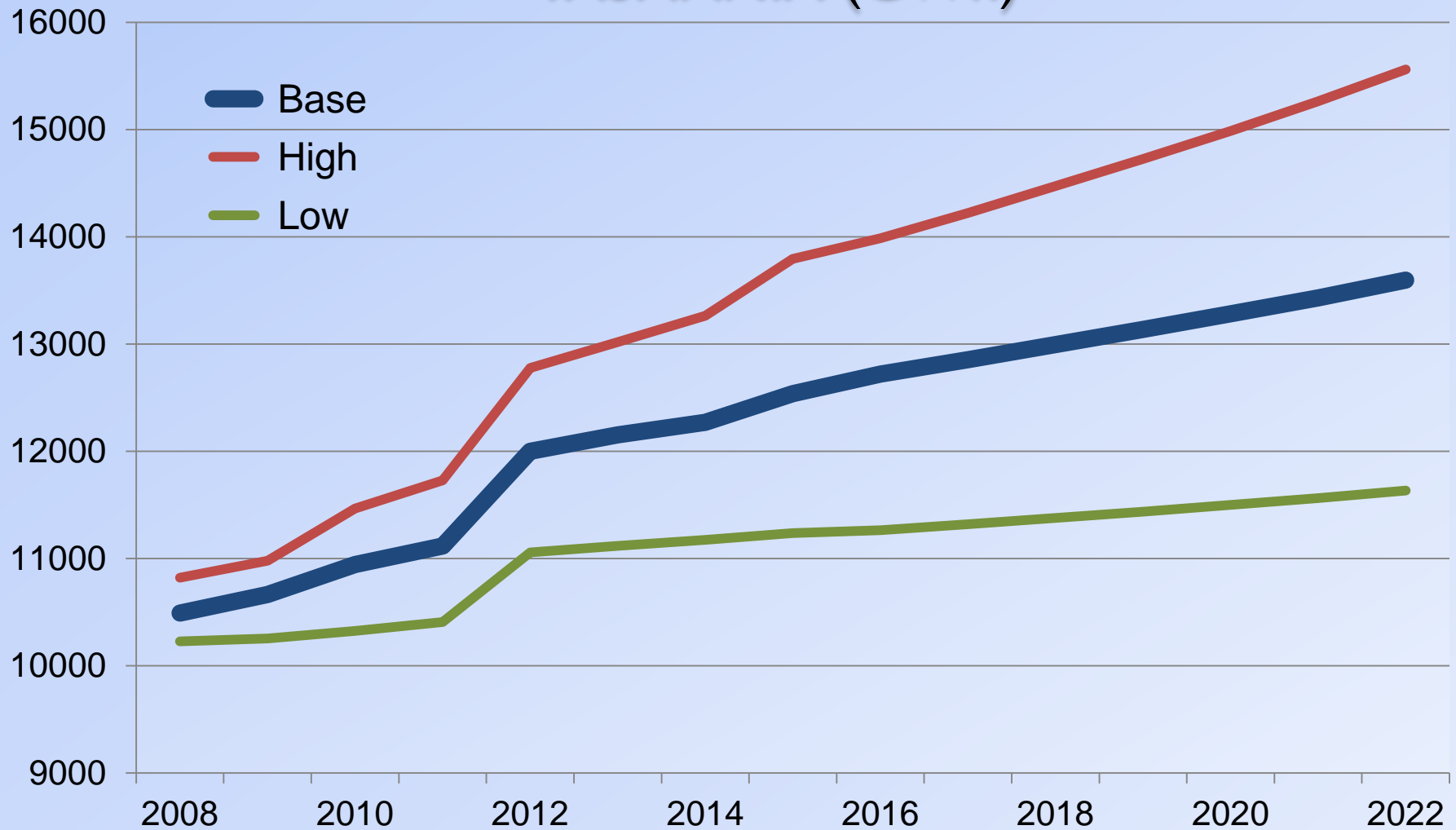
Regulatory control period
1 July 2014 – 30 June 2019

Forecasts



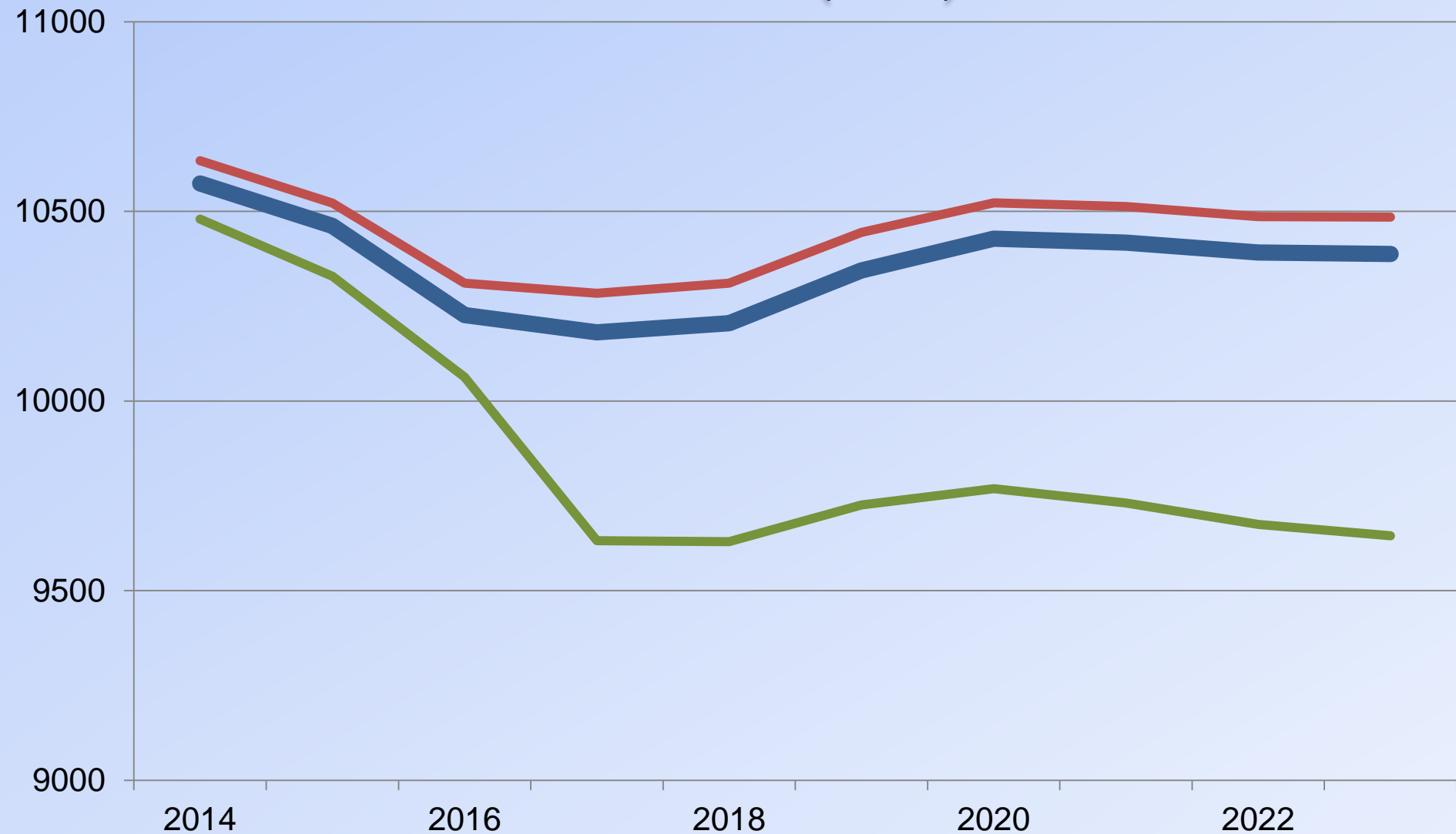
Load forecast 2008

TASMANIA (GWh)

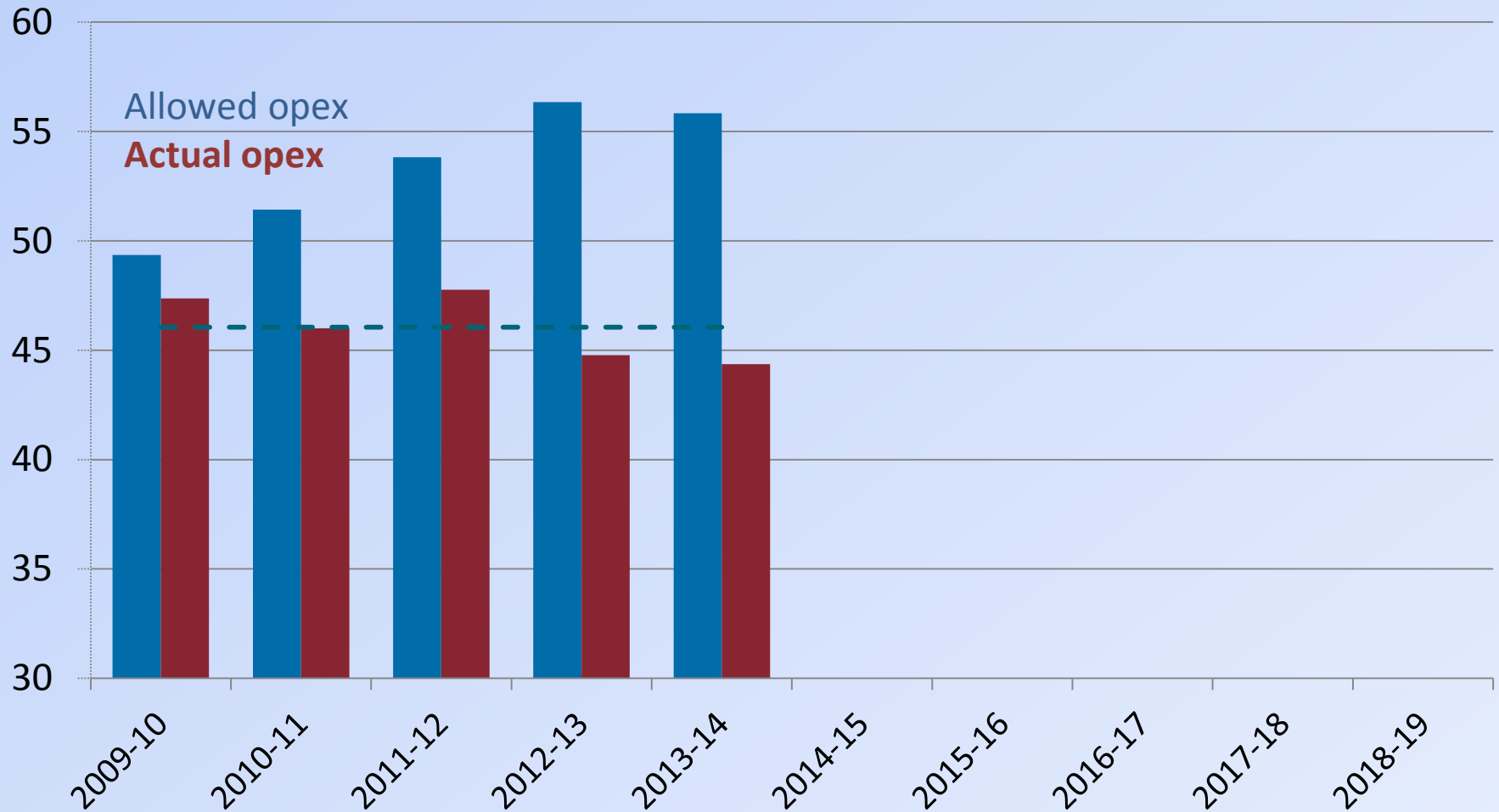


Load forecast 2013

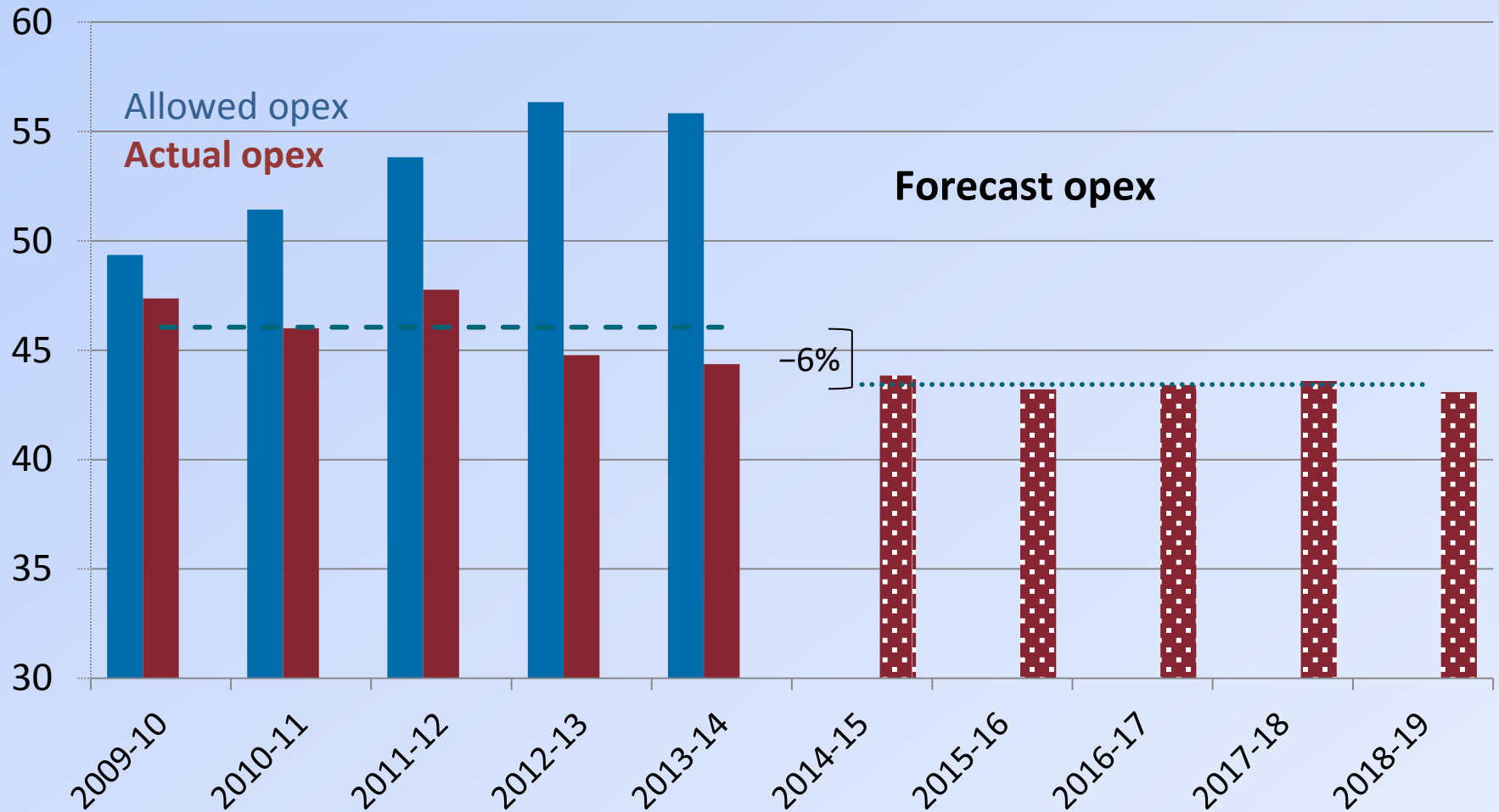
TASMANIA (GWh)



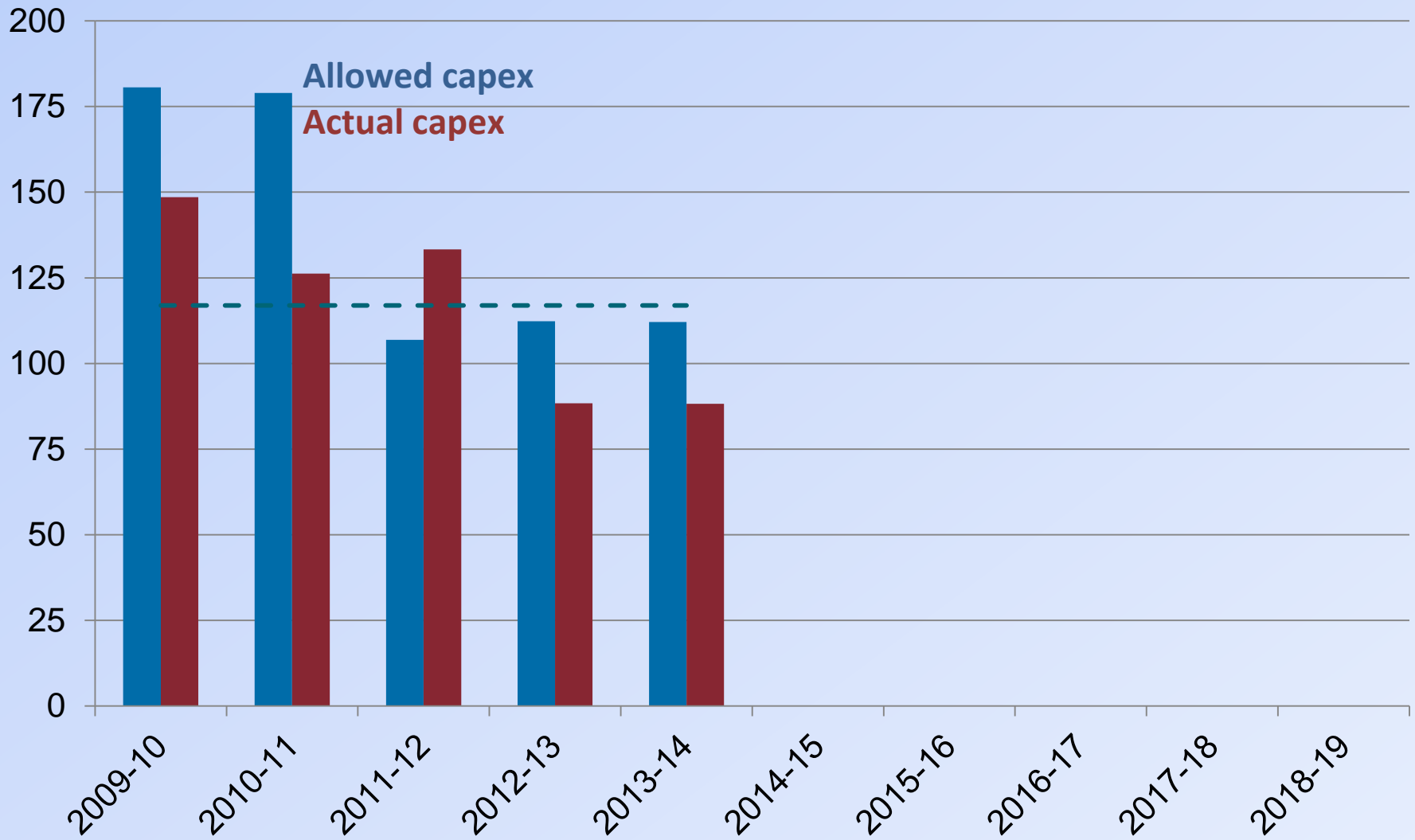
Operating expenditure (\$M)



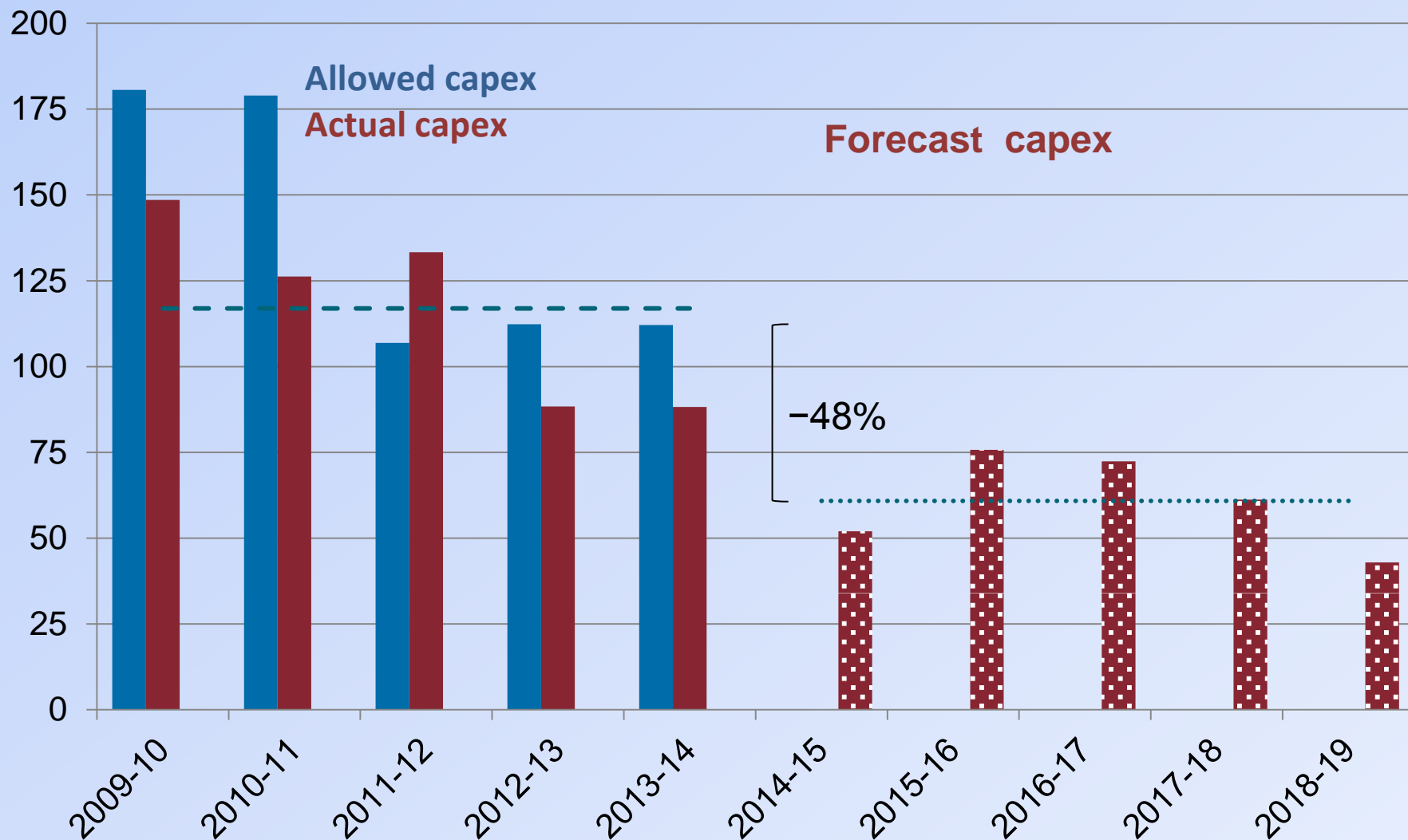
Operating expenditure (\$M)



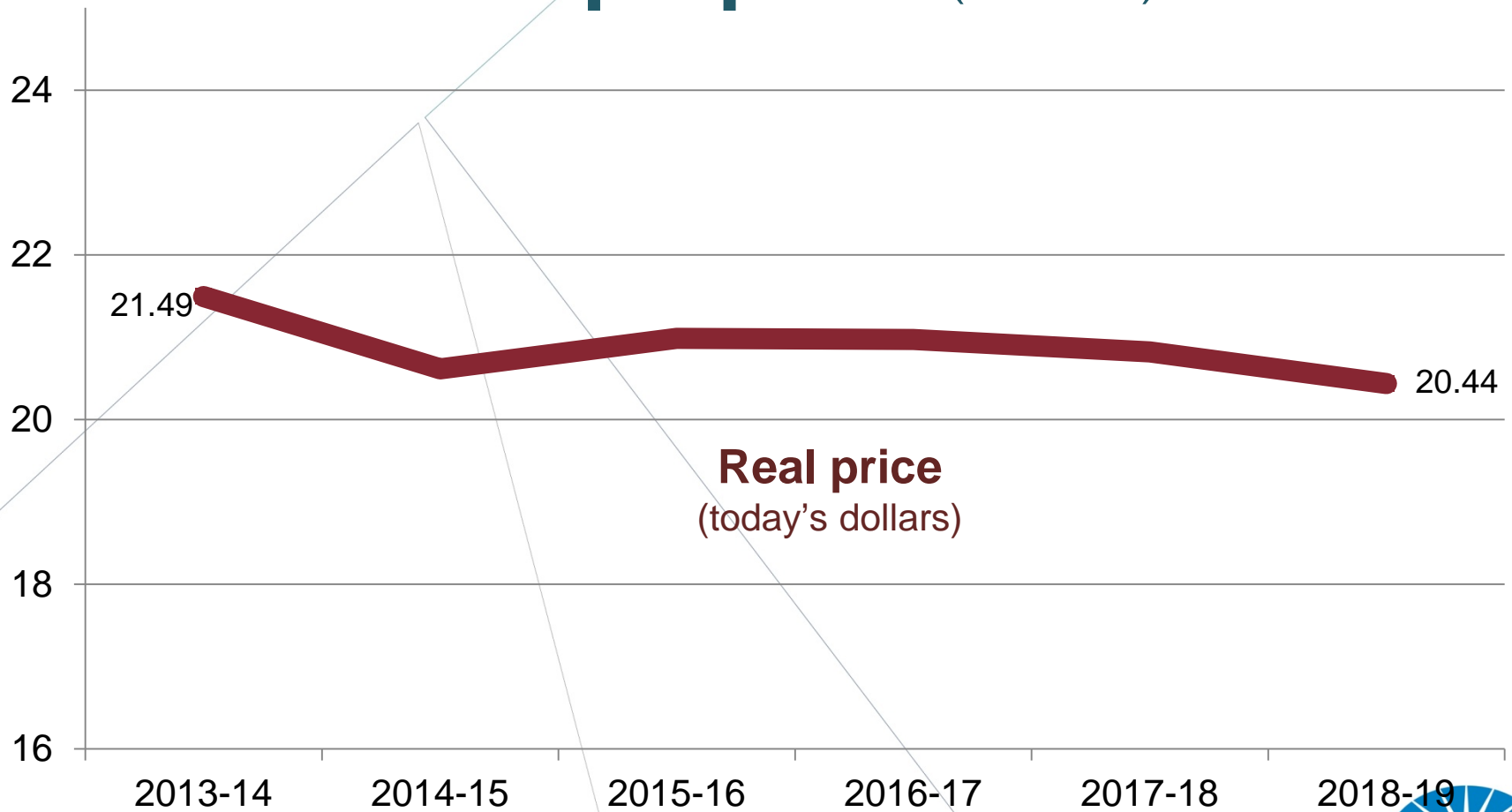
Capital expenditure (\$M)



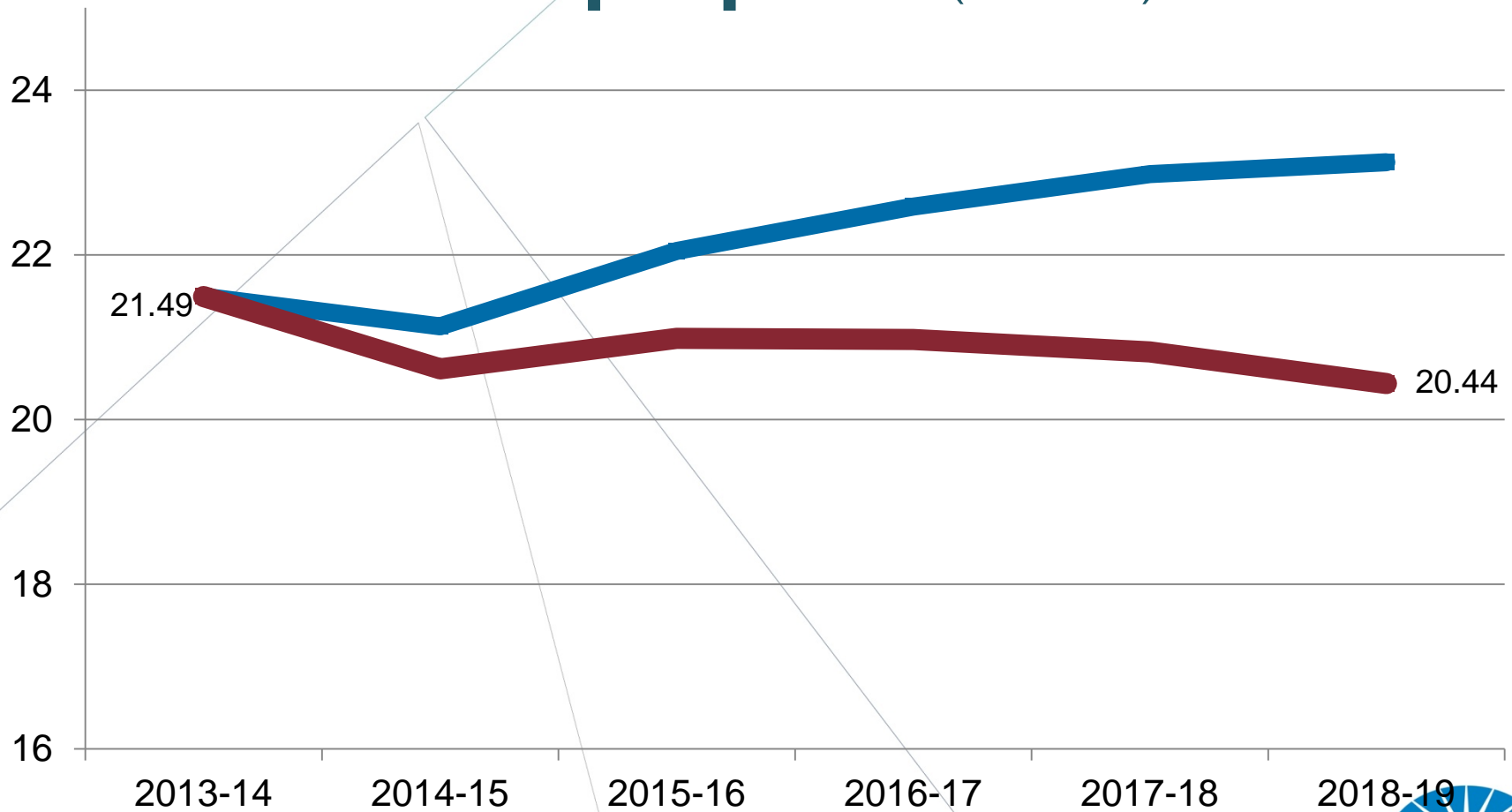
Capital expenditure (\$M)



Average price impact of revenue proposal (\$/MWh)



Average price impact of revenue proposal (\$/MWh)



Consumer protection

Australian Energy Regulator
protects consumers' interests

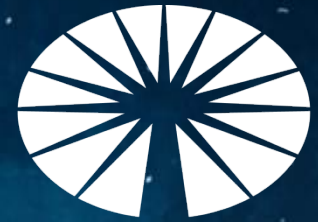


Transend sends **revenue proposal** to AER

AER decides the **amount of revenue**
Transend can collect from its customers

Revenue cap

- **AER sets revenue cap** for transmitting electricity for the next five years
- Transend collects revenue via the **price** it charges for transmitting electricity
- Price is **passed on** to all electricity consumers: households & business



TRANSEND

RECAP

- Supply chain
- Transend's role
- Revenue proposal

Transend's Revenue Proposal

- We want to hear from you
- We'll talk about how we make **decisions**, what these may mean for future **pricing** and **impacts on consumers**



How Transend makes decisions

Transend must consider the
long-term interests of consumers

- Reliability
- Price
- Quality
- Safety

Transend's decisions

- The decisions Transend makes can affect consumers in different ways
- We have conducted research to try to find out consumer preferences
- We want more detailed input that can help inform the way we make decisions

Transend's decisions

- Transend builds long-term assets
- They are expensive
- We need to make sure consumers' interests are reflected in how we make decisions

We want to know what you think:

- How can Transend make sure that consumers' needs — your needs — are taken into account when it undertakes its work?
- Are the issues that have already been identified — **reliability**, for example — the only issues that Transend should be considering?

In your groups, please discuss:

- Transend needs to report to the regulator on what **impact** its revenue proposal will have on consumers
- Thinking on behalf of the wider community:

What impact do you think this revenue proposal will have for consumers?

Trade-offs: risks and benefits

- Are consumers willing to bear an increase in outages – less reliability – for a bill that doesn't increase?
- Are consumers willing to pay more for improved reliability of the transmission network?

The background is a deep blue gradient with a textured, slightly grainy appearance. Overlaid on this are numerous thin, white, hand-drawn style lines. These lines are mostly concentrated in the upper right quadrant, where they form a dense, chaotic web of overlapping strokes. Some lines extend from this cluster towards the left and bottom edges of the frame. The overall effect is one of dynamic movement and complexity.

Best practice Community Engagement

Best practice Community Engagement

- What is community engagement?
- Community engagement goals
- Community engagement methods

What is Community Engagement?



What is Community Engagement?

IAP2 Spectrum of Public Participation



Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public 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 the public.

**Public
participation
goal**

Community Engagement Goals

- Accessibility
- Responsiveness
- Reliability

Accessibility

- Plain English
- Targeted at those with an interest
- Opportunities for people to participate, no matter their background or circumstances

Responsiveness

- Participants should have input into the process
- Participants should have clear opportunities to have their say
- Participants should be provided with feedback on how their input influenced the decision, issue or project

Reliability

- Outcomes should reflect the views of the community as a whole, not just the “squeaky wheels”
- Community should be able to make recommendations based on unbiased, understandable and accurate information
- Outcomes should contain practical recommendations that can be put into action

Methods

- Public meetings, websites
- Workshops, focus groups, deliberative forums, panels or juries
- Telephone surveys
- Online forums
- Vox pops: asking people in a high foot traffic area
- Display and discuss events

Group activity: what works?

- Consider each method with regard to **Accessibility, Responsiveness, Reliability**
- What motivates you to participate?
Why did you come here today?
- What would it take to get you to participate further?

Group activity: other ideas?

- Thinking about your own experience, do you have any suggestions for Transend for how they can better engage with consumers?

Identifying methods

- Let's identify the methods that you think would work best
- Call them out and we'll write them on butchers paper

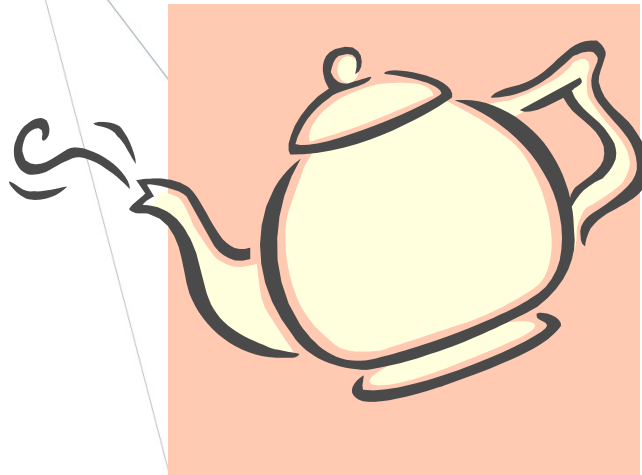
World Café

- Each table has a different method
- **Please discuss the method on your table, in particular whether you think it will work for Transend and why**
- Your facilitator will help record your thoughts

World Café

- Go to a new table! Find new friends!
- **Remember to bring the conversations from your last discussion, if appropriate**

Afternoon tea



What additional information do
you think people will need?



TRANSEND

Final survey...

Thank you!

Appendix E – D.O.P.E Test and results



Dove, Owl, Peacock, Eagle (D.O.P.E.) Personality Assessment



TEST

GUIDANCE:

Use your results from the “TEST” portion of the D.O.P.E. Assessment to see which personality type matches your responses. These are only guides and can change with time. Decide what you can learn from the results.

DIRECTIONS: Reading **horizontally**, **circle** the **one word** that best describes you.

	Column # 1	Column # 2	Column # 3	Column # 4
1	Animated	Adventurous	Analytical	Adaptable
2	Playful	Persuasive	Persistent	Peaceful
3	Sociable	Strong-Willed	Self-Sacrificing	Helpful
4	Convincing	Competitive	Considerate	Asks Permission
5	Refreshing	Resourceful	Respectful	Reserved
6	Spirited	Self-Reliant	Sensitive	Satisfied
7	Promoter	Position	Planner	Patient
8	Spontaneous	Sure	Scheduled	Laid-Back
9	Optimistic	Outspoken	Orderly	Obliging
10	Funny	Forceful	Faithful	Friendly
11	Delightful	Daring	Detailed	Diplomatic
12	Cheerful	Confident	Cultured	Consistent
13	Inspiring	Independent	Idealistic	Inoffensive
14	Demonstrative	Decisive	Deep	Makes Friends
15	Mixes Easily	Mover	Musical	Mediator
16	Talker	Tenacious	Thoughtful	Tolerant
17	Lively	Leader	Loyal	Listener
18	Cute	Chief	Chart-maker	Contented
19	Popular	Productive	Perfectionist	Permissive
20	Bouncy	Bold	Behaved	Balanced

DIRECTIONS: Reading **horizontally**, circle the **one word** that best describes you.

	Column # 1	Column # 2	Column # 3	Column # 4
21	Brassy	Bossy	Bashful	Blank-No Opinion
22	Undisciplined	Unsympathetic	Unforgiving	Unresponsive
23	Repetitious	Resistant	Resentful	Reluctant-Hesitant
24	Forgetful	Frank	Fussy	Fearful
25	Interrupts	Independent Thinker	Insecure	Indecisive
26	Unpredictable	Unaffectionate	Unpopular	Uninvolved
27	Haphazard	Headstrong	Hard-To-Please	Hesitant
28	Permissive	Proud	Pessimistic	Plain
29	Anger Easily	Argumentative	Alienated	Easy-Going
30	Naïve	Nervy	Negative Attitude	Nonchalant
31	Wants Credit	Workaholic	Withdrawn	Worrier
32	Talkative	Tactless	Too Sensitive	Timid
33	Disorganized	Domineering	Depressed	Doubtful
34	Inconsistent	Intolerant	Introvert	Indifferent
35	Messy	Manipulative	Moody	Mumbles
36	Show-Off	Stubborn	Skeptical	Slow
37	Loud	Lord-Over-Others	Loner	Passive
38	Scattered	Short-Tempered	Suspicious	Sluggish
39	Restless	Rash	Revengeful	Reluctant
40	Changeable	Crafty	Critical	Compromising

DIRECTIONS: Add up the total number of words selected for each Column and record your results below. The higher the score, the more your responses are in line with that personality style. Review the “Results” section of the D.O.P.E. Personality Assessment for details on your personality style.

COLUMN # 1 TOTAL: _____ = **PEACOCK Score**

COLUMN # 2 TOTAL: _____ = **EAGLE Score**

COLUMN # 3 TOTAL: _____ = **OWL Score**

COLUMN # 4 TOTAL: _____ = **DOVE Score**

Dove, Owl, Peacock, Eagle (D.O.P.E.) Personality Assessment

RESULTS

GUIDANCE:

Use your results from the “TEST” portion of the D.O.P.E. Assessment to see which personality type matches your responses. These are only guides and can change with time. Decide what you can learn from the results.

DOVE

The “Harmony Seeker” Low Assertive / High Emotionality



General Strengths:

You are supportive, respectful, dependable, agreeable, and willing.

General Weaknesses:

You tend to conform, are unsure, dependent, awkward, and pliable.

Judging Type: Feeling

You might tend to be relationships oriented, can see "the big picture," are predominately right-brained, you take little effort to push into action, and have a friendly gaze and accompanying gestures.

Communication Type: Asking

You have a tendency to be indirect, have a slow pace, avoid risk, use a soft voice, are cautious, tend to ask permission, have low assertiveness, ask safe questions, and are usually a better listener.

Personality Verbal Clues:

You seek support, have a soft and deliberate delivery, give off a calming and reassuring effect, ask questions, make statements cautiously, are an excellent listener, often say "I feel...", and are patient and agreeable.

Personality Physical Clues:

You have a sincere and frequent smile, are warm and friendly in appearance, make infrequent eye contact, often nod in agreement, use infrequent but open gestures, and talk about people's feelings.

Some Positive Emotions:

You are easygoing and relaxed, low-key, quiet but witty, have a consistent life, have a low assertiveness, are patient and well balanced, are a flexible and all-purpose person, are happily reconciled to life, are calm and cool and collected, and are sympathetic and kind.

Some Negative Emotions:

You might tend to avoid responsibility, be self-righteous, be unenthusiastic, act shy and fearful, are worried, are indecisive, possibly compromising, and selfish.

Positive Work Qualities:

You are dependable, mediate problems, find the easy way, are good under pressure, avoid conflict, are peaceful and agreeable, are competent and steady, and have administrative ability.

Negative Work Qualities:

You would rather watch, are not goal oriented, lack self-motivation, resent being pushed, and can be lazy and careless.

Some Positive Friendship Traits:

You are easy to get along with, are a loyal friend, are pleasant and enjoyable, are supportive and compassion, are a good listener, are inoffensive, you have many friends, and you sincerely care.

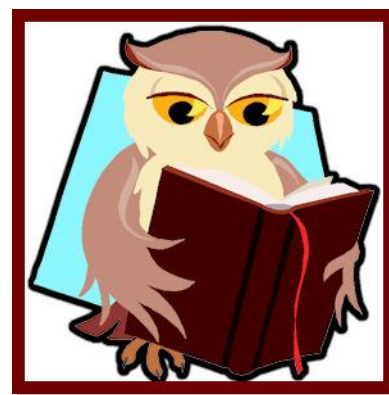
Some Negative Friendship Traits:

You tend to stay uninvolved, resist change, are predictable, you dampen enthusiasm, are indifferent to plans, and are not exciting.

OWL

The "Detail Seeker"

Low Assertive / Low Emotionality



General Strengths:

You are industrious, orderly, exacting, persistent, and serious.

General Weaknesses:

You are critical, indecisive, stuffy, picky, and oppressively moralistic.

Judging Type: Thinking

You are task oriented, left-brained, want specifics and facts, use non-expressive facial expressions, and use limited small talk.

Communication Type: Asking

You have a tendency to be indirect, have a slow pace, avoid risk, use a soft voice, are cautious, tend to ask permission, have low assertiveness, ask safe questions, and are usually a better listener.

Personality Verbal Clues:

You ask many questions, are precise, use a careful and studied speech, talk about tasks, are soft spoken, stick to the agenda, are a patient listener, use indecisive statements, and say "I think..." a lot.

Personality Physical Clues:

You use few gestures (if any), have a controlled and stiff posture, make infrequent eye contact, fold your arms, link data and find patterns, take many notes, and have serious expressions.

Some Positive Emotions:

You are deep & thoughtful, self-sacrificing, philosophical and poetic, appreciative of beauty, idealistic, serious & purposeful, sensitive to others, and unemotional.

Some Negative Emotions:

You tend to remember the negatives, are too introspective, self-centered, moody and depressed, have guilty feelings, are off in another world, have a persecution complex, and have selective hearing.

Positive Work Qualities:

You are detail conscious, like charts, graphs, schedules, figures, and lists, easily see problems, are persistent and thorough, have a need for task closure, are neat and tidy, economical, and have a low assertiveness.

Negative Work Qualities:

You are hard to please, are not people oriented, over analyze and plan, your standards are often too high, you can get upset over imperfections, and have a deep need for approval.

Some Positive Friendship Traits:

You are faithful and devoted, can solve others' problems, seek the ideal mate, make friends cautiously, are content to stay in the background, you will listen to complaints, and avoid causing attention.

Some Negative Friendship Traits:

You hold back affection, are withdrawn and remote, antagonistic and vengeful, dislike those in opposition, and can be suspicious and critical.

PEACOCK

The “Excitement Seeker”

High Assertive / High Emotionality

General Strengths:

You are enthusiastic, ambitious, dramatic, friendly, and stimulating.

General Weaknesses:

You tend to be excitable, manipulative, reacting, egotistical, and undisciplined.



Judging Type: Feeling

You might tend to be relationships oriented, can see "the big picture", are predominately right-brained, you take little effort to push into action, and have a friendly gaze and gestures.

Communication Type: Telling

You are fast paced, a risk taker, loud, opinionated, a rule breaker, highly assertive, make bold statements, and selectively listen.

Personality Verbal Clues:

You tell rather than ask, use aggressive statements, share personal feelings, make generalized statements, give few details, are competitive, talk about "people issues", readily state opinions, and speak quickly.

Personality Physical Clues:

You are highly animated, eager, use expansive gestures, have friendly and warm eyes, make frequent eye contact, are restless, lean forward, and are enthusiastic.

Some Positive Emotions:

You live in the present, are comfortable touching, have an appealing personality, a good sense of humor, are sincere at heart, enthusiastic and expressive, cheerful and bubbling over, talkative, a storyteller, curious, and emotional and demonstrative.

Some Negative Emotions:

You can have a loud voice and laugh, are talkative, have restless energy, can be egotistical, get angry easily, are too happy for some, are controlled by circumstance, and seem phony to some.

Positive Work Qualities:

You think up new activities, have energy and enthusiasm, volunteer for jobs, you inspire others to join, are creative and colorful, start in a flashy way, are outgoing, and good with lots of people.

Negative Work Qualities:

Your confidence fades fast, priorities are out of order, you can waste time talking, can be undisciplined, decide by feelings, and don't follow through.

Some Positive Friendship Traits:

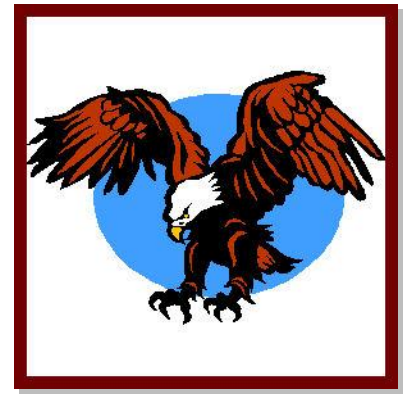
You seem exciting, thrive on compliments, apologize quickly, like to be spontaneous, make friends easily, forgive easily, prevent dull moments, love people, and are envied by others.

Some Negative Friendship Traits:

You can be fickle and forgetful, want to be center stage, dominate, interrupt, don't listen well, answer for others, and look for credit.

EAGLE

The "Results Seeker" High Assertive / Low Emotionality

**General Strengths:**

You are strong willed, independent, practical, decisive, and efficient.

General Weaknesses:

You tend to be dominating, tough, severe, pushy, and harsh.

Judging Type: Thinking

You are task oriented, left-brained, want specifics and facts, use non-expressive facial expressions, and use limited small talk.

Communication Type: Telling

You are fast paced, a risk taker, loud, opinionated, a rule breaker, highly assertive, make bold statements, and selectively listen.

Personality Verbal Clues:

You tend to tell vs. ask, have rapid speech, ask for data, use organized delivery, make decisive statements, readily state opinions, and get to the "bottom-line."

Personality Physical Clues:

You make intense eye contact, use aggressive gestures, lean forward, have a serious expression, are impatient, and use a monotone voice.

Some Positive Emotions:

You are a born leader, can run anything, are independent and self-sufficient, have a strong desire for change, are not easily discouraged, must correct wrongs, and are unemotional.

Some Negative Emotions:

You enjoy controversy / arguing, are bossy, impatient / can't relax, quick tempered, inflexible, and unsympathetic.

Positive Work Qualities:

You move quickly to action, are goal oriented, insist on production, thrive on opposition, see the big picture, stimulate activity, seek practical solutions, organize well, make goals, and delegate easily.

Negative Work Qualities:

You may make rash decisions, have little tolerance for mistakes, believe the end justifies the means, don't analyze details, may be rude or tactless, and are demanding of others.

Some Positive Friendship Traits:

You will work well in group activities, are usually right, excel in emergencies, not dependent on friendships, and will lead and organize.

Some Negative Friendship Traits:

You tend to be too independent, you may be right but are unpopular for it, tend to use people, know everything, dominate others, decide for others, and can't say "I'm sorry..." easily.

Appendix F – workshop notes

Launceston workshop notes

What do you think will be the impact on consumers of the Transend Revenue Proposal?

The most common responses to this question centred on price, followed by the need to communicate with and educate the public, and reliability. Responses on price were interested in minimising costs to the consumer and whether pricing is equitable to different consumer groups. Responses on communication/education focused on the need to give the public more information. Comments on reliability were concerned with the need to keep reliability at current levels and the large impact that outages have on business.

Price (11)

- User pays – subsidies
- Power big impact on costs (my costs)
- What's it going to cost me if you don't do what you say
- Economics of electricity pricing: fixed v variable
- Maybe there's a more equitable way of pricing electricity
- Discussion about the components of electricity bill
 - > Service charge
 - > Usage
- Lower cost to consumers
 - > Efficiencies
 - > merger
- Rural – urban
 - > Being remote shouldn't mean you have to pay more
- At least it's not going up
- Should be apparent where price changes occur (distribution/transmission/generation/retail)
- Minimal impact on 15% TX component of total

Communication/Education (8)

- Merger will confuse people
- Differing impacts on cohorts
 - > Need to talk to small business
- Accountability to the consumer
 - > Transparent
- Public education
- Consumers will only know what TasNetworks tells them
- People can help us if they have more info on consumption patterns
- Public education



- > So they can form an educated opinion
- > Provide a voice to public
- > Ensure they are heard
- Social media
 - > Not appropriate for older users
 - > Large proportion in Tasmania

Reliability (6)

- Reduced reliability for business is not acceptable
- Reliability is more important for some than others
- Accepting the same level
 - > With knowledge of how we are impacted now (re outages)
- Maintenance of current reliability is acceptable
- Maintain reliability for “mums and dads/families” but improve for businesses where appropriate
- Transend unaware of impacts of outages on livelihoods of small/medium business owners – need to understand

Other (4)

- Big impact if you don’t stick to it
- Realistic goals
- Jeff’s Q. re volume of consumption and its impact on transmission (fixed v variable components of supply chain)
- Discussion about capacity of network and its utilisation: amount of spare capacity in network
- Discussion about wind power

We want to understand what you think about the trade-off between price and reliability. Would you be prepared for less reliability if it meant you paid less, or would you be prepared to pay a bit more for the confidence that there would be less outages?

There was not a clear or unambiguous answer to this question, with few of the responses being a direct “more” or “less”. Many participants felt that they needed more information to answer the question properly, that the geographic dimension (rural vs. urban) had not been addressed or that it isn’t possible to answer the question for all consumers because they have different preferences. Some questioned the premise that price and reliability must both increase or decrease together.

Pay Less/Less Reliability (4)

- Decrease cost means jobs decrease
- Decrease cost means decreased reliability
- Decrease asset base
- Where appropriate
 - > Decrease costs (not in Transends interest)
 - > Decrease consumer usage (more accountable for usage) – cost decrease debatable?



Pay More/More Reliability (7)

- Ok to improve reliability provided price increase is minimal <5% max
- 10% increase is too much
- Reasonable to expect prices to increase in line with cost of living increase
- Max increase should be CPI
- If I do support increased price and increased service I want to know what percentage change will be
- CPI increases/capped not increases for the sake of it, justifiable then yes
- Want well funded company – service and efficiency

Need more information (9)

- Use decrease but money increase = where has that come from?
- More info, better
- Transend need to educate impacts so can make trade off
- What's the starting reliability percentage
- Need to be educated
- Open and transparent
- Where are you starting from i.e. today compared to tomorrow
- Knowledgeable call centre vs cost
- Unknown
 - > Quantify changes
 - > Percentage change of price increase reliability, vice versa

Geographic dimension (5)

- Understanding geography of state urban and rural
- Note that it costs more to serve rural areas than urban areas, but price same
- Benefit of local knowledge vs costs
 - > Group of situated employees
- Consumer networking
- Centralisation
 - > Risk
 - > Local knowledge
 - > Employment
 - > Service response

Consumers have diverse preferences (6)

- Avoid price shocks
- Personal circumstances dictate level of risk consumer will accept
- Transend should consider individual/group appetite to risk when making decisions (large customers, pensioners, emergency)
- Some consumers subsidise to benefit others
 - > Now users pay
- Differing expectations of risks and benefits for consumers – small, medium and large
- Smart meters = optional not compulsory



Questioning the premise (4)

- More efficient technologies
- Efficiencies should result in cost decreases
- Another option is increased efficiency
 - > Same reliability at lower cost
 - > Process as well as merger (better service)
- Answer to question 1 is no: we don't want less reliability for same price

Other (4)

- Solar should pay for use of grid
- Reliability: rural v urban
- Shouldn't take safety risks
- Fixed costs vs KWH based charge doesn't drive consumer behaviour

What are the consumer (consumer) needs that Transend needs to consider when making decisions?

The main need expressed was a need for more information and engagement, followed by reliability and price. Participants felt that need to be better informed about and consulted on upcoming changes as a prerequisite for trying to consider consumer needs. The next major consideration was reliability – participants understand that 100% reliability is impossible but are concerned about the impact of loss of power, particularly on business and high population areas. Participants had some concerns about affordability and trade-offs. Also mentioned were safety, solar energy, above vs. below ground infrastructure, Electro-Magnetic Fields and customer service.

Information (15)

- 'Consumer needs' not 'end user'
- Once merged is more logical for consumers
- Education – awareness of issues in electricity
- Research
- Ask us about the services we want
 - > Help us understand energy savings and alternatives – solar, switching off power
- Technology changes and how that is delivered (coms) ** to consumers – 'lay person'
- Research into cost/benefit of trade off
 - > Transparent research
 - > What are the results?
 - > What are you doing about it?
- Efficiencies
 - > Want to know it's improving
 - > What's R&D big changes
 - > Tell us about it
- Better info for consumers
 - > How cost is broken down



- Difficult to take consumers into account for transmission
 - > Will be easier when distribution and transmission are together
- Ask the users
- Consider and inform on health aspects of HV lines/subs
 - > Safe distances
- Operational efficiencies – ask us about the things/equipment you are fixing on our land e.g. farm
- Are they working efficiently for our needs
 - > Financial reports don't mean anything to some of us
 - > Efficiency – bang for our buck
 - > Understand trade offs
- Graph re ave price path (real v nominal) is not helpful. NB Jeff says remove the CPI line
Graph is useful, maybe just label the lines:
 - > Red – “cost in 2014 dollar”
 - > Blue – “likely billing basis with inflation”
 - > Grey – remove it

Reliability (13)

- What does quality mean?
 - > Of power
 - > Customer service
- Timing to recover outages
 - > Fault
 - > Resources to fix
 - > Time to do jobs
- Quality
 - > Power surges – affect our equipment assets
- Communication on outages
 - > Reasons
 - > Possible time to recover
- Accept not 100% reliable
- Reliability and safety are most important
- High number of computer users
 - > Reliable service
 - > Call centres shuts business down
- Want it to work when we need it
- Quality and consistency of supply
- Be available at all times
- Shouldn't have to pay for meter errors caused by outage
- High employment population areas
 - > Reliability vs population
- Vegetation clearing – important for maintaining reliability



Price (6)

- Don't want to subsidise MIs transmission
- Cost – price – efficiency
- Affordability is important
- Smaller areas
 - > What alternatives exist? Lower cost
- Isolated areas
 - > Same price currently for lower level of service
 - > Should pay less
- Lower cost of power
 - > Greater efficiency
 - > Move to solar

Trade-Offs (3)

- Price/reliability depends
- Price v reliability
- Price/reliability not only trade off (safety – what safety issues?)

Other (7)

- Above ground infrastructure
 - > Tourism/heritage area – AE
 - > Would prefer underground (safety)
 - > Don't want to pay
 - > Finding faults – would find a way – costs?
- Safety
- Customer service
- Cost of solar is decreasing, so will people actually need the grid?
- But solar is only good when the sun shines
- Solar: upfront investment is significant
- Electro-Magnetic Fields
 - > Send info on EMFs (Michelle Booth and Anne Cutler)

Thinking about consumer engagement, what do you think has worked in the past, or that would be appropriate for Transend to engage with consumers?

Answers to this question included the issue of incentives, engagement methods, topics for engagement and what information should be communicated better by Transend. There are three important kinds of incentives for participation – direct financial incentives, the social aspect of the activity itself and the reward of being heard and having an influence. There was broad agreement that the forums were very effective and that a forum for the North West and further forums should



be considered. There were some specific suggestions for topics as well as suggestions that engagement should be focussed with a well defined and interesting topic. There were a few responses that suggested supplying more and better information for participants.

Incentives (22)

- Participants want feedback on their input. Want to see that their comments were taken into account – want feedback
- Feel that input is valued – how it'll be used
- Need a reason/inspire people to be involved
- 5% off next bill to provide incentive to participate (or \$150/day)
- Competition/prize as incentive to participate (in forums, survey etc.)
- Money
- Feel input is valued. Opportunity for silent majority to be heard
- To participate further:
 - > Money
 - > Feedback
 - > Genuine consideration of views
- Sociable aspects
 - > Enjoyable and fun
 - > Like to feel something fun is going to become part of it
- Money and food required to get here
- Must be genuine (Transend)
- Needs to be interesting
- Learn more about a service we are getting
- We are getting a say
- Free – weekday
- Not a full day for free
- Now that I've been I might do it for free
- I don't feel it has been a waste of my time
- Getting feedback
- Lucky draw
- Interest in how it unfolds, learning

Methods (23)

- Reps from whole supply chain (plus government?)
- Transend representatives attending important
- Accessibility
 - > Invite back in a month – further sessions
 - > Group discussions work well – different opinions
 - > Post survey/after phone survey (dull compared to group)
- Group discussion can change opinions and aid learning
- Ensure that people are able to communicate
- Do people need to be physically present? – some can't come to forums
- Today more useful than website
- Workshop process very democratic
 - > Not one way
- Telephone survey
 - > Few questions



- > Time of day
- > Delve further, good start point
- Need for forum for North-West coast
 - > Affected communities (Burnie –west coast and St Helen’s – Swansea/Bicheno)
- Need to ensure issues of all communities are represented (Launceston vs Hobart vs North-West coast)
- Needs to include North West
- Forums could be broader
- Talent of initial recruiter
- I’m not trying to sell you something: important
- Good communication to recruit people
- Wanted more knowledge about the topic/feedback from the community
- Signing up to panels
- Smaller community – BBQs
- Forum – like this agreed
- Website?
- Encouraging cross section of community

Topics (10)

- To be clear on problems
 - > Constraints, problems etc.
 - > Smaller, more focused areas to discuss
- Topic has to affect you – must have material interest e.g. price, reliability
- Must be relevant to consumer
- Interesting topic
- Engagement with clear purpose
- Need to learn about breakup and whether ‘wasting money’
- Load decrease: capex decrease is fine
- How much generation goes to mainland?
- Don’t care how it works as long as it works efficiently but have available for those who do
- Carbon tax and how that applies (why haven’t we got cheaper bills)

Information/Communication (4)

- Good that we are seeking to engage
- Bad that the info provided was limited and too late to be considered effectively
- Explicitly should have provided into regarding merger
- What info?
 - > Booklets and brochures – mailout
 - > TRP exec summary heavy going, in with bill

Do you have any other ideas for consumer engagement for Transend to consider?

- Meaningful input deserves feedback to participants
- Need info on TN’s goals to provide meaningful input



- Need targeted proposal rather than vague concepts and option for other ideas
- One day forum is too little for such a complex subject
- Don't go down the privatisation path
- Ensure only users pay for assets in future
 - > If not connected, don't need to pay for prospective connection i.e. TAS water
- Encourage solar in-feed
- Grid connected vs disconnected
 - > Educate and understand future technology
- Consider sharing slide pack to participants

Given your experience today of being given information about how the electricity supply chain works, what information do you think people would need in order to engage with Transend in the future?

Participants answered this question broadly, giving feedback on the methods, information and style of communications that would be necessary. They suggested a range of methods for publishing information including traditional and online/social media as well as direct communications with the electricity bill (presumably once Transend merges with Aurora). Participants suggested more information about both the electricity supply chain and new developments, including the merger are necessary. There were some suggestions that the information presented needs to be in simple, plain English, be unbiased and utilize illustrations and graphics.

Methods (23)

- Youtube cartoon to illustrate supply chain
- Multi-media
- Website (company)
- Online forum
- Youtube
- Facebook
- Mainstream media (TV, radio, newspaper)
- Twitter
- Use the bill to provide info
 - > The benefit of the bill is you can give the website links (Jeff's idea)
- Brochures/fact sheets delivered to door/in power bill
- Commercials on TV
- Improved website
- RP factsheet
- Brochures – content needs to be in plain 'laymans' language
- One page info and survey prepaid reply to retail customers
- TV ad – to communicate what we do
- Community newsletter
- Community communications



- > Small business
- > Rotary
- Public – open meetings – not usually successful
- Supporting community – initiatives
- Postcard sized info and survey
- Use accessible facilities
- Services to transport
- Frontline office for face to face

Information (17)

- More info on supply chain and each step in the chain – who does what in the chain
- Information about merger
 - > Impacts
 - > Benefits
- What other parts of the supply chain do
- Complete supply chain
- What Transend does
- Want to know what TN does that affects consumers and updates when things change – e.g. new developments that affect consumers
- How to receive info
- Who to call for outages/bill problems
- Composition of bill
- Developments in local area
- Price changes
- Process improvements – efficiency to let people know we are trying to be more efficient
- People who care will look for more info
- Educational marketing
- Must be enough info for all the people wanting it, unlike the chocolate frogs given out at this table today
- Need to know the ‘bit in the middle’
- Pride in hydro
 - > Utilise for communications
 - > Best and cleanest in Aust.
- ‘Do you want to make a difference to your power bill’

Style (5)

- Use cartoon/graphic to help describe
- Genuine
- Plain English/simple
- Not selling – giving vs facts
- Keep it simple
 - > ‘Kiss’ -> pictures

Are there any other issues you would like to raise about today, or the revenue proposal?

- Motivation



- > Curiosity, learning
 - > \$ about right/generous/bonus
- Further
 - > All of industry
 - > Only if relevant/valuable
- Survey was excellent



Hobart Workshop notes

Participants at the Hobart workshop identified that price and reliability

What do you think will be the impact on consumers of the Transend Revenue Proposal?

Price and reliability were the most common themes in responses to this question followed by the need for communication and education as well as concerns around the merger. On price, affordability is a big issue, participants were generally happy that Transend was cutting costs but skeptical about the impact of this change because Transend's charges only represent 15% of electricity costs. Comments on reliability reinforced that it was a very important concern. Whilst the participants didn't expect 100% reliability, they indicated that long outages were highly detrimental, there were also concerns that the price cuts forecast by Transend won't mean a fall in reliability. Participants believe that the merger is an opportunity for cost savings and are skeptical of the value of re-branding.

Price (11)

- Concern about affordability
- If forecast correctly it should be slightly more affordable
- Price
 - > Unexplained
 - > Huge jumps (big negative)
 - > Using less power but paying more (no incentive to reduce consumption)
- Hard to see any substantial impacts from a slightly lower (in real terms) price on a 15% part of bill
 - > Lots of unknowns
- Sceptical about claims of cost reductions (e.g. water experience)
- Concern about utilities rewarding selves (e.g. wrist watch, higher salaries)
- Welcome lower costs as long as not sacrificing reliability and safety
- Good that Transend share is going down
- Hard when talking about 15%
- Other components could lead to increases for consumers
- Other elements will affect the price reduction

Reliability (9)

- Very reliable – reliability most important
- Maintain existing levels
- Short time outages 'put up with it'
- Duration of outages – don't want impact on loss of frozen foods
- Reliability
 - > Non-degradation
 - > Smaller health services
 - > Home health critical
 - > Small business



> More than homes

- Concerns that a smaller pool of funds may have negative impacts on reliability, safety, quality (and not clear what quality means)
- Good that reliability is being maintained
- Don't think reliability will be affected negatively
- Not clear what impact RP will have on reliability

Communication/Education (3)

- Communication
- Public education – in newspapers/websites (opinion piece?)
- Big picture campaign

Merger (3)

- Concern that reform may impact cost and reliability e.g. rebranding costs – why not just Transend?
- Bureaucracy concerns, wastage concerns
- Savings to be made with the merge to Tas network

Other (2)

- Safety IMP – given
- Could gas do more?

We want to understand what you think about the trade-off between price and reliability. Would you be prepared for less reliability if it meant you paid less, or would you be prepared to pay a bit more for the confidence that there would be less outages?

As with the Launceston workshop, there were very few direct answers to the question. The answer appears to be that participants are reticent to accept a drop in reliability or a rise in price. Participants are happy with the existing level of reliability but are very concerned about what a drop in reliability would mean and what the impact would be not just on residents but on businesses and hospitals. Similarly people do not want to pay much more than what they are paying at the moment. Many responses asked for more specific information before a good answer could be given. Once again, some participants questioned the premise of the question. Other concerns raised included employee welfare, whether solar energy can help and cross subsidisation.

Pay Less/Less Reliability (6) – note not all comments here supported this trade-off

- Wouldn't want dramatic drop in reliability to achieve lower price
- Consumers not happy to reduce reliability
- Wouldn't mind less reliability to pay less
- Cost reductions achieved because not building
- Like to pay less – majority

Pay More/More Reliability (5) – note not all comments here supported this trade-off



- Re whether prepared to pay more
 - > Depends on the cost
- Depends on size of price rise
 - > Small amount might be better to invest in network
 - > Big amount – price shocks not wanted
- Not willing to pay more
- Wouldn't mind paying fractionally more for better reliability
- New technology – better reliability

Same (2) - note not all comments here supported this trade-off

- Happy with maintaining reliability with a stable price
- Happy with current reliability – majority

More information needed (10)

- Poor understanding of how transmission v distribution contribute to cost and reliability outcomes therefore it is difficult to look at just transmission
- Majority of outages are in distribution system
- Good to understand cost/MWh over 10 years for supply chain elements
- Are transformers getting better?
 - > Impact on reliability and price
- People want to know where the money is going
 - > Understand the need for infrastructure
- I don't know what I'm considering because I need to understand more about transmission – we do know most outages are from distribution
- Don't have a clear sense of what impacts of long duration might be on e.g. hospitals, small business, life support
- Education need to understand impacts before making the trade-off
- If you do sacrifice – what does that mean in real terms – need more info
- Better understanding of transmission outages

Questioning the Premise (3)

- Question is loaded
- Not as simple as reliability v price
 - > Sustainability
 - > Efficiency
 - > Etc.
- Perspective very individual
 - > Circumstances
 - > Emergency
 - > Major industrials

Other (5)

- Discussion around solar impacts on price and reliability
- Look after linesmen



- Proactive maintenance (T and D)
 - > Impact on safety and reliability
- Region based assessment – scenarios to consider number
- Discussed cost of providing a reliable service to all consumers
 - > Cross-subsidisation

What are the consumer (consumer) needs that Transend needs to consider when making decisions?

Answers to this question focussed on engagement, communication and education. Much was made of the need to keep consumers informed and involved and to communicate in a way that was accessible and responsive.. Engagement suggestions focussed on face-to-face interaction and the need to engage with diverse groups as well as those directly affected by decisions. Participants identified a need to address the poor understanding of the electricity industry with clear and simple communication that is distributed as widely as possible. There were also some environmental concerns around the impact of High Voltage wires and worksite disturbance. Other issues raised included making sure that socially disadvantaged groups have electricity and making sure safety is maintained.

Engagement

- Regular focus groups
 - > Understand needs, preferences, feedback
- Recognise there are different needs amongst consumers
- Consumer forums
- After July 1 to talk about networks
- Distribution conversation ‘the main game’
- Consumer engagement :
 - > Educate
 - > Demonstrate cost impacts
 - > Develop consumer sentiment
 - > Value for money education
- TN too far removed
- Lots of consultation with diverse groups e.g. elderly, disadvantaged, non-English speaking, NBN users, health practitioners, entrepreneurial businesses
- Public forums e.g. civic centre
- Opportunity to ask questions, clear up confusion e.g. today will help educate more people
- More consumer engagement workshops (2 way learning)
- Engaging with the consumers directly affected
- Need to ‘play’ scenarios
 - > Investment options
- These consultation sessions, public forums, email info
- Who determines priorities

Communication

- Long notice for directly impacted (outage, road closure)



- > Radio
- > Letter drop
- > Mobiles?
- > Email?
- > Development – community forum for decisions
- > Whole of industry needs better info available
- Better communication
 - > Letters
 - > Media
- Accountable – transparent
 - > Information to consumers – past, future, efficiencies, what are you doing?
- Electronic and other sorts of feedback portal
- Drop letters into mailbox with relevant local information
- Communication strategies to be transparent about issues, options
- Surveys
- Letter re retail competition very hard for layman to understand
- Transend website
- Emails
- Survey

Education

- Clarity on who to call for what, including 000, and make sure people know the number
- Where to go for info
- Emergency info – websites need up to date info
- Make sure social advocacy group are informed
- Educative marketing
- Education on Managing demand
- Whole of supply chain education
- Make as simple as possible e.g. a grade 7 student, don't assume knowledge

Environmental

- Rehab after development/other work
- Environmental impacts
- Should consider environmental impacts (price vs impact)
- Impact of developments
 - > Local residents
- Public safety of HV lines
 - > Proximity
 - > Wildlife
- Tower
 - > What is best for birds? (environmental consideration)
 - > Planes?

Others

- Discounts for social services – not necessarily government pays but make sure poor covered



- Group agreed that safety was a non-negotiable given
- Is it necessary (Does it need to be there? E.g. extra cost!!)

Thinking about consumer engagement, what do you think has worked in the past, or that would be appropriate for Transend to engage with consumers?

In contrast with the Launceston group, answers to this question were very focused on engagement methods. A mix of methods were suggested for both informing and involving the public, emphasising methods that will engage a large cross section of consumers face-to-face through leveraging attendance at existing community events and meetings. Financial incentives were suggested as well as promoting the opportunity for people to have their say.

Methods (21)

- Got to have a level of knowledge to able to engage
- Face-to-face gets better quality and maybe best values for money
- Use existing network group (Lions, Rotary and other) (demographic older)
- High school/colleges/uni/tafe (O'weeks) – info home via children
- Got to be cost effective
- Broad spectrum of methods
- Advisory council representative groups
- Competition – to survey
- Bus tours
 - > Senior clubs
 - > Scout groups
 - > Customers
- Ambassadors
 - > Focus groups to assist educating others
- Info sessions at community centres
- Stall – displays
- School fairs – inform
- School curriculum – educating about the supply chain
- Institutes – engineering information
- Displays
- Consumer forums
- Football games
- Method depends on spectrum – inform vs involve
- Consistently participating panel
- Need a mix of methods

Incentives (7)

- Fear – express impacts in order to engage – scared into action
- Learning
- Wider impacts (for example on my job)



- Vulnerable –needs
- Intrigue
 - > Motivating
 - > Talented recruiter
- Personal input
- Money and interested = motivation or possibly just money

Topics (1)

- Defined topics – clear objective

Which consumer engagement methods could work?

Telephone survey

- Good place to start
- Depends on presenter
- Max 20 minutes
- Real person

Focus groups

- Same group regularly (not starting from scratch)
- Feedback to group
- Feedback on outcome of consultation (genuine)

Display and discuss

- Good idea
- Experts for questions
- Not just posters – interactive

Vox pops

- Needs to have clear purpose/motivation

Online forums

- Easy to use
- Adequate information
- Reward/incentive
- Q and A? (get response)
- Someone to guide discussion

Public meetings – probably not useful

Websites

- Layers of info
- High level summary
- More if wanted (more detailed documents)

Other considerations on Methods

- Ease of access
- Feel comfortable



- No information overload
- Vested interest
- Curiosity
- Public meetings (mind already made up and just lip service)
- Overcome natural cynicism
- Follow up
- Get together again
- Feedback
- Values consumers opinion
- Value anonymity
- Civic responsibility

Assessment of different engagement methods

Stakeholder groups coming together

Pros	Cons
Content or activity can change depending on audience	More community-issue based (development they'd come)
For big issues	Just info sessions – people wouldn't go (motivation)
<ul style="list-style-type: none"> • Time and resource efficient • Affecting cross-sector 	
Motivate – do tour and lunch	Just info sessions – people wouldn't go (motivation)
Easy access to broad community	Time commitment from groups
<ul style="list-style-type: none"> • 'spread the word' • Need material to take 	
Comfortable – not in a room of strangers	Reaches older demographic only – not peripheral groups
<ul style="list-style-type: none"> • But con might be not wanting to express opinion in front of friends 	
Good way to focus, address issues	Pre-existing agenda (could be positive)
<ul style="list-style-type: none"> • Know audience and tailor info 	
Can follow up with interested people	Has to be of interest
Build a network of interested people	20 minutes max
	Not representative of the whole community

Telephone surveys

Pros	Cons
------	------



Targeted communication	Limited potential for feedback to group
Lots of info in a short time	Highly scripted
Two-way	Demographic limited to phonebook
Can be tailored to individual	Unwanted calls/hang ups
Anonymity can lead to honesty	Automated voice
Cost effective	Level of understanding can be unknown
Time efficient	Can be subject to poor timing
Broad demographic	Only getting verbal feedback (no visual)
Good opportunity to gauge level of interest	Doesn't support different learning styles
Not limited by location	Scepticism
	Method of questioning can lead outcome
	Reliant on style of interviewer
	English-speaking limitation (interpreters and sign languages issues)
	Training cost

Display and discuss events

Pros	Cons
Have targeted info	Need good facilitator
Simple display	Can get argumentative
Cheap ways= to get access to large audience	Difficult to manage and attract
Broad cross section	Not going to wait to talk to somebody
Experts can be answering questions face to face	Bus tours – boring
Generate ambassadors	One off doesn't go deep into info
Possibly recruit for further participation	Easily ignored
Community interaction	If it crowds can lose people
Anonymous	Easily distracted 'off topic'
Interactive displays	Targeted timewasters
If self-selected event (i.e. tour bus) good	To be able to answer the breadth need people with wide skill set to answer
Getting info out is good	Intrusion in my social activity 'don't try and



	invite me in'
Uni o'week	Depends where it is
Good for extending the network coms	Waste of time
interesting, engaging	Regatta not welcome
	Don't think it works on 'bang for buck'
	Getting feedback can be difficult

Workshops, focus groups and forums

Pros	Cons
Limited distractions	Go off on different tangents
Face to face contact	Losing focus
Personal/social	Some opinions mightn't get received
Collective opinion and experiences	Getting people involved is hard
Targeted information	Needs skilled facilitation
Attempt to get a wide range of representation	Large amount of planning
Use same group again (cost saving)	Costs involved
Ability to arrive at a consensus	Hard to keep focused due to other noisy discussions
	Possibility of conflict
	For time cost in getting that group of people
	Non attendance

Using existing local groups and networks

Pros	Cons
Directly targeting relevant groups	Only a select group, limited interest
Opportunity to speak at regular forums (e.g. union annual session with cross-section of employees)	Group's interest could be narrow and self-serving
Don't have to work to assemble group, already established	Group think



Understand likely interest and target info, use relevant analogies	Some segments won't have an interest group/association (so need other methods too)
Able to dig deep and understand implications	Don't want to be coerced if not interested
Word of mouth in community	Some members with strong views may overtake the meeting
Personnel effective e.g. 1 person can go out many times	May be more readily perceived of having an agenda (need to be up front with your agenda)
Target likely interested groups	Some groups may have only limited time available; therefore have supporting info or follow up information for those interested. Need to respect people's time)
Gives staff more exposure to other views and grow understanding	
Get a better understanding of views of that group	
Group has an established structure so simpler to follow up e.g. more info, actions	
Lots of channels <ul style="list-style-type: none"> • Regional shows • Schools and colleges • Regattas • Rotary • Lots of avenues • Cost effective 	

Given your experience today of being given information about how the electricity supply chain works, what information do you think people would need in order to engage with Transend in the future?

Participants answered this question in a much more focused manner than the Launceston participants, with the vast majority of responses about the kinds of information they think people would need, with only a few suggestions on methods and style for delivering that information. More information on the electricity industry and the different players emerged as a major theme – in particular information on the different organisations, the upcoming merger, and how each contribute to the bill and the supply chain were requested. Participants also requested more examples and scenarios to make the information more relatable and understandable. More information, delivered longer before workshops was requested. On style, as in Launceston, infographics and readable text in simple language were requested.



Information

- No one knows who does what
- Understanding of whole supply chain e.g. why is transmission different to distribution? Not really explained today
- General desire to understand more detail than presented today
- Today a good starting point – didn't know what needed to know. Now have more sense of what needs.
- Wasn't clear what we're here for. Need to make purpose clearer. However, generally positive
- Better understanding of supply chain
- More communication about merger
- Examples and scenarios (real ones)
- Summary of revenue proposal
 - > Key points
- Info on components of bill
- Explanation of who to call
 - > Aurora
 - > Transend
- How can changes/benefits impact consumer
 - > Why/how?
- Impact of retail competition
 - > Proposed form
- Transition to Tas networks
 - > More info about new business needed
 - > What can we expect/benefits of integration
- Costs/benefits
- Price – cost – how are we impacted
- Explanation of why we are merging
- Responsible – accountable to consumer
 - > Need to know new role, services, reliability, safety, costs
- Scenarios – need a sense of what could do wrong
- Clearer about key decisions it's facing that it wants to engage with the consumers
- Why electricity prices have gone up
- Do people really want the information?
- What websites to go to
- What the future holds
- More information on other electricity retailers
- Demonstrating to the public the benefits of immediate capex rather than later (savings due to work already done)
- With new retailers are there numerous bills
- Open transparent information
- If options explain the option
- Keeping it consistent in relation to public face
- Aurora – how to use appliances energy efficiently



Methods

- Useful to understand how today's attendees will contribute to future outcomes
- More on into sessions today, not many options
- Reps from other stakeholders
- Invited guests from Aurora, Hydro and Transend
- Whole of industry (Hydro, Transend and Aurora)
- Get in touch and send materials enough in advance (for days before sessions not enough)

Style

- Infographics
- Scenarios – easier to make a choice
 - > Take concepts from abstract to tangible e.g. use water analogies to explain electricity
- Give loose options to better consider options and trade off
 - > Concrete examples of choices e.g. how much to pay for an outcome
- Map, pie chart – bill breakdown
- Graphics
- Use larger print (more substantial font and smaller pictures)
- White on dark background is hard to read
- Scenarios = regions/dev etc
- Year 7'/8 reading level

Other

- People generally happy with the service
- Paul presenting very engaging
- Efficient business
 - > No jumps
 - > Lights on
 - > Response time

Are there any other issues you would like to raise about today, or the revenue proposal?

- Safety is a critical issue, to individuals and consumers. All for keeping costs low but shouldn't compromise on safety
- Think about future workforce needs e.g. crews to maintain
- More economic development
- Infrastructure for support services e.g. capex for workshops
- Impacts of technology on workforce needs (true for all industries), innovation and pace of change is amazing – phones, technology
- Alternatives to network investment
- Getting involved and having better outcomes for future generations
- Feeling respected in the consultation process
- All the methods have a place e.g. telephone surveys not always convenient
- Those who engage need to be credible and trusted (and therefore be prepared to take a risk in sharing information)
- What motivates depends on personal impact
- Also, what has general interest on your consumer



- Interested in general impacts (i.e. general interested) e.g. nuclear power, wave power
- Accessibility:
 - > People need to understand, can get there, meets needs
 - > Get to the heart of the matter, concise, clear info
 - > Could mean a range of methods
 - > Good to be able to ask questions and get answers
 - > Display and discuss
- Understand concerns
 - > 'man on the street' as part of the board decisions making
- Ask the cohort how best to communicate? E.g. disabled cohort, community house – coordinators can advice
 - > Good to have an entrée with someone credible/respected in the cohort
- Being able to understand how decisions are made



