



# **2024-2029 Draft Proposal: Summary of Stakeholder Feedback**

December 2022



## Prepared for:

### Jacqueline Crompton

Stakeholder & Communications Manager

**E** [Jacqueline.Crompton@endeavourenergy.com.au](mailto:Jacqueline.Crompton@endeavourenergy.com.au)

**T 02 9853 6574**



## Prepared by:

### Sue Vercoe

Managing Director

**E** [sue.vercoe@secnewgate.com.au](mailto:sue.vercoe@secnewgate.com.au)

**T 02 9232 9500**

### Sarah Lau

Associate Partner

**E** [sarah.lau@secnewgate.com.au](mailto:sarah.lau@secnewgate.com.au)

**T 02 9232 9500**

### Brigid Quinlan

Research Executive

**E** [brigid.quinlan@secnewgate.com.au](mailto:brigid.quinlan@secnewgate.com.au)

**T 02 9232 9500**

**DISCLAIMER** In preparing this report we have presented and interpreted information that we believe to be relevant for completing the agreed task in a professional manner. It is important to understand that we have sought to ensure the accuracy of all the information incorporated into this report. Where we have made assumptions as a part of interpreting the data in this report, we have sought to make those assumptions clear. Similarly, we have sought to make clear where we are expressing our professional opinion rather than reporting findings. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making. The qualitative research findings included throughout this report should not be considered statistically representative and cannot be extrapolated to the general population. For the quantitative research results, the base (number and type of respondents asked each question) and the actual survey questions are shown at the bottom of each page. This project was conducted in accordance with AS: ISO2025:2019 guidelines, to which SEC Newgate Research is accredited. This document is commercial-in-confidence; the recipient agrees to hold all information presented within as confidential and agrees not to use or disclose, or allow the use or disclosure of the said information to unauthorised parties, directly or indirectly, without prior written consent. Our methodology is copyright to SEC Newgate Research, 2021.



The  
Research  
Society



Australian  
Polling Council  
Quality Mark

# Introduction

## Background and objectives

- Endeavour Energy published its Draft Proposal in October 2022. In doing so, Endeavour Energy invited stakeholders to provide feedback to help it further refine its thinking and approach before submitting its Regulatory Proposal to the Australian Energy Regulator (AER) in January 2023.
- Endeavour Energy invited stakeholders to have their say via three primary channels:
  1. A 'sense check' survey sent proactively to everyone who had signed up to Endeavour Energy's Your Say page.
  2. Written responses sent to Endeavour Energy via email.
  3. Verbal submissions given directly to Endeavour Energy via one-on-one meetings.
- The sense check survey was designed to make it as easy as possible for customers and stakeholders to comment on Endeavour Energy's Draft Proposal and to provide a quick and accessible alternative to a written or verbal submission.
- This survey was developed in consultation with the Regulatory Reference Group and complements feedback from stakeholders gathered during the development of the Draft Proposal.
- The survey was distributed in November 2022 shortly after the Draft Proposal was published.

## Approach

- To help prompt stakeholder feedback, Endeavour Energy posed guiding questions throughout its Draft Proposal. In addition, it set out three overarching questions for stakeholders to consider in their responses:
  1. What are your priorities or the priorities of the stakeholders you represent?
  2. What can Endeavour Energy do to deliver on these priorities?
  3. How should we engage with our customers and stakeholders as we further embed engagement into our day-to-day practice?
- In addition to seeking feedback on Endeavour Energy's overall approach, the sense check survey specifically sought feedback on eight key topic areas in the Draft Proposal, including:
  1. Affordability and value for money
  2. Reliability
  3. Resilience
  4. Sustainable growth
  5. Supporting customer growth and innovation
  6. Tariffs
  7. Keeping customers informed
  8. Smart cities and communities (streetlighting/councils).

# Methodology

- Written and verbal submissions were invited over a one-month period from 31 October - 30 November 2022.
- The survey was in field for a period of 20 days, from 10 November - 30 November 2022.
- The survey was programmed on Qualtrics, a professional survey platform, with survey links sent via email to each participant
- A short summary of Endeavour Energy's approach to the eight topic areas in the Draft Proposal was provided in the survey.
- Participants were asked to rate the approach taken on each topic area and the Draft Proposal overall using a five-point scale, with options ranging from 'very acceptable' to 'very unacceptable'.
- Participants were able to select which topics they provided feedback on and were also given the opportunity to provide open-ended feedback.
- Participants were provided the option to provide consent for their responses to be attributed in a public summary of responses. Where this consent has been provided, participant feedback has been attributed.
- The survey was completed by four participants. Two provided consent for their responses to be publicly attributed, including:
  - Pete Newman (Council of the Aging (COTA) NSW)
  - Travis Worsteling (EnergyAustralia).
  - The other two participants were a Council representative and a customer.
- Separate to this, Endeavour Energy received three written submissions from:
  - Business NSW & Business Western Sydney,
  - Caravan, Camping & Touring Industry & Manufactured Housing Industry Association of NSW, and
  - A residential customer.
- Endeavour Energy did not receive any requests for verbal submissions.

# Summary of feedback on the Draft Proposal

## Summary of ratings feedback from the survey on the Draft Proposal

- **When rating the Draft Proposal overall, three out of four survey participants gave a rating of 'somewhat acceptable' and one provided a rating of 'neither acceptable nor unacceptable'.**
- **Across the individual topic areas in the Draft Proposal, 57% of responses to the survey rated Endeavour Energy's approach as 'somewhat acceptable', 18% 'very acceptable', 21% 'neither acceptable nor unacceptable' and 4% 'somewhat unacceptable'.**
- Endeavour Energy's approach to affordability and value for money was the most highly rated topic area, with one participant rating the approach as 'very acceptable' and the three rating it as 'somewhat acceptable'.
- Other topic areas which received at least one 'very acceptable' rating included Endeavour Energy's approach to reliability, resilience, keeping customers informed, and smart cities and communities (streetlighting/councils).
- Ratings for sustainable growth and tariffs were also relatively high, with all participants scoring Endeavour Energy's approach to these two topic areas as 'somewhat acceptable'.
- The lowest rating provided across the survey was 'somewhat unacceptable' and this was given by one participant for the approach to supporting customer growth and innovation.

## Detailed feedback from the survey on key aspects of the Draft Proposal

- Among the three participants who rated the overall Draft Proposal as 'somewhat acceptable', one provided feedback, COTA NSW. They noted their rating was driven by their participation at various points in the engagement process, which they described as "well-conceived and conducted".
- Reasons for providing high ratings for Endeavour Energy's approach to affordability and value for money varied, with one participant stating they felt the increases in charges were moderate (Council representative, very acceptable).
- Others stated cost reductions should be considered due to cost-of-living pressures (EnergyAustralia, somewhat acceptable), while another mentioned they hoped network costs remained stable despite concerns about the cost implications of developing renewables and media reports of networks overcharging customers (COTA NSW, somewhat acceptable).

# Summary of feedback on the Draft Proposal

- Other aspects of the Draft Proposal where feedback was provided in the survey is listed below. For each topic area, the proportion of participants which rated the topic area as 'somewhat' or 'very' acceptable in the survey is provided in brackets:
  - Sustainable growth (100%) - one participant mentioned it was a prudent approach in response to industry, government and community expectations (COTA NSW, somewhat acceptable), and the other said they support the "just in advance approach" (EnergyAustralia, somewhat acceptable).
  - Tariffs (100%) - one participant stated continued consultation on tariffs would be appreciated and comprehensible information for consumers is essential (COTA NSW, somewhat acceptable). Another stated cost reflective tariffs should be fluid and vary in response to network constraints, with customers rewarded for the actions taken to address network constraints (EnergyAustralia, somewhat acceptable).
  - Reliability (75%) - one participant felt service levels should be maintained and improved where needed (COTA NSW, very acceptable), and another said they are supportive of options like stand alone power systems and microgrids being considered to address short and long-term reliability issues (EnergyAustralia, somewhat acceptable).
  - Keeping customers informed (75%) - opinions were mixed with one participant stating engagement has been well managed (COTA NSW, very acceptable) and another stating they support improved engagement (EnergyAustralia, somewhat acceptable). The third participant to provide feedback stated improvements to Endeavour Energy's communications were needed and claimed staff members have been very unresponsive to members of council (Council representative, Neither acceptable nor unacceptable).
  - Resilience (67%) - one participant said the approach was prudent in light of recent weather events (COTA NSW, very acceptable) and another suggested reliability and resilience should be considered together, while also acknowledging the impact of natural disasters (EnergyAustralia, neither acceptable nor unacceptable).
  - Supporting customer growth and innovation (67%) - one participant said they appreciated the involvement of a customer reference group in the proposed Innovation Allowance Fund and suggested the outcomes for vulnerable populations be closely monitored where possible (COTA NSW, somewhat acceptable). Another participant noted they did not support the Innovation Allowance and that it should not be funded by customers as they considered it was part of business-as-usual expenditure (EnergyAustralia, somewhat unacceptable).
  - Smart cities and communities (streetlighting/councils) (25%) - this was seen as an appropriate initiative (COTA NSW, very acceptable). Three others rated it as 'neither acceptable nor unacceptable', potentially reflecting the relatively targeted nature of this topic area.
- Final feedback provided by one participant noted they did not understand the complexity or entirety of the issues in the Draft Proposal. They also felt the document was too long and "self-congratulatory" (Council representative).

# Summary of feedback on the Draft Proposal

## Written submissions on the Draft Proposal

- The written submission from Business NSW and Business Western Sydney further endorsed Endeavour Energy's Draft Proposal. It complimented Endeavour Energy on its efforts to capture the voices of the business community and its targeted approach to engaging with key stakeholder segments, particularly in its engagement with local councils and industry.
  - It also commended Endeavour Energy's "forward-looking attitude" on technology, resilience and sustainability and its approach to managing growth in the Western Sydney area as key aspects of the Draft Proposal.
  - Business NSW and Business Western Sydney also encouraged ongoing engagement with industry beyond the final submission.
- The submission made by the Caravan, Camping & Touring Industry & Manufactured Housing Industry Association of NSW focused on Endeavour Energy's proposal to implement an embedded network tariff and whether this is appropriate for holiday parks and residential land lease communities.
  - The submission requested Endeavour Energy consider a range of aspects relating to holiday parks and residential land lease communities in determining whether embedded network tariffs are appropriate for them, including: their age; meter types; site amperage; how electricity is supplied to their customers; legislative requirements which affect how holiday parks and residential land lease communities can charge their customers for electricity; and the impact of higher tariffs on their customers.
  - The Association invited further discussion with Endeavour Energy to discuss fair and equitable approaches to embedded network tariffs and their potential impacts on these customers.
- One written submission was received from a customer. This customer provided feedback regarding the readability of the document and suggested ways to improve its accessibility. This customer also sought information regarding a specific Endeavour Energy microgrid project that was not detailed in the Draft Proposal.



# Thank You

