

CORONAVIRUS
(COVID-19)



COMMUNICATIONS WITH CUSTOMERS AND COMMUNITY

Challenges and opportunities

Tiffany White – Strategy & Community

YVW, September 29 2020

ESC Better Practice Workshop



OUR STAND

WHO WE ARE AND WHAT WE DO

- ✓ We are an **essential service provider** that our community can rely on
- ✓ **Our decisions are people led** – what is right for our customers, our staff, our partners and our community
- ✓ We've always been there to **help our customers** when they're facing financial pressure, with tailored options to meet their needs
- ✓ Along with the sector our **COVID response** has included rapid scaling and adaptability of support



CONTEXT AND CHALLENGE

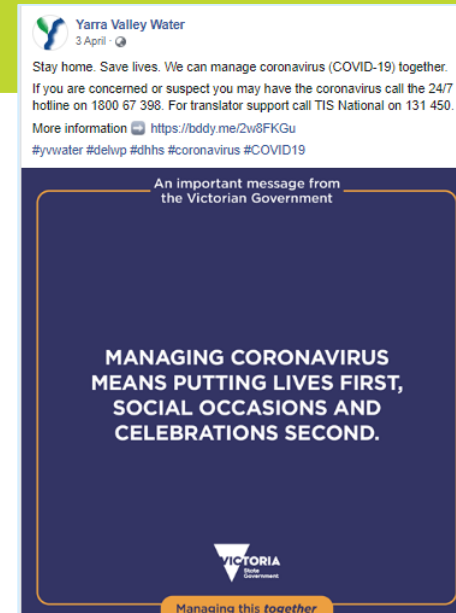


- 59% of customers in our service area report household finances have been negatively affected by COVID (ranging from slightly to significantly), in line with national figures*
- Among those who have contacted us to flag that COVID has significantly impacted finances:
 - Much lower confidence they can pay next bill*
 - Majority very concerned about their personal financial situation over next 6 months*
- Huge increase in customers utilising our range of support options since March 2020 (*as of end August 2020*)
- While many people have reached out proactively to seek assistance, others are not yet accessing support - improving awareness and access for these people remains a key focus for us

*Data snapshot from June 2020

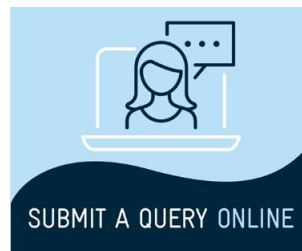
GETTING OUR MESSAGE OUT THERE

- Rapidly changing environment
- Ambiguity, news overload and panic buying - driving community concern and distracting
- Talking directly to our customers about help available and supporting key public health messages
- Finding the right message, at the right time and using the right tone is key



DIRECTLY TO OUR CUSTOMERS

Clear, simple and practical
Providing assurance and
pathways
Residential and commercial



YARRA VALLEY WATER'S RESPONSE TO CORONAVIRUS (COVID-19)

Yarra Valley Water has a strong response in place for managing the impact of coronavirus (COVID-19) to ensure we continue to provide essential water and sewerage services for our customers.

→ **YOUR TAP WATER IS SAFE**
Victoria's water is safe to drink and use. There is no evidence that drinking water will be affected by coronavirus (COVID-19) or that it is transmitted by drinking water.

→ **IF YOU ARE EXPERIENCING FINANCIAL PRESSURE**
If you are concerned about being unable to pay your bills, we are here to help.

We can offer extra support and flexibility to suit your situation. Give us a call on **1800 994 789** weekdays, for a confidential chat or take a look on our website for the options available.

→ **WE CARE DEEPLY ABOUT THE HEALTH AND SAFETY OF OUR CUSTOMERS, COMMUNITY, STAFF AND DELIVERY PARTNERS**

We are operating business as usual to keep delivering essential water and sewerage services to the community. This means we continue to provide water and sewerage services to homes and businesses, and you may also see us in your area as we currently continue with planned works, maintenance and respond to emergencies.

Our staff and contractors are practising safe physical distancing and good hand hygiene while out in the field.

For more information about our response visit our website yvw.com.au



Balance Brought Forward	Current Charge	Total Amount Due
\$0.00	-	= \$0.00

ACCOUNT SUMMARY

Description	Charge	GST	Total
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Trade Waste charge that will be written off

Message on bill

IMPORTANT MESSAGE

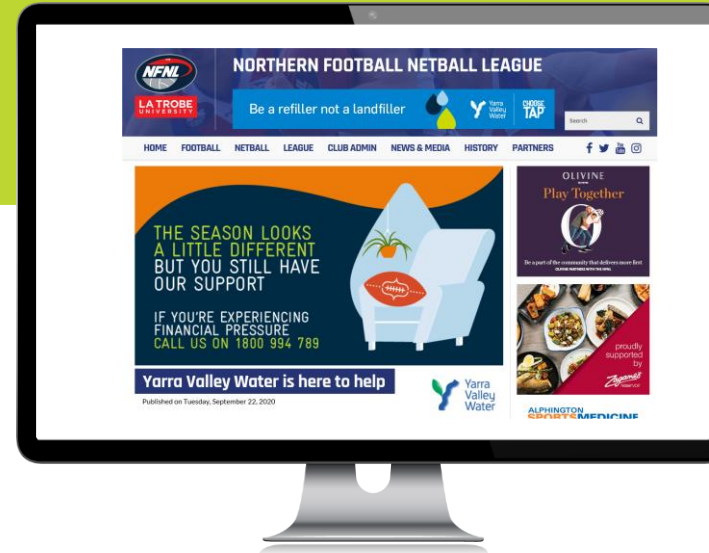
We understand some small business customers may be financially impacted by coronavirus (COVID-19). To offer you extra support during this time, we are waiving your Trade Waste contract fees for the next six months.

Please contact us if you have any queries – call 1800 994 789 or email commercialcustomercare@yvw.com.au.

Kind regards, Yarra Valley Water

REFRESHED MESSAGING

Ongoing refinement: less generic, more specific and targeted.



REFRESHED MESSAGING



Have a yarn with us to take the first steps in taking control of your bill

Call us on

1800 637 316



WATERCARE



Yarra Valley Water proudly acknowledges Aboriginal and Torres Strait Islander peoples as Australia's first peoples. We pay our deepest respect to their Elders past, present and future.

Artwork **River Dreaming** created by Jade Kennedy © 2019.

Need help paying you water and sewerage bill?

WaterCare is designed to put you back in control.

A creation of Yarra Valley Water, WaterCare provides support programs, pathways and services to help you manage your water and sewerage bills- now and into the future.

At Yarra Valley Water, we understand that rising utility bills can have a big impact on your household.

Have a yarn with us to take the first step in taking back control of your water bill.

We understand that everyone's lives can change, which can sometimes result in financial challenges.

Flexible payment options

To help you manage your water bill, we offer SmoothPay or Arrange and Save, both support you to pay your bill in easy fortnightly or monthly parts.

Pension and concessions

If you hold a valid pension or concession card, you may be eligible for a discount on your water bill. You may also be eligible for other Government assistance.

Utility Relief Grant

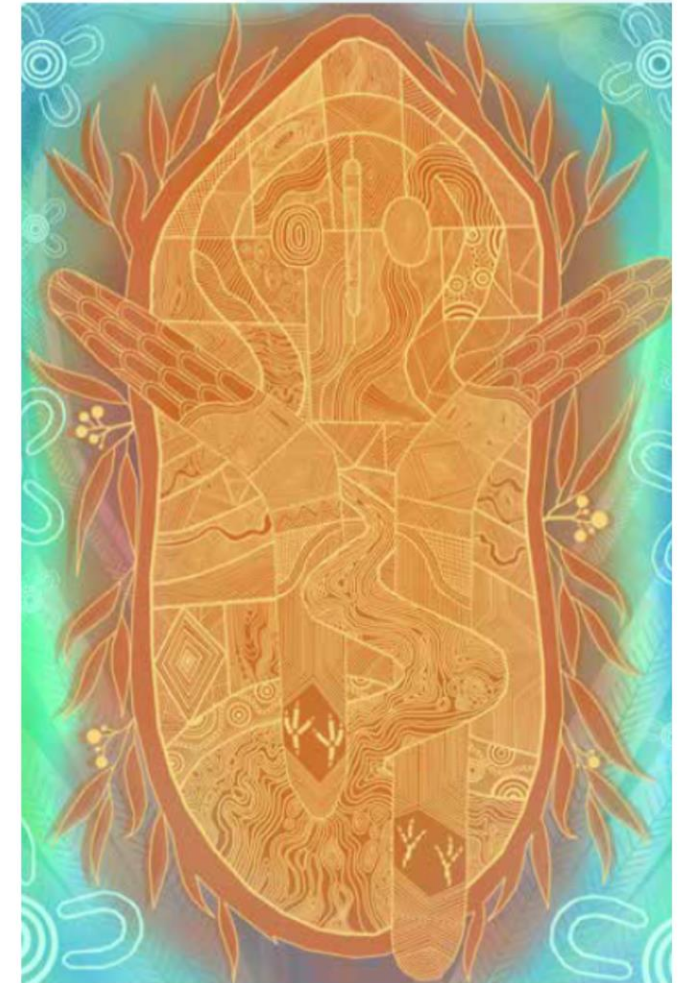
The Utility Relief Grant is provided by the State Government to help to pay a mains electricity, gas or water bill that is overdue due to a temporary financial crisis. Yarra Valley Water can check your eligibility for the grant.

Financial counselling

Our team can refer to services that provide free financial counselling. You can privately discuss any financial matters including your rights and options and receive helpful advice.



WATERCARE



Call us on

1800 560 644

COMMUNITY NETWORKS

- ✓ Building relationships and trust with keystone community organisations
- ✓ Spend time, be visible and be an active contributor
- ✓ Listen to learn, understand and identify opportunities to spread message



CALD COMMUNITIES

Working with partners to build community connections and tailor our approach



ALL ONE TOGETHER

CONNECT COMMUNICATE CELEBRATE

Pat McCafferty

Managing Director, Yarra Valley Water



Statement of Commitment for ECCV's All One Together campaign

At Yarra Valley Water, we celebrate cultural diversity and inclusion as part of our commitment to support thriving communities.

We proudly acknowledge Aboriginal and Torres Strait Islander peoples as Australia's First Peoples and the Traditional Custodians of the land and water on which we rely and operate. We pay our deepest respects to their Elders past, present and emerging.

We also celebrate the rich diversity of heritage, culture and connections in the communities that we serve across Melbourne.

We're proud to join All One Together to reinforce our proactive stance against racism and help create a kinder and safer society for everyone.

THRIVING COMMUNITIES PARTNERSHIP

ONE STOP ONE STORY HUB



OSOS HUB

One Stop One Story

OSOS HUB VISION

The One Stop One Story Hub (The Hub) will be an easy-to-use digital solution providing a single-entry point to access important vulnerability support services across private, public and community based organisations.

It will act as a single point of entry for vulnerability support services allowing leading organisations to use technology to support vulnerable people collaboratively and effectively.

One Stop One Story Hub

The One Stop One Story Hub will allow people to access a system of support through a cross organisational referral eliminating the need to repeat their story. Businesses will also be able to share information with the customer about the broader support available.



THANKYOU

yvw.com.au

