Essential Service Commission

Service standards discussion
Key Stats

Towns serviced 49
Population serviced approx 140,000
Projected growth 1.5% - 2%
5 Yr capital program $215M
Annual water required 23,000ML
Supply systems 7

Asset Base ~$1.5 B

2,151km of mains
40 Reservoirs and service basins,
65 water pump stations,
26 water treatment plants, 70km of main channel

1,750km of Sewer mains,
182 sewer pump stations,
16 water reclamation plants
31km Recycled Water Assets – 494km of Rural Channel
Some interesting insights

› One in three customers are concession holders
› One in two don't know how much water they use
› One in ten know how to read their meter and do.
› Seven in ten people over sixty believe we need more dams and supply
› Seven in ten people under sixty believe we need to be more conservative with water use and that we should lead the charge.
• Things that make very little difference
  › Location
  › Level of knowledge about water
  › Owners or renters
  › Gardners, swimming pool owners

• Things that do matter
  › How old they are
  › Household type (number in the house)
  › Whether they have a concession card or not
Getting the basics right

- Colour
- Odour
- Pressure
- etc

Point at which satisfaction is reach
The one question?

“would you recommend our company to a friend?”

Maybe for us the questions could be

“would you stay with us if you had a choice?”
• On a scale of zero to ten how likely would you be to recommend us to a friend?
• On a scale of zero to ten how likely would you be to recommend us to a friend?
On a scale of zero to ten how likely would you be to recommend us to a friend?
The Net Promoter score

\[
\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}
\]
Industry

Average Net Promoter Score Across Industries

<table>
<thead>
<tr>
<th></th>
<th>Banking</th>
<th>Health Ins</th>
<th>Online</th>
<th>Home Ins</th>
<th>Mobile</th>
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</thead>
<tbody>
<tr>
<td>NPS</td>
<td>-9</td>
<td>-15</td>
<td>1</td>
<td>2</td>
<td>-19</td>
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### Net Promoter Scores® for Financial Institutions

<table>
<thead>
<tr>
<th>Bank</th>
<th>NPS</th>
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<tbody>
<tr>
<td>Bendigo Bank</td>
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<tr>
<td>Suncorp</td>
<td>-3</td>
</tr>
<tr>
<td>ANZ</td>
<td>-5</td>
</tr>
<tr>
<td>Westpac</td>
<td>-18</td>
</tr>
<tr>
<td>St George</td>
<td>-29</td>
</tr>
<tr>
<td>NAB</td>
<td>-30</td>
</tr>
<tr>
<td>CBA</td>
<td>-39</td>
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<tr>
<td>Category Average</td>
<td>-9</td>
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## Holiday destinations

<table>
<thead>
<tr>
<th>Destination</th>
<th>% Promot</th>
<th>% Passive</th>
<th>% Detrac</th>
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<td>10</td>
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<tr>
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<td>21</td>
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<tr>
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<tr>
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<td>41</td>
<td>9</td>
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<tr>
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<td>+34</td>
</tr>
<tr>
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<td>48</td>
<td>37</td>
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<tr>
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<td>52</td>
<td>25</td>
<td>23</td>
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<tr>
<td>PERTH</td>
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<tr>
<td>NOOSA</td>
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<tr>
<td>GOLD COAST</td>
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<td>+21</td>
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<tr>
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<td>SYDNEY</td>
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</table>
Getting the basics right
Colour
Odour
Pressure
etc

Point at which satisfaction is reached

GSLs
GSL linked to capital?
New products
Innovative solutions
Exceeding expectation factor

securing | our water future
Next steps: Engagement strategy that explores

1. Stakeholder specific issues:
   › Non-potable towns
   › Low pressure towns
   › Non residential customers
   › Trade waste customers

2. Testing new ideas:
   › “exotic” products: sustainability type products, insurance type products, hardship grant products

3. Testing risk management strategies
   › Supply triggered pricing changes

4. Determining our baseline net promoter score.
Questions?

• Acknowledgements
  › James Garriock Insync Surveys
  › Jessica Saigar
  › Jarrah O’Shea
Total Expenses

- One of the lowest opex per customer in Australia
Staff

Staff per 1000 customers
(Full time equivalent staff where available - Victorian regional urban water utilities)
Source: Various utility annual reports 2009-10