New Strategy

**OUR VISION**

“To be an exceptional service provider that puts customers first and benefits the community.”

**OUR AMBITION**

- Customer value is at the heart of all we do.
- We are passionate about community liveability and wellbeing.

**OUR PEOPLE**

- **agile** – responsive to customer needs and a changing world
- **diverse** – reflect the community we serve
- **trusted** – make evidence-driven judgements, exercised with integrity.
Customers first –
Our engagement approach

**Engagement**

- **2,200+** Residential and non-residential customers engaged
- Co-creation workshop with **8 customers**
- **10 residential focus groups**, including **2 with culturally and linguistically diverse communities**

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- **300+** conversations at shopping centre and community festival pop-ups
- **856** Your Say website visits
- **42** quick poll responses
- **38** ideas shared
- **1009** online Customer Value and **695** Price Structure surveys

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- **Price structure forum with 42 customers**
- **2 business workshops with 30 customers in total**
- **4 meetings with the Customer Committee**

**Interviews**
- 16 businesses • 6 councils
- 6 community groups
- 6 vulnerable customer advocacy groups
- 8 industry advocacy organisations
Engagement - earlier, deeper, broader

Meaningful and genuine
Findings from earlier, deeper and broader engagement underpin CWW’s proposal

Representative
Samples reflect our diverse community and include low participation sectors e.g. CALD, vulnerable

Transparent
All surveys were public. Summary reports published online including our Outcomes Proposal

Accessible
Multiple formats – including online, face-to-face, large and small groups, public spaces

Ongoing
Through Your Say, Voice of the Customer program, performance stewardship reporting. We are committed to continuing a high level of engagement with our customers.
PS2018 outcome areas

Services are safe, reliable and efficiently delivered

Customers in hardship are supported

Billing and payment options are efficient and convenient

Customer service is accessible and enquiries are promptly resolved

Bills are affordable and charges for services are fair

The whole of the water cycle is managed in an environmentally responsible way

CWW is a valued partner in servicing a growing Melbourne
## Prices

<table>
<thead>
<tr>
<th>Key customer group</th>
<th>2017-18 annual bill</th>
<th>2018-19 annual bill</th>
<th>Bill change</th>
<th>Weighted average price change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Owner occupier (155kL per annum)</td>
<td>$983</td>
<td>$957</td>
<td>-2.7%</td>
<td>-11.7%</td>
</tr>
<tr>
<td>Tenant (145kL per annum)</td>
<td>$456</td>
<td>$446</td>
<td>-2.2%</td>
<td>-19.8%</td>
</tr>
<tr>
<td>Small business (200kL per annum)</td>
<td>$1,226</td>
<td>$1,181</td>
<td>-3.7%</td>
<td>-3.7</td>
</tr>
<tr>
<td>Medium business (500kL per annum)</td>
<td>$5,155</td>
<td>$4,831</td>
<td>-6.3%</td>
<td>-6.3</td>
</tr>
<tr>
<td>Large trade waste customer (100,000kL per annum)</td>
<td>$44,440</td>
<td>$41,336</td>
<td>-7.0%</td>
<td>-7.0</td>
</tr>
</tbody>
</table>
Key features

- Fairer and more cost reflective tariffs
  - Removal of residential price step 3
  - Price reductions on sewage and trade waste tariffs
  - Removal of rebate and savings shared with non-residential customers

- Greatly improved value, reflecting customers' priorities
  - More accessible and convenient retail service (hours, email, online)
  - Network services that reflect customer preferences

- Enhanced consumer protections
  - Contemporary GSL scheme – expanded with increased payments
  - Continued hardship assistance, new leak tariff and *Water Assist*
We are Advanced

Risk
- New corporate approach to risk
- Optimised capital spend
- P50 capex estimates
- Uncertain projects excluded
- Price caps to provide certainty
- Best practice GSLs

Engagement
- Earlier, broader, deeper
- Accessible and transparent
- Multiphase and iterative
- Included a consultation draft
- Had real effect on proposal
- Ongoing

Management
- Attestation made
- Guidance addressed in full
- Template completed in full
- Maintain strong RP3 controls
- 2% efficiency factor starts 17-18
- Business cases for all capex

Outcomes
- Prices down for all
- Maintain lowest metro bills
- Reflect customer preferences
- Improved retail, network and environmental outcomes
- Significant improvement in value