

YARRA  
VALLEY  
ENGAGEMENT  
WATER

ESC WATER CUSTOMER  
ENGAGEMENT SEMINAR 2011



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General Manager Strategy & Communications



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## ENGAGEMENT #101: WHAT NOT TO DO.....

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*"We will request you to move from your houses after the dam comes up.  
If you move it will be good.  
Otherwise we shall release the waters and drown you all."*

- former Indian Prime Minister, Morarji Desai at a public meeting at a submergence zone of Pong Dam in Madhya Pradesh

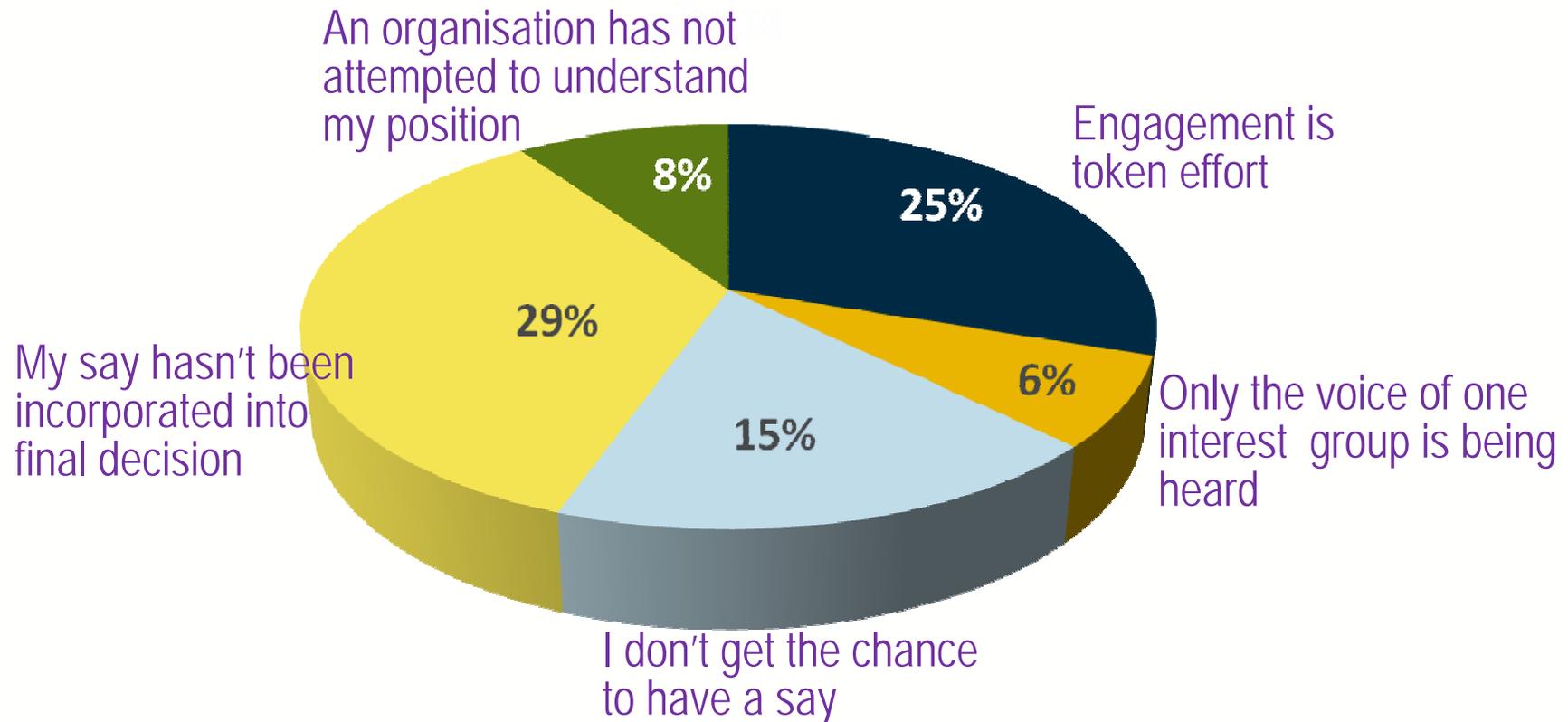


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# WHAT OUTRAGES PEOPLE ABOUT HOW COMMUNITY ENGAGEMENT IS CARRIED OUT?

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When I feel that.....

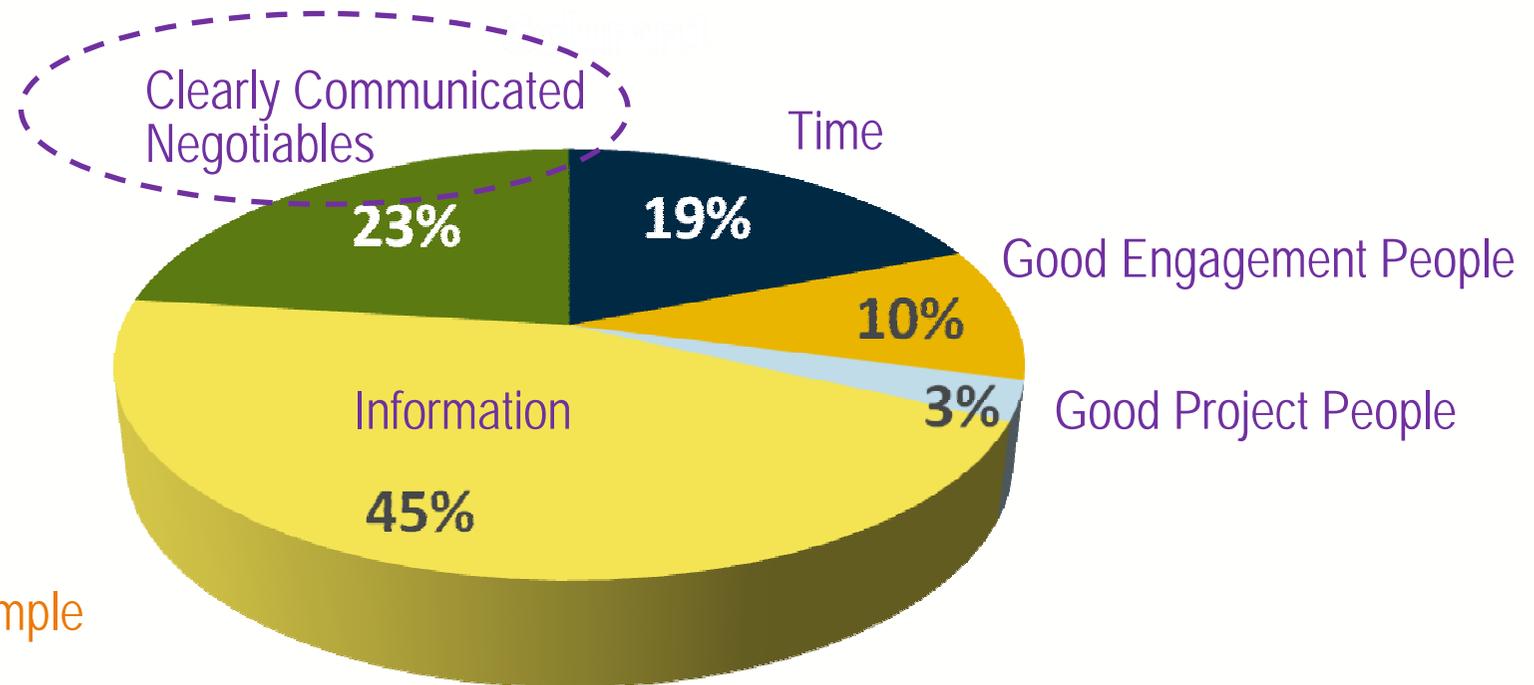


Source: BBS 2011 Community Engagement Survey

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# WHAT IS THE MOST IMPORTANT FACTOR FOR SUCCESSFUL ENGAGEMENT?

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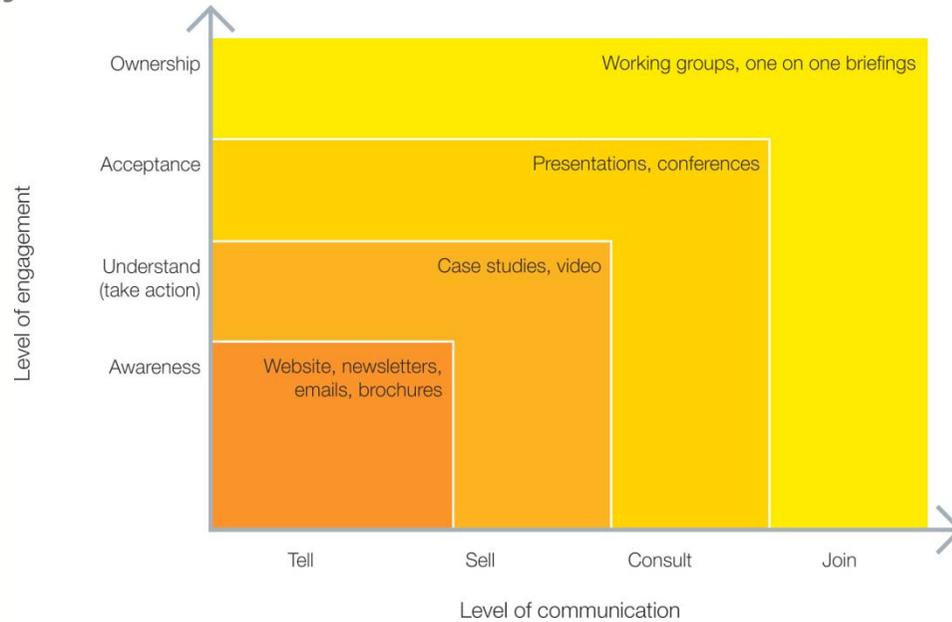


- Keep it simple
- Providing the right information is vital
- On-line popularity increases but not for all
- Close the loop

Source: BBS 2011 Community Engagement Survey

# NEED A FRAMEWORK?

## Barclay Model



## The IAP2 Community Engagement Spectrum



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# THE FUNDAMENTAL COMMUNICATIONS CHALLENGE

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FROM:

*WP 3 that complies with Guidelines*



TO:

*Something the community easily understands*



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# REMEMBER THE BASICS.....

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Water is the most essential of essential services

- 82% agreement across Victoria\*



\*Source The Victorian Water Customer, Water Services Needs and Values, Victorian Water Utilities/DSE September 2011 (Accenture)

# EXPECTATIONS & PRIORITIES



1. **Reliability of supply** – water comes out when the tap is turned on
2. **Water is good quality** – by this they primarily meant that it is safe to drink but some also said it encompasses the taste of the water
3. **Confidence in reliability of supply (and to a lesser degree in the safety of water)** – participants say they would be keen to see communications showing evidence of long term planning
4. **Innovation** – in terms of active investigation into diversified sources of water including stormwater harvesting and recycled water
5. **Customer service** – such as billing, repairs etc

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# BUT NOT ALL CUSTOMERS ARE THE SAME.....

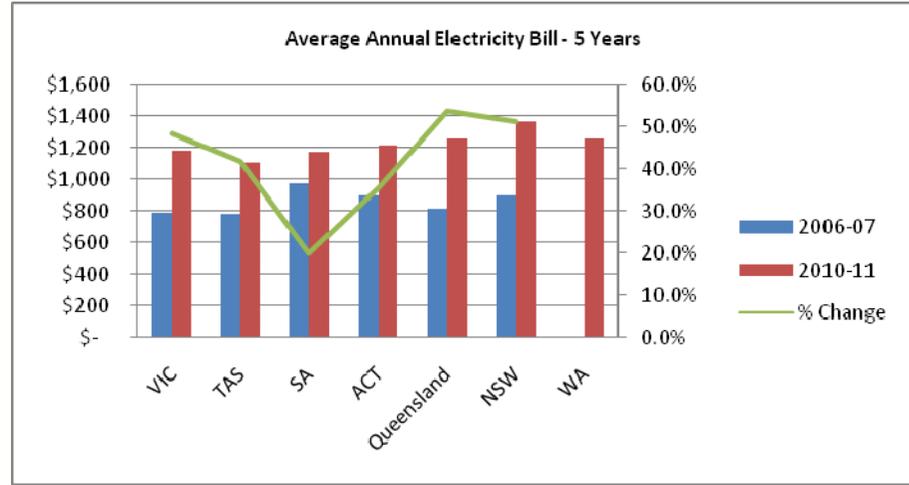
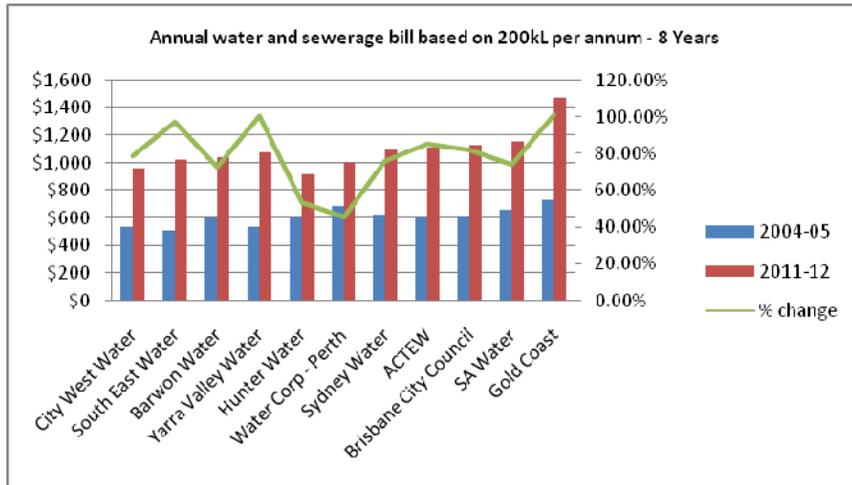
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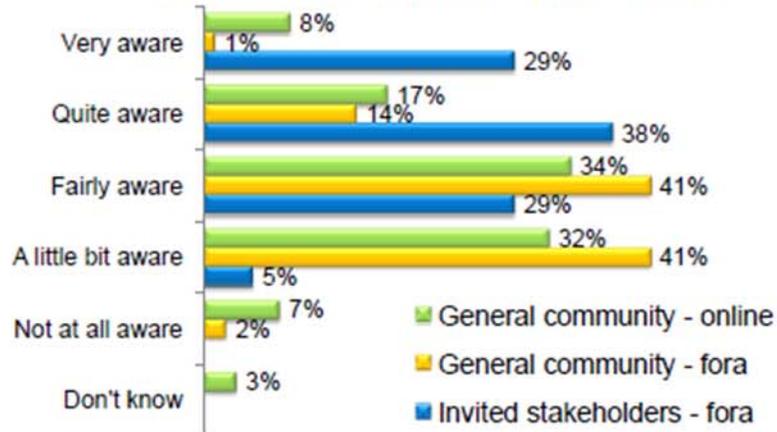
## ENGAGEMENT STRATEGY IMPLICATIONS

- Broad range of customer representative groups
- Broad range of stakeholder representative groups
- Tailored communications
- Multiple channels
- Specialised solutions

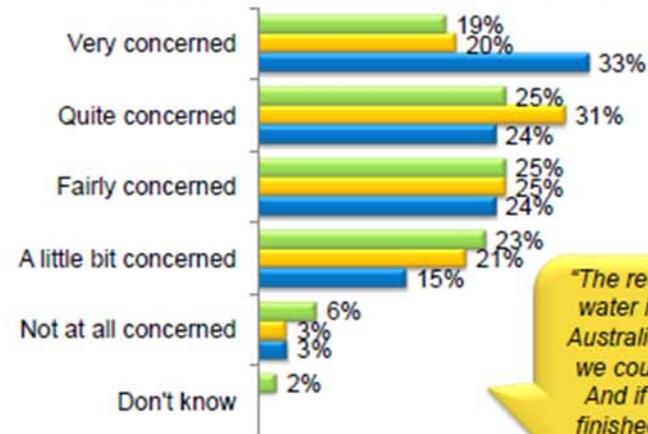
# UNDERSTAND CONTEXT



## Perceived Awareness of Water Issues



## Concern about Longer-Term Water Security



*"The reality of us having no water is quite real. I think Australia is a country where we could go into no water. And if we face that we're finished. That scares me."*  
General community, forum

Base: All online survey respondents (n=1209), general community fora (n=100) and invited stakeholder fora (n=60).

## A STRONG STARTING POINT.....

**In 2010, Accenture Research found that globally and in Australia, energy customers were:**

**Indifferent** - The relatively low cost of energy in the past meant that energy issues were not top of mind.

**Contradictory** - Consumers believed, sometimes inaccurately, that they were already 'Smart'.

**Lacked Trust** - Consumers did not typically trust their energy provider

**However, the current research has found that in 2011 Victorian Water Customers are:**

**Engaged** - Customers, particularly in regional areas, have continued to think about water use and are looking for leadership.

**Consistent** - Water customers showed a high degree of understanding of their own water use and their progress against water use targets.

**Trusting** - Survey respondents trusted their water utility far more than a number of other groups when it came to messages on water.

*"... water authorities provided strong leadership during the drought - information, education, tools and resources... but where are they now? Are we supposed to be using less water or more water?"*

**Focus Group Top-Line Report**

Only 5% of survey respondents had not taken some action in the last 12 months to reduce water use.

*"...modelled results showed that...T155 has been effective in reducing demand.*

**Literature Review**

**Who Do You Most Trust When It Comes to Messages Around Water Use?**



Source The Victorian Water Customer, Water Services Needs and Values, Victorian Water Utilities/DSE September 2011 (Accenture)

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# ENGAGEMENT ROADMAP

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- Market Research
- Research Analysis
- Regulator Guidelines
- Community Advisory Group

- Stakeholder input
- Clarify regulator expectations
- Trade-Offs
- Business Cases
- Key 3<sup>rd</sup> Party Advocates
- Special Interest Groups
- Identify Negotiables
- Shape initial direction
  - Narrative/Key Messages

- Public Draft
- Test Trade-Offs
- On-Line Testing
  - Willingness to Pay
- Stakeholder briefings
- Community forums
- Fine tune final submission
  - Confirm customer perspectives
  - Initiatives to address concerns

- Key Messages
- Alignment with Regulators
- What am I paying for?
- How can you help me?
- Multiple channels
- Community briefings
  - Ambassadors

# DIGITAL OFFERS HUGE FLEXIBILITY

[HTTP://WARRANDYTEBACKLOG.COM.AU/](http://warrandytebacklog.com.au/)

Like One person likes this.

Warrandyte Forum Email Us Sorted by Activity | Date

**12** What are your thoughts about the recommendations within the report?  
Of the proposed alternative options, which do you feel will have the most benefit to your property and lifestyle?  
by admin 30 Jan 2011, 8:08am | 676 views

**5** Do you have any concerns about the provision of sewerage services to your property?  
For instance you may like to indicate any concerns you have about.....  
by admin 30 Jan 2011, 8:07am | 502 views

**3** Are there any special considerations that Yarra Valley Water should be aware of when providing sewerage services to Warrandyte?  
by admin 30 Jan 2011, 8:06am | 396 views

**Warrandyte Sewerage Project**

Home Help Sign In Register To Get Involved

Your say on sewerage options

Your say on sewerage options

Share

**REGISTER** to get involved!

This online discussion forum has concluded. You can still browse the site but the discussion area will no longer accept new comments or votes.

Yarra Valley Water, working with Manningham City Council, will soon bring sewerage services to nearly 600 homes in the Warrandyte area south of the Yarra River.

We're interested in finding out how you feel the sewer system recommended for your area will affect you. From 9th March 2011 until 8th April 2011 Warrandyte residents and neighbouring communities were invited to view and have their say on the options for the design of the new sewerage system for Warrandyte.

The forum has now closed, however the design reports are still available for downloading. Please read the summary report on Warrandyte's proposed sewerage options, or if you need more information please take a look at the more detailed reports available in the Documents box.

We have analysed the responses to the proposed design. The Online Discussion Forum Results fact sheet is available in the Documents box.

**QUICK POLL**

Do you believe that septic tanks are environmental and/or health risk in

Like One person likes this.

Response	Percentage
Yes	28.6%
Sometimes	35.7%
No	35.7%

Previous more...

**KEY LINKS**

- Frequently Asked Questions
- Warrandyte Backlog Sewerage Project Page
- Sewerage Backlog Program

DOCUMENTS

- Online Discussion Forum Results (576 KB)
- Summary Report (5 MB)

# BILL IS STILL THE #1 TOUCHPOINT



## Better bills can plug information gap about why costs rise

### Time to focus on the big picture of energy costs

CHOICE welcomes the NSW Government's move to provide consumers with more information about higher energy bills and says the approach should go national to include other reasons for rising costs.

The NSW Government says energy retailers will soon have to itemise carbon and renewable energy costs on household bills and CHOICE believes this right to know could go further to scrutinise other much higher costs.

CHOICE believes bills should provide a basic break down so that consumers can see where their money is going, including electricity transmission, distribution, retail and environmental costs.

They should also receive comparisons to average household bills, for example in their suburb.

"The main factor driving NSW electricity costs the next few years is building more poles and wires, with electricity distribution costs increasing by 62% between 2009-10 and 2012-13, but there is nowhere near enough pressure to reform the energy sector and break this cycle," Mr Levey says.

"When there's evidence that every dollar spent on cutting demand by say improving energy efficiency could save more than two dollars, making prices fairer and more transparent for households should be a priority, not just in NSW but around Australia."

CHOICE is campaigning for reforms to the energy sector to create fairer prices, better products and more empowered energy consumers. Read more about CHOICE's energy [campaign](#).

## YOUR NEW LOOK BILL

We have made some changes to the bill based on feedback from customers.

ACCOUNT SUMMARY	
Product Service	Amount
Usage Charges	\$ 19.95
Water Supply System Charge	\$ 25.14
Sewerage System Charge	\$ 65.26
<b>Yarra Valley Water Total</b>	<b>\$ 110.35</b>
<b>Other Authority Charges</b>	
Waterways and Drainage Charge on behalf of Melbourne Water	\$ 14.15
Annual Policy Charge	\$ 44.34
<b>TOTAL (GST does not apply)</b>	<b>\$ 168.89</b>

### 1 Usage Charges:

Usage Charges are for the water you use and the sewage that leaves your property. Customers indicated that too much detail was on the front of the bill, so to make it simpler we've moved extra details to the back of the bill.

### 2 Water Supply System Charge and Sewerage System Charge:

These were previously called Service Charges. The description has been changed to provide a clearer indication of what the charges are for – the cost of running and maintaining all of the infrastructure that delivers water to your home and removes household waste via the sewerage system.

### 3 Other Authority Charges:

We have separated these charges on your bill so you can clearly distinguish between water and sewerage charges and what we collect on behalf of other authorities.

For more information to help you understand the changes on your bill, visit: [www.yvw.com.au/understandyourbill](http://www.yvw.com.au/understandyourbill)

# CLOSING THE LOOP (WP2).....



# WP 2 DEDICATED WEB SITE

Yarra Valley Water - Help me plan and budget - Microsoft Internet Explorer provided by Yarra Valley Water

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites

Address <http://www.whatweneedtodo.com.au/helpme.html> Go Links SnagIt

**MELBOURNE'S WATER PRICES ARE GOING UP JULY 1. THE BENEFITS WILL LAST A LIFETIME AND WE'RE HERE TO HELP YOU THROUGH THE CHANGE.**

**Help me budget**

We understand this water price rise could place pressure on the household budget. This is not something we take lightly, as it affects all of us. Please rest assured we have support tools to help you manage this change.

**What are the new water and sewerage charges?**

If you would like to view the new account charges [click here](#)

You may be entitled to a concession on your current service charges. To find out if you are eligible for some assistance click [here](#)

We'd like to make this whole change easier for you. To find out easy ways to pay your bill click [here](#)

**If you'd like to speak with a customer service consultant about paying your bill please call 13 1721.**

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 **Yarra Valley Water** | a fresh approach

Done Internet

Start Inbox - Microsoft Outlook Yarra Valley Water - ... Microsite homepage 200... 2:51 PM

# WP 2 DEDICATED WEB SITE

Yarra Valley Water - Where is my money going? - Microsoft Internet Explorer provided by Yarra Valley Water

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Print Preview

Address <http://www.whatweneedtodo.com.au/why.html> Go Links SnagIt

**MELBOURNE'S WATER PRICES ARE GOING UP JULY 1. THE BENEFITS WILL LAST A LIFETIME AND WE'RE HERE TO HELP YOU THROUGH THE CHANGE.**

**Why am I paying more?**

Drought and climate change are resulting in a severe water shortage. Increased prices pay for new water projects such as the desalination plant, modernisation of Victoria's irrigation systems, expansion of Victoria's water grid and a major upgrade to the Eastern Treatment Plant to provide recycled water.

We encourage you to read more about our plans for the future. Click on the following link for more information.

[Our Water Plan](#)

With these challenges in mind, our planning is done to enhance the lifestyle of our customers with the lowest cost to the community and the best outcome for the environment. To read more about this, click on the following link.

[Everything is connected](#)

[Home](#) | [Contact Us](#) | [Privacy](#) | [Terms & Conditions](#) | [Yarra Valley Water](#)

 Yarra Valley Water | a fresh approach

Done Internet

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# WP 2 DEDICATED WEB SITE

**Yarra Valley Water - Can I save Money? - Microsoft Internet Explorer provided by Yarra Valley Water**

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print Mail Print Preview

Address <http://www.whatweneedtodo.com.au/can.html> Go Links SnagIt

**MELBOURNE'S WATER PRICES ARE GOING UP JULY 1. THE BENEFITS WILL LAST A LIFETIME AND WE'RE HERE TO HELP YOU THROUGH THE CHANGE.**

**How can I pay less?**

There are many ways you can save money by reducing your water use. One easy way to reduce the impact of the price increase is to swap your old showerhead for a free water efficient one. The water savings from this alone can take over \$100 off your annual bill.

Water conservation is an important goal for all of us. There are various water saving solutions and tools we have developed to guide you. To find out more click on the following links.

**How do I use water?**

[Water Usage calculator](#)  
[Your smart account](#)

**How can I meet Target 155?**

[Target 155](#)

**How can I save water and money?**

[Free showerhead exchange](#)

**What are other things I can do?**

There are so many great ways to save money using water saving solutions. [Click here now](#) to find out what they are, and how much you can save.

Our business customers can also save money using water

Buttons on the left side of the page:

- Help me budget
- Why am I paying more?
- How can I pay less?** (highlighted with a dashed purple circle)

Done

Start | Inboxes - Microsoft Outlook | Yarra Valley Water - ... | Internet | 2:57 PM

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## AFTER ALL.....

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*"We will be expecting all water plans to countenance thoroughly the relationship between proposed expenditure and value-for customer and value-for-money....."*

*.....If you do not have a strategy for defining, creating and delivering value, then what exactly are you doing?"*





Yarra  
Valley  
Water

[www.yvw.com.au](http://www.yvw.com.au)