

Deloitte Access Economics

Self-regulation and the sharing  
economy – lessons for the  
Victorian water sector

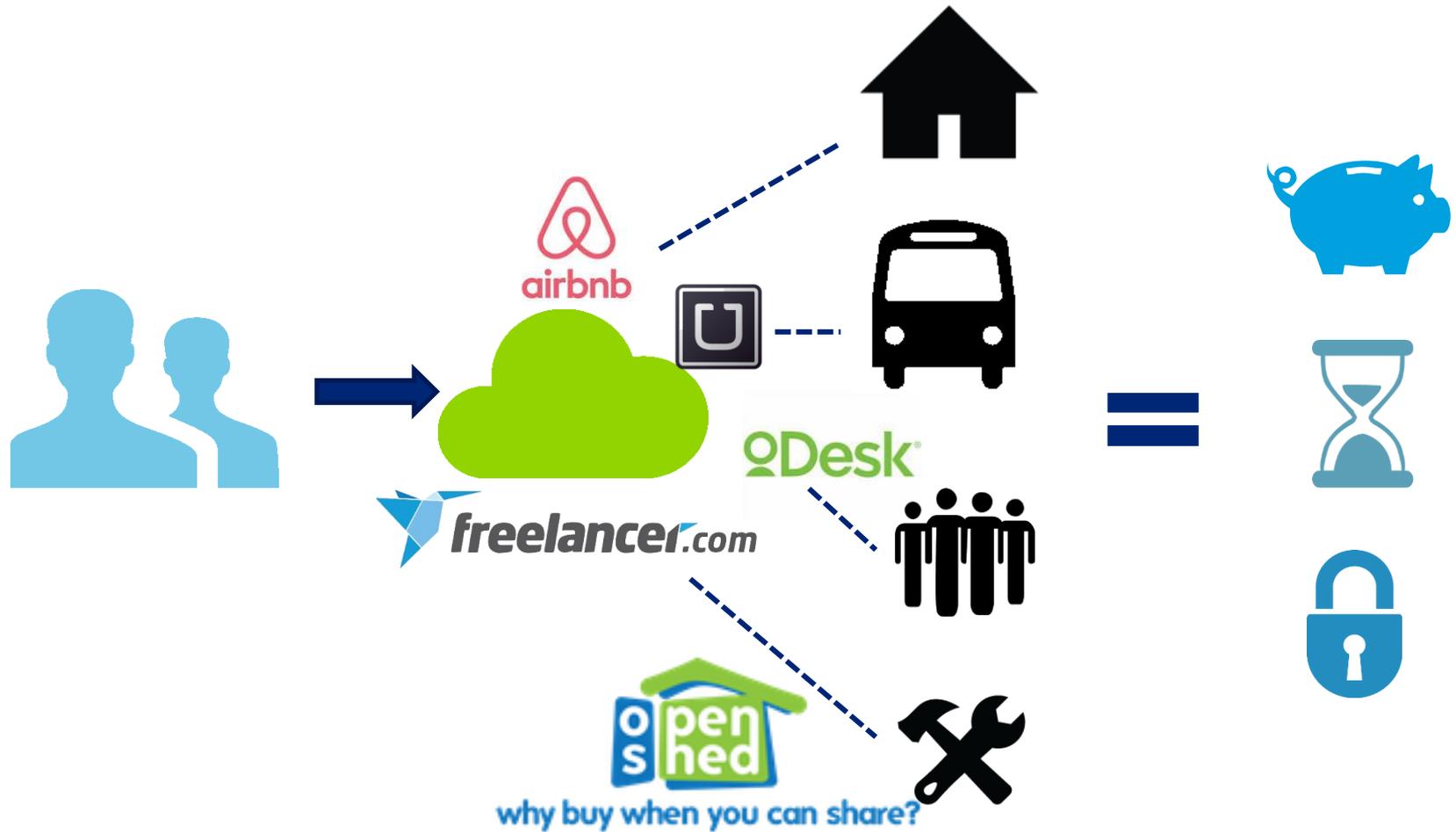
Essential Services Commission

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# What is the sharing economy?



# What makes the sharing economy interesting for economic regulators?

New technologies and competitive business models = **new choices for consumers**



Enforced  
Quality

Feedback and reputational mechanisms = **empowered consumers**

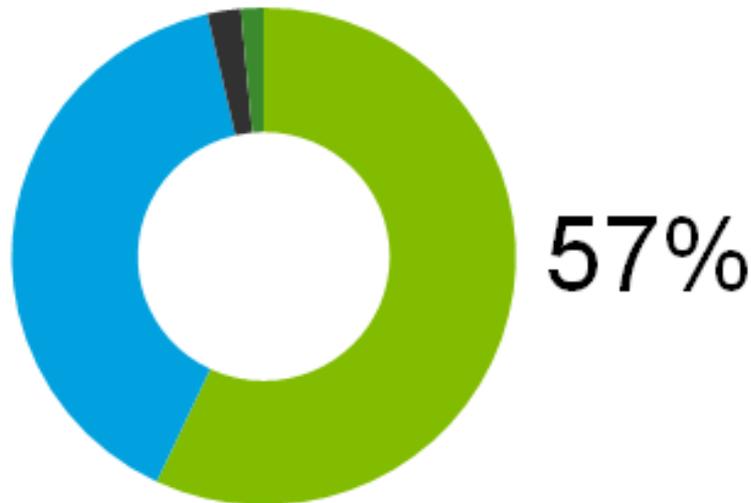


Reputational  
Quality

Competition and consumer empowerment breeds self-regulation = **reduced need for gov regulation?**

# What does all this have to do with water pricing and regulation?

1. Reputation does matter.
1. Digital technology is critical - 57% of water sector professionals say investment in digital technology is critical for the future business needs of the sector



- Critical to its ongoing success
- Important but not one of its top 3 priorities
- Don't know
- Not important

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# Ideas from the sharing economy

## Ideas for changes to water regulation:

Consumer engagement and focus



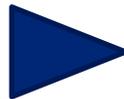
Benchmarking



Incentives for innovation



Reducing / fast-tracking regulatory processes



## Sharing economy features:

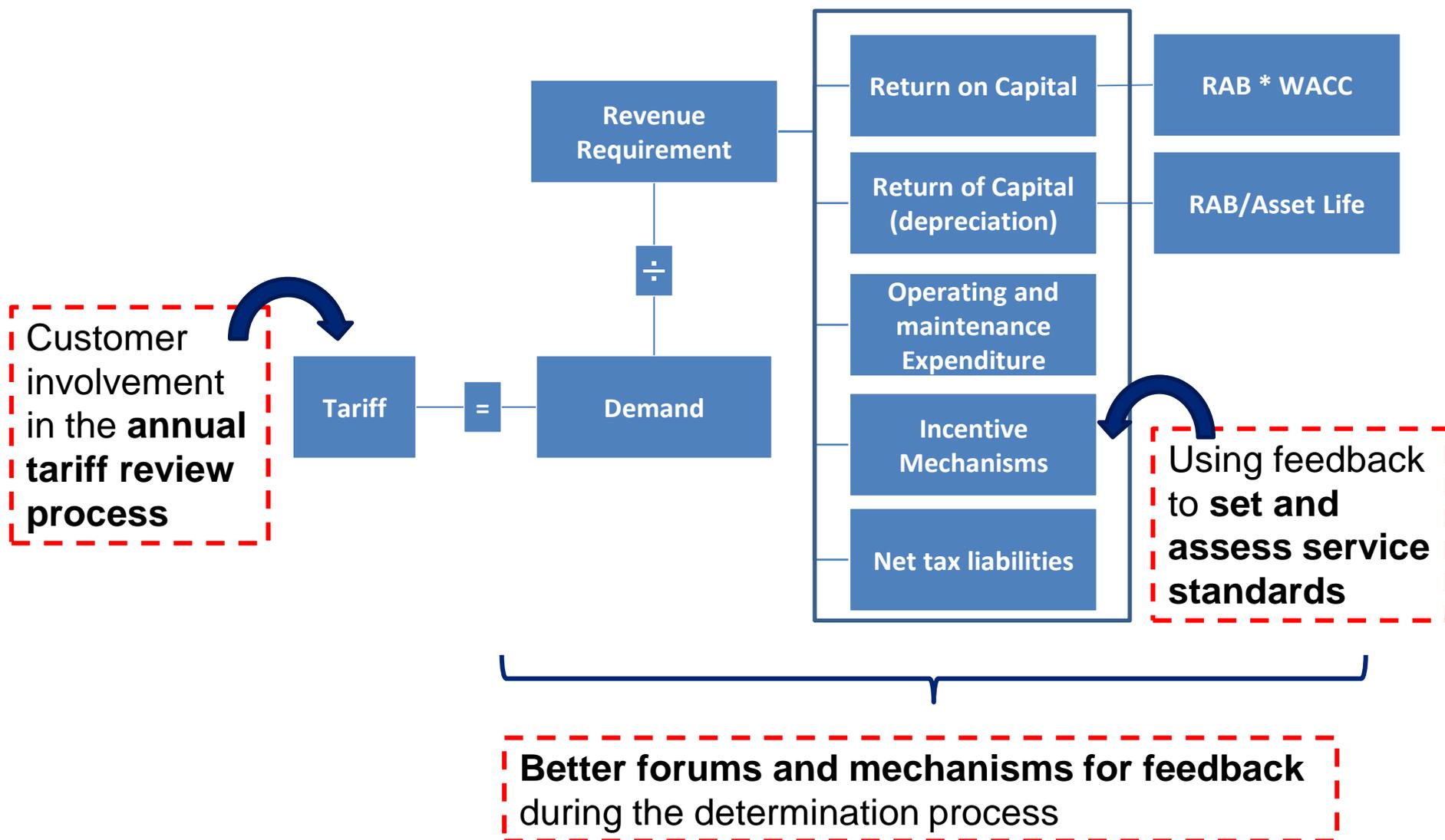
Digital platforms and tools

Accessible data and easy comparisons

Regular customer feedback

Self regulation

# Low hanging fruit – near term changes





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