

Our Vision

'Together, deliver energy for a better Australia'.



Our Guiding Values: Be invested, make a difference. Be open, learn, improve. Think big, be bold.



ONE: We will put customers at the centre of our business and the energy system

Having the right culture underpins the way we behave, the decisions we make and the outcomes we deliver. We recognise that getting the culture right for our customers is crucial not only to deliver on our customer commitments, but also to the long-term success of our businesses.

We will develop the culture within our businesses that puts the customer at the centre and will work together and with our stakeholders to deliver the safe, affordable, reliable and sustainable energy system the community expects.

Principle in action

To fulfil this principle energy businesses should:

- 1.1 Have a Board that actively oversees the business' culture so as to be aligned with Energy Charter Principles.
- 1.2 Have management operationally accountable for embedding a 'customer at the centre' culture.
- 1.3 Ensure their work force is engaged and incentives are aligned to drive positive customer outcomes.
- 1.4 Have robust processes to determine customer and community needs and be accountable on how feedback has been considered and incorporated into decision making.
- 1.5 Demonstrate a culture of innovation and collaboration for positive customer outcomes, including through the sharing of insights with government, research institutions and across the supply chain, as well as joint advocacy on regulatory, policy and operational issues.



TWO: We will improve energy affordability for customers

We recognise that affordable energy is essential for Australian households and businesses.

We will do what we can to make energy more affordable, by running our businesses efficiently so customers benefit, by offering customers energy deals that best meet their needs, helping them manage their energy use, and by working together to improve energy affordability, as well as innovating for cost effective solutions that meet residential and business customer needs.

Principle in action

To fulfil this principle energy businesses should:

- 2.1 Ensure that investment, commercial and operational decisions are cost efficient, and explain how customers benefit from these decisions.
- 2.2 Offer customers energy deals that best meet their needs, supported by effective tools and incentives for customers to manage their energy use and cost.
- 2.3 Work cooperatively across the supply chain and with other stakeholders to improve affordability over the short and long term.
- 2.4 Innovate to deliver competitive energy solutions for business and residential customers.
- 2.5 Advocate on behalf of customers to improve energy affordability through engagement in regulatory and policy processes.



THREE: We will provide energy safely, sustainably and reliably

We recognise the essential nature of energy and the need to deliver and use energy safely, sustainably and reliably. We recognise the role of energy businesses to respond to the shift to a cleaner energy system that is already underway. We understand the value energy brings to the community and the potential consequences and impacts for customers when reliability and quality of energy supply is compromised.

We will provide energy safely, sustainably and reliably. We will listen to customer preferences and demonstrate how they inform decisions and outcomes and how the community benefits.

Principle in action

To fulfil this principle energy businesses should:

- 3.1 Maintain the highest standards of safety for their people, the community and the environment.
- 3.2 Engage with customers and the community on investments, and manage operations in line with their expectations, demonstrating how communities' benefit.
- 3.3 Develop business strategy and manage operations to respond to the shift to a cleaner energy system that is already underway.
- 3.4 Work with government, other energy businesses, the community and industry bodies to develop a planned transition to a cleaner energy system.
- 3.5 Facilitate new services and technologies that support sustainable energy solutions that meet the changing needs of the market.
- 3.6 Implement solutions across the supply chain:
 - a. that support energy connection, service and reliability that meets customers' needs.
 - b. to resolve service issues that impact customers and the community.



FOUR: We will improve the customer experience

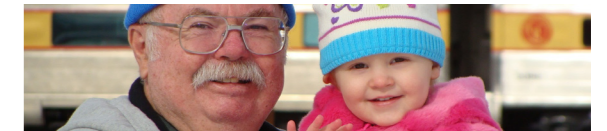
We recognise that it should be easy for customers to make informed decisions about their energy use and services that outcomes should be transparent, and all customers should benefit from the transformation of the energy system. Customer service from energy businesses should be respectful, efficient and seamless, particularly if things go wrong.

We will make it easy for everyone to get the best product or service for them regardless of their ability to engage, or interest in, the energy market. We will continually improve our processes and communication and will work together to provide better services across the supply chain to meet customer needs.

Principle in action

To fulfil this principle energy businesses should:

- 4.1 Enable customers to get fair outcomes regardless of their ability or desire to participate in the energy market.
- 4.2 Empower customers by:
 - a. making sure all communication is clear, in plain terms, accessible and understandable;
 - b. providing insightful and useful information and accessible tools; and
 - c. streamlining access to, and portability of, customer energy data.
- 4.3 Ensure that innovation and design in products and services, as well as communication platforms and tools, are driven by customers' needs and preferences.
- 4.4 Have effective and accessible dispute resolution processes, co-ordinated across the supply chain, to resolve customer issues and implement process improvements in response.



FIVE: We will support customers facing vulnerable circumstances

We recognise that some households and businesses may experience vulnerability that requires support from energy providers, which may require collaboration with governments and community service organisations. Not all experiences of vulnerability will be the same and providing support requires solutions tailored for different circumstances.

We will establish processes for early recognition of, and engagement with, customers facing vulnerable circumstances, support customers to navigate periods of vulnerability and collaborate with the community and government to assist those who need it most.

Principle in action

To fulfil this principle energy businesses should:

- 5.1 Have processes to enable early identification of and engagement with customers at risk of vulnerability, coupled with intervention measures that can prevent customers falling into hardship.
- 5.2 Provide products and services that are tailored to customers facing vulnerable circumstances and support them to get back on track.
- 5.3 Provide flexible solutions that are easy to access and are provided by specially trained frontline staff with expertise in supporting those customers who face additional barriers to engaging with the energy market.
- 5.4 Take a collaborative approach, partnering across the energy supply chain and with government and community service organisations to implement innovative solutions that improve outcomes (affordability or experience) for customers facing vulnerable circumstances.



Energy Charter in Operation

Governance and Accountability Framework

