

Jemena Energy Charter Disclosure

Engagement &
Feedback Summary

FY 23-24



Summary: Evolving Customer Council Feedback to Support Customers

This summary covers the 2023 Jemena Customer Council engagement for Jemena and consolidates Customer Council feedback for both gas and electricity networks with a focus on key insights generated in the November 2023 consultation.

In 2023, following feedback from the 2022 customer council, we evolved our interaction to move further towards a collaboration and listening model.

Rather than just reporting progress, Jemena aims to work with and listen to our Customer Councils to help us shape direction and identify high-impact focus areas for customers.

Think Big: New Ideas from Customer Councils

Supporting the Energy Charter value “Think Big, Be Bold”, Jemena worked with our Customer Councils to develop new ideas for better customer outcomes using the #BetterTogether innovation framework.

In November 2023, we held the first face-to-face Customer Council workshop in 3 years, with the addition of a customer council ideation workshop to identify important customer problems for potential action in 2024.

This document outlines the outcomes and feedback insights from the Jemena Gas Network (JGN) and Jemena Electricity Network (JEN) Customer Councils.

Engagement Goal: Customer Council Co-Designed Solutions to Customer Problems

In November, customer councils met face-to-face and used a workshop method to explore problem statements. These will be used to focus Jemena and our partners on high-value #BetterTogether projects for 2024 and beyond.

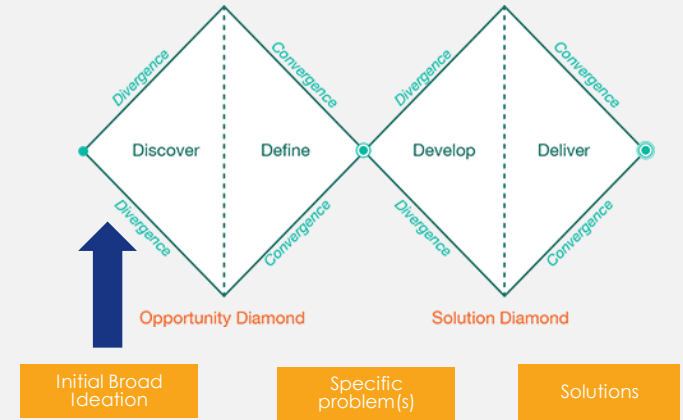
The Ideation Process:

Harnessing the energy charter principle *“Think Big, Be Bold,”* the ideation began by exploring the problem we want to solve for customers.

The November Customer Council brainstormed problems to complete the first phase of a co-design model. After a CEO dialogue and briefing from Jemena, the group explored opportunities using 3 steps:

1. Identify the customer types for focus
2. Brainstorm problems for these customer types
3. Define a broad problem statement for each priority segment



The discovery discussion was facilitated by an external facilitator to support fresh thinking from the Customer Council.



Above: The double-diamond codesign model used in November workshops. The current step is Discover.




Customer Insights & Feedback Received From Customer Councils

The Electricity and Gas councils brainstormed key problems impacting different types of customer. Many similar problem themes emerged between the JGN and JEN councils and between different customer types

Charter Principle	Key Feedback	What We Heard From Customer Councils	Applicable Networks
Principle 1:  Customer Focus	Customers feel confused about the energy transition	<ul style="list-style-type: none"> • Many customer problems are driven by complex systems and shocks • All customer segments are uncertain about the implications of the energy transition on their own future and plans • Customers are unsure where to find trusted information • There is an opportunity for Jemena to lead in Australia as a trusted source of information for customers 	All
	Customer council feels deliberative engagement process can be further improved	<ul style="list-style-type: none"> • Deliberation models have improved but still vary between different sector participants • Customer council members feel they are giving repetitive feedback on process to different players – there are likely to be shared lessons • Some changes and improvements would improve customer feedback quality and deliberative engagement process 	All
Principle 2:  Affordability	All customer segments are concerned with rising energy prices	<ul style="list-style-type: none"> • Increasing energy costs are a significant concern • Uncertainty over how and when pricing increases may abate is creating strain on all customer types • Tariffs are confusing for customers, and they find them hard to compare 	All

Above: Customer Council insights by charter principle

Customer Insights & Feedback Received From Customer Councils (Continued)

Charter Principle	Key Feedback	What We Heard From Customer Councils	Applicable Networks
<p>Principle 3:</p>  <p>Safe, Sustainable, Reliable</p>	<p>Business customers are concerned with energy continuity</p>	<ul style="list-style-type: none"> • Business customers are struggling with confusing noise and lack of clear messages about net zero 2030 and 2050 • Many customers in industry and small business are concerned about transition and policy impacts on their operations • Urban development is dependent on coherent policy guidance on what energy infrastructure to build, and how to ensure it is compliant 	All
<p>Principle 4:</p>  <p>Customer Experience</p>	<p>Customers do not understand their role in the energy transition</p>	<ul style="list-style-type: none"> • Customers do not know where to go for trusted information about what they should do during energy transition / electrification • Many people do not understand the energy system and where they fit • Customers are not sure what to do with their current appliances 	All Gas
<p>Principle 5:</p>  <p>Support Vulnerable Customers</p>	<p>Customers experiencing vulnerability do not know where to go for trusted advice about resolving financial issues</p>	<ul style="list-style-type: none"> • Customers and people of all kinds can experience vulnerability • SME owners can also be vulnerable retail customers and experience a double impact • Experiencing vulnerability can be frightening and stressful • Customers are confused by tariffs and unaware of applicable concessions 	All

Above: Customer Council insights by charter principle

Customer Council Initial Problem Statements: How Might We Help Customers?

5 Initial Problem Statements From Customer Councils

Energy distributors are caught in the middle of many customer problems driven by complex systems and shocks.

A major issue for all customer segments is uncertainty about what the energy transition future looks like.

Customers do not understand the system or their role in the energy transition.

There is an opportunity for Jemena to lead in Australia as a trusted source of information for customers.

The #BetterTogether Question:

How can Jemena think outside the box and break out of business as usual to help address customer issues?

Customer Type	Draft Problem Statements from Council Workshop
1. Customers Experiencing Vulnerability	People experiencing vulnerability can feel scared and helpless. A big problem is uncertainty because there's a lack of trusted information about the energy transition and what it means for them. They don't know how to affordably and sustainably meet their energy needs and they don't know where to go for help.
2. Small and Medium Enterprise (SME) Owners	For the SME owner who feels confused and wants to make a profit & stay in business, a big problem is working out how to stay afloat; without certainty they feel unable to forecast, plan, and invest.
3. Commercial & Industrial Customers	For a commercial and industrial customer who needs certainty, a big problem is rising uncertainty because of changing dynamics of markets, politics, policies, regulation, demographics, and world events.
4. Urban Developers	For urban developers who want to develop land and sell homes, a big problem is operational uncertainty because it introduces costly time lags.
5. Energy Industry (Internal)	An industry problem is inconsistency in deliberative engagement mechanisms and process over participants.

Narrowing Focus: Next Steps

Now the Customer Council has considered some initial problem territories, we will ask them to help prioritise issues and insights, refine the problem statements as needed, and identify the specific question Jemena is best placed to help solve for customers either on our own or by creating partnerships using the Energy Charter model.

Customer Type	Charter Principle	Broad Problem Statement	Customer Insight	Specific Question (Indicative)
Customers Experiencing Vulnerability	Vulnerability Customer Centricity Customer Experience	<ul style="list-style-type: none"> People experiencing vulnerability can feel scared and helpless. A big problem is uncertainty because there's a lack of trusted information about the energy transition and what it means for them. They don't know how to affordably and sustainably meet their energy needs and they don't know where to go for help. 	Consumers want trusted information about the energy transition and their options	How might a distributor provide or encourage provision of trusted information to vulnerable customers?
Small and Medium Enterprise (SME) Owners	Safety, Sustainability & Reliability Customer Experience	<ul style="list-style-type: none"> For the SME owner who feels confused and wants to make a profit & stay in business, a big problem is working out how to stay afloat. Without certainty they feel unable to forecast, plan, and invest. 	SME customers feel nervous and need reassurance	<p>How might a distributor help reassure an SME customer about cost increases?</p> <p>How might we assist with business continuity planning and supply certainty through the energy transition?</p>
Commercial & Industrial Customers	Safety, Sustainability & Reliability	<ul style="list-style-type: none"> For a commercial and industrial customer who needs certainty, a big problem is rising uncertainty because of changing dynamics of markets, politics, policies, regulation, demographics, and world events. 	C&I customers require certainty over supply	How might a distributor help provide certainty over energy supply and reliability?

Narrowing Focus: Next Steps Continued...

Customer Type	Energy Charter Principle	Broad Problem Statement	Customer Insight	Specific Question (Indicative)
Urban developers	Safety, Sustainability & Reliability Customer Experience	<ul style="list-style-type: none"> For urban developers who want to develop land and sell homes, a big problem is operational uncertainty because it introduces costly time lags. 	Developers need better energy standards earlier	How might a distributor provide more information and transparency to support developers' timeliness requirements.
Energy Industry	Customer Centricity	<ul style="list-style-type: none"> An industry problem is inconsistency in deliberative engagement mechanisms and process over participants. 	Industry needs to share insights about deliberation process	How might we support collaboration and sharing best practice approaches on deliberative customer engagement processes (Example: #BT Best Practice guideline on deliberative customer engagement approaches).

Customer Council Participants Q4 2023

JEN

Organisation

Australian Energy Council

North Link

LaTrobe University

Merribek Council

Urban Development Institute of Australia (Vic)

End customer representatives

Brotherhood of St Laurence

Uniting

JGN

Organisation

Bluescope Steel

Energy & Water Ombudsman

NSW Business Chamber

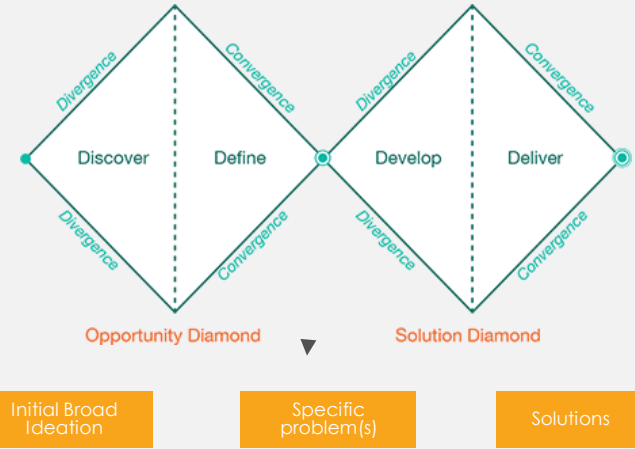
Orica

Public Interest Advocacy Centre

Urban Development Institute of Australia (NSW)

End customer representatives

Customer Council 2024: Codesign Solutions to Customer Problems



Proposed Next Step:

The next step in 2024 will be for Customer Council to consider how each problem statement might be addressed either directly by Jemena or by creating an Energy Charter project with other industry participants.