

Energy Charter Engagement Feedback Report 2023

An overview of our engagement approach with customers and stakeholders

Our 2023 Energy Charter Disclosure Statement was developed collaboratively with customers and stakeholders as part of a targeted engagement program. Customer and Stakeholder input and feedback has shaped our maturity model assessment as well as our 2024 commitments to ensure that we deliver valued services to our customers, now and into the future.

We have undertaken targeted and iterative engagement with our customers and stakeholders in the development of, and following the publication of, our 2023 Energy Charter Disclosure Statement. This approach ensures that our Disclosure

reflects the views and perceptions of our customers and stakeholders and provides an opportunity for further discussion and collaboration.

Our Engagement Principles

To guide how we engage with our customers and stakeholders we have adopted a series of engagement principles which are outlined in Table below.

Principles	Our Commitment
Clear purpose	We provide information that is clear, accurate, relevant, and timely.
Genuine	We listen and respond to the needs of our customers and stakeholders, driving a culture of delivering for our customers.
Clear accurate and timely communication	We provide information that is clear, accurate, relevant, and timely.
Accessible and inclusive	We involve customers and stakeholders on an ongoing basis in a meaningful way, to ensure that our plans deliver for our customers across a range of customer segments.
Open and transparent	We clearly identify and explain the role of customers and stakeholders in the engagement process
Close the loop	We will be responding to, and integrating, customer and stakeholder feedback into all aspects of this work.
Measurable	We will measure the success, or otherwise, of our engagement activities and are accountable for our performance.

Customers and Stakeholders

We have identified two key segments with an interest in how we are performing against the Energy Charter Principles, including:

AGIG Reference Group members: with a long-term relationship of engagement with AGIG. These stakeholders have seen the evolution of a range of strategies and initiatives at AGIG over an extended period. They have a deep knowledge of our business and are able to provide meaningful feedback.

Residential customers: from across our national distribution networks are genuinely interested in how we are seeking to deliver against the Energy Charter Principles.

Our Engagement Approach

AGIG values the role of customer and stakeholder engagement and has received industry recognition for our commitment to quality engagement processes. Our approach to engaging on our Energy Charter performance in 2023 was informed by this commitment and an agreed set of requirements across all Energy Charter signatories.

We adopted a 2-stage approach to engage and involve customers and stakeholders in the assessment of our Energy Charter performance in 2023. The first stage of engagement occurred prior to the publication of our Disclosure (September), with the second stage of engagement occurring after the Disclosure was published (October). This approach allowed for the creation of an effective 'feedback loop' for customers and stakeholders.

The Stage 1 and 2 engagement objectives are outlined below.

Stage 1 engagement objectives:

- Introduce AGIG and the Energy Charter.
- Hold an authentic discussion with customers and stakeholders about what AGIG has achieved for customers and communities in 2023.
- Share our progress against each of the Energy Charter Principles, including our maturity model self-assessment outcomes.
- Test and validate our maturity model self-assessment.
- Provide ample opportunity for customers and stakeholders to provide feedback on where we could focus efforts in 2024.

Stage 2 engagement objectives:

- Share our final Disclosure Report against the Energy Charter Principles for 2023.
- Discuss how feedback in Phase 1 was considered and integrated into the Disclosure Report.
- Discuss projects from Stage 1 discussions which were of particular interest to customers and where more information had been requested.
- Collect feedback on the engagement process to enable continual improvement for better outcomes for customers and communities.

Engagement Activities

We engaged with our customers and stakeholders using fit for purpose engagement activities, designed to meet their needs and expectations.

AGIG Reference Group

Following the completion of formal engagement activities for our Victorian pricing submissions, and the disbandment of our joint Victorian Reference Group with AusNet earlier this year, AGIG commenced a strategic review of our national engagement framework. At the time we were required to engage on our Energy Charter performance we were in the midst of this review, with no formal national reference group in place.



For the purposes of engaging on our 2023 Energy Charter performance, we brought together the current members of our South Australian Reference Group (SARG). This particular reference group has been engaging with AGIG for more than 5-years on matters ranging from our pricing submissions to our Priority Services Program and have a deep knowledge of our business. Given the above, we considered them an appropriate avenue of engagement whilst we were completing the strategic engagement framework review.

Following this Stage 1 engagement, members of the SARG were then sent a copy of our Final Disclosure Report and asked to provide any further feedback, including in relation to how we had responded to their feedback.

Membership in the South Australian Reference Group includes representatives from:

- Council of the Aging
- Multicultural Communities South Australia (MCCSA)
- Rate Payers Association of South Australia
- Energy and Water Ombudsman South Australia (EWOSA)
- Energy Council Australia

Iterative Customer Focus Groups

We ran a series of interactive focus groups with residential customers from across our nation distribution networks in September and October. Through 2 phases, we worked with the same groups of customers to test and validate how the Energy Charter Principles are being met.

There are a number of benefits to working in an iterative way with the same groups of customers, including:

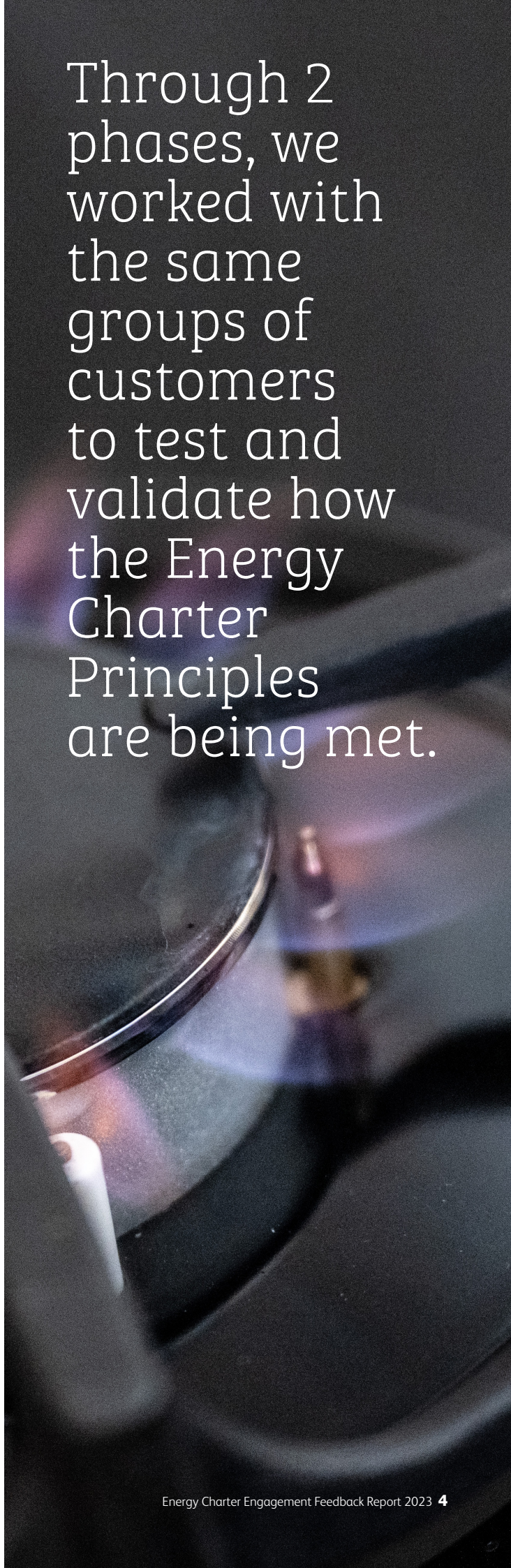
- Building customer knowledge over time to allow customers to make informed decisions.
- We can listen and test our ideas in response to customer feedback as we developed our Disclosure Statement.
- We can prioritise and explore issues in more detail in response to customer feedback.
- Clearly demonstrate to customers how their input is being listened and used.

We held the first round of customer focus groups to shape our reporting in our Disclosure Statement and the second round of focus groups following the publication of our Disclosure Statement. Whilst AGIG representatives were involved in the focus group discussions, feedback and reporting was completed by an independent third party.

Key customer demographics and social attributes represented in the workshops included gender, age, residential, metropolitan, and regional. Whilst the focus groups were held online, customers represented key areas across our national distribution networks.

We appointed independent research agency, McGregor Tan to facilitate and report all focus group discussions. Subject matter experts from AGIG also participated and presented in all focus groups.

Detailed focus group compositions are provided in **Appendix A**.



Through 2 phases, we worked with the same groups of customers to test and validate how the Energy Charter Principles are being met.

Customer and Stakeholder Feedback

Stage 1 Feedback

Theme	Customers said	We heard	We responded
Energy Charter General Discussion	<ul style="list-style-type: none"> Customers felt positively towards the Energy Charter Principles, recognising it as a 'step in the right direction'. Broad agreement that given their direct interface with customers, more energy retailers should sign up to the Charter. 	<ul style="list-style-type: none"> The Energy Charter's intent is perceived correctly and positively by customers. Energy supply chain awareness and roles and responsibilities remains low among customers. 	<ul style="list-style-type: none"> Fed the low awareness insight back to the AGIG's Customer and Community team, and whilst not new, this information assists in campaign messaging and design.
Energy Prices	<ul style="list-style-type: none"> Energy affordability was the foremost concern for most customers, with recent increases the most pressing issue on their mind. Customers stressed the importance of greater transparency around pricing across the supply chain. 	<ul style="list-style-type: none"> Avoiding significant price increases for customers is of most importance. 	<ul style="list-style-type: none"> Provided transparent pricing information from our most recent Access Arrangement outcome in Victoria within the Disclosure report. Reported our distribution changes across all national networks as a KPI against Principle 2.
AGIG Customer Initiatives	<ul style="list-style-type: none"> Many customers were pleasantly surprised to learn of AGIG's customer focussed initiatives, with a strong recommendation to make these more visible to the public. Preferred methods of sharing this information included via social media, direct mail and via meter readers. 	<ul style="list-style-type: none"> The customer initiatives that were prioritised in 2023 accurately reflected the expectations of our customers. We need to amplify our current customer communication channels to ensure better cut-through. 	<ul style="list-style-type: none"> Showcased the customer initiatives discussed with customers in the focus groups, including customer outcomes, in our Disclosure Statement.
Principle 1 We will put customers at the centre of our business and the energy system	<ul style="list-style-type: none"> The majority (72%) of customers agreed with the maturity assessment for Principle 1, considering it fair and reasonable. Customers who expressed uncertainty about the assessment underscored the importance of improved transparency around costs and pricing across the gas supply chain. They suggested that transparency is essential to genuinely prioritising customer interests and truly embodying the principle of "putting customers at the centre". Stakeholders supported our maturity model assessment for Principle 1, noting that some of the showcased initiatives might take some time to gain traction. 	<ul style="list-style-type: none"> We need to better communicate price as it relates to the distribution components of customer's bills and all that we are doing to keep our prices as low as possible for customers. This level of transparency will build greater levels of trust with customers and improve their confidence that we genuinely care about customers. 	<ul style="list-style-type: none"> Based on high levels of customer and stakeholder support we maintained our 'evolved' status in 2023. We provided transparent pricing information from our most recent Access Arrangement outcome in Victoria within the Disclosure report. Reported our distribution changes across all national networks as a KPI against Principle 2.

Customer and Stakeholder Feedback

Stage 1 Feedback continued

<p>Principle 2 We will improve energy affordability for customers</p>	<ul style="list-style-type: none"> • High levels of agreement (77 %) among customers that the maturity model assessment was fair and reasonable. • Overall, customers expressed a positive sentiment regarding the principle of improving energy affordability for customers, with many appreciating AGIG's proactive approach. • Those customers who were uncertain discussed that they haven't personally observed improvements in energy affordability and wanted to see more facts and figures for validation. • Stakeholders supported our maturity model assessment for Principle 2 and were hopeful that at some point AGIG will own the narrative around our contribution to customers' overall gas bill. 	<ul style="list-style-type: none"> • We acknowledge that whilst AGIG's distribution component of a customer's bill has not recently seen significant price increases, customers are typically experiencing price increases due to increases in other parts of their bills. 	<ul style="list-style-type: none"> • Based on high levels of customer and stakeholder support we maintained our 'evolved' status in 2023. • Provided transparent pricing information from our most recent Access Arrangement outcome in Victoria within the Disclosure report. • Reported our distribution changes across all national networks as a KPI against Principle 2.
<p>Principle 3 We will provide energy safely, sustainably, and reliably</p>	<ul style="list-style-type: none"> • There was a strong consensus that the maturity model assessment was fair and reasonable (77 % agreed), with only 1 customer disagreeing. • This customer's disagreement stemmed from the belief that the 2050 target was not ambitious enough and the desire for a stronger commitment to sustainability. • The majority were satisfied with the reliability of their gas supply. • A few customers had some safety related questions about hydrogen and the need to replace appliances. • Stakeholders supported our maturity model assessment for Principle 3 with no additional feedback. 	<ul style="list-style-type: none"> • We are trusted to deliver gas safely and reliably, with customers showing very little concern when it comes to these considerations. • Awareness around renewable gasses, including hydrogen, remains low and it is important to communicate the safety and price related considerations when introducing these technologies to customers. 	<ul style="list-style-type: none"> • Based on high levels of customer and stakeholder support we have progressed to an 'empowered' status in 2023. • We addressed all hydrogen safety related queries within the focus group to ensure customers were well informed and comfortable. • Clearly explained our Low Carbon Strategy and how we have made progress against our targets in the 2023 Disclosure Statement. • We will continue to promote our Low Carbon Strategy via multiple communication channels, including social media.

Customer and Stakeholder Feedback

Stage 1 Feedback continued

<p>Principle 4</p> <p>We will improve the customer experience</p>	<ul style="list-style-type: none"> • The majority (92%) found the maturity assessment to be fair and reasonable, however, a couple of participants found it difficult to make a judgement call on the customer experience perspective due to their lack of prior interactions with AGIG. • It was suggested that enhancing customer awareness about AGIG and its functions could contribute significantly to further enhancing the overall customer experience. • Stakeholders supported our maturity model assessment for Principle 4 with no additional feedback. 	<ul style="list-style-type: none"> • Unless customers have experienced a gas outage or recently connected to our network, it is likely that they may have never had an interaction with us. We acknowledge that for these customers, this presents a challenge when seeking to provide feedback on Principle 4. • Customers would like to know more and understand the different roles involved in the supply chain delivering gas to their homes and businesses. 	<ul style="list-style-type: none"> • Based on the high levels customer and stakeholder support we have progressed to an 'evolved' status in 2023. • We have committed to invest and grow our customer experience capability in 2024, which includes consideration to how we improve AGIG's awareness among our customer base.
<p>Principle 5</p> <p>We will support customers facing vulnerable circumstances</p>	<ul style="list-style-type: none"> • There was a strong consensus among customers that the maturity model assessment was fair and reasonable (96% agreed), with only 1 customer uncertain. • Customers appreciated our efforts and were impressed by the support in place for customers facing vulnerable circumstances. • There was a resounding call for broader communication of AGIG's efforts to ensure that individuals in vulnerable circumstances are well-informed about the available assistance. • Stakeholders supported our maturity model assessment for Principle 5 and encourage us to continue to promote the Priority Services Program. 	<ul style="list-style-type: none"> • Cost of living pressures are placing significant pressures on Australian families, placing new customer segments into vulnerable situations. • There is a significant need for programs like the Priority Services Program. 	<ul style="list-style-type: none"> • Based on high levels of customer and stakeholder support we maintained our 'evolved' status in 2023. • We will continue to promote our Priority Services Program in South Australia and Queensland to ensure that eligible customers are accessing the available supports. • We will also work towards the implementation of the Priority Services Program in Victoria in 2024.

Customer and Stakeholder Feedback

Stage 2 Feedback

Theme	Customers said	We heard	We responded
<p>Principle 1</p> <p>We will put customers at the centre of our business and the energy system.</p>	<ul style="list-style-type: none"> • There was general customer agreement that we responded to their Stage 1 feedback appropriately. • One customer expressed uncertainty and would have liked to have seen data on industry standards. • Customers emphasised that a more thorough understanding of the sector would better assist them in making an informed decision. • Customers regarded the 2024 commitments for this principle to be promising and ambitious. • Stakeholders had no additional feedback on Principle 1 following Stage 1 engagement. 	<ul style="list-style-type: none"> • We responded to Stage 1 feedback adequately and are on the right track with our 2024 commitments. • Energy supply chain awareness and roles and responsibilities remains low among customers. 	<ul style="list-style-type: none"> • Committed to delivering on our 2024 commitments. • Committed to exploring CX related KPIs/industry standards that might be more relatable to customers.
<p>Principle 2</p> <p>We will improve energy affordability for customers.</p>	<ul style="list-style-type: none"> • All but one customer in the focus groups agreed that we responded to their Stage 1 feedback appropriately. • The one customer who was uncertain cited rising gas prices as their main concern. • Customers were also interested in the customer take-up numbers of the efficiency rebate and suggested that we publish this information for accountability purposes. • Customers unanimously agreed that our 2024 commitments for principle two were reasonable. • Stakeholders had no additional feedback on Principle 2 following Stage 1 engagement. 	<ul style="list-style-type: none"> • We responded to Stage 1 feedback adequately and are on the right track with our 2024 commitments. • Whilst distribution charges might not be driving cost increases currently being experienced by many customers, it is difficult for customers to discern these differences when all they can see is bill increases. 	<ul style="list-style-type: none"> • Committed to delivering on our 2024 commitments. • Committed to full transparency and reporting on all elements of the Priority Services Program, including the efficiency rebate in South Australia and Queensland.

Customer and Stakeholder Feedback

Stage 2 Feedback continued

<p>Principle 3</p> <p>We will provide energy safely, sustainably, and reliably.</p>	<ul style="list-style-type: none"> • Almost unanimously, customers agreed that their Stage 1 assessment was reported adequately. • One participant expressed uncertainty, citing scepticism about greenwashing, and suggesting that sustainability targets could be more ambitious. • Customers agreed that the 2024 commitments related to sustainability were commendable. However, some customers sought clarification on specific ESG targets and desired more facts and figures. • The pursuit of hydrogen and biomethane projects was met with enthusiasm with many interested in learning more. • Stakeholders had no additional feedback on Principle 3 following Stage 1 engagement. 	<ul style="list-style-type: none"> • We responded to Stage 1 feedback adequately and are on the right track with our 2024 commitments. • We need to be wary of perceived greenwashing when discussing renewable gas projects. • Customers are keen to learn more about renewable gas and our projects. 	<ul style="list-style-type: none"> • Committed to delivering on our 2024 commitments. • Consider how to achieve better cut through with our promotion of renewable gas and our projects, including with more digital communication.
<p>Principle 4</p> <p>We will improve the customer experience.</p>	<ul style="list-style-type: none"> • All customers agreed that we had responded appropriately to the feedback given in Stage 1 focus groups. • Several customers noted the need for greater awareness of AGIG and services available to customers. • Overall, customers supported our 2024 commitments to improve the customer experience. • Customers acknowledged the value of initiatives addressing both internal and external progress, viewing them as valuable commitments. • Stakeholders had no additional feedback on Principle 4 following Stage 1 engagement. 	<ul style="list-style-type: none"> • We responded to Stage 1 feedback adequately and are on the right track with our 2024 commitments. • Awareness of AGIG and our services remains low among customers. 	<ul style="list-style-type: none"> • Committed to delivering on our 2024 commitments. • Fed the low awareness insight back to the AGIG's Customer and Community team, and whilst not new, this information assists in campaign messaging and design.

Customer and Stakeholder Feedback

Stage 2 Feedback continued

<p>Principle 5</p> <p>We will support customers facing vulnerable circumstances.</p>	<ul style="list-style-type: none"> • Almost all customers agreed that our response to their Stage 1 feedback was appropriate. • Any uncertainty among customers stemmed from concerns that eligible Priority Services customers may not be aware of the supports that are available to them. • There was a positive customers sentiment regarding our 2024 commitments to supporting customers facing vulnerable circumstances. • Customers unanimously agreed that the 2024 commitments related to supporting customers in vulnerable circumstances were commendable and ambitious, generating a high level of positive sentiments among all customers. • Stakeholders had no additional feedback on Principle 4 following Stage 1 engagement. 	<ul style="list-style-type: none"> • We responded to Stage 1 feedback adequately and are on the right track with our 2024 commitments. 	<ul style="list-style-type: none"> • Committed to delivering on our 2024 commitments. • We will continue to promote our Priority Services Programs to ensure that eligible customers are accessing the available supports.
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Our Engagement Performance

The independent research agency responsible for the facilitation and reporting on all customer focus groups also undertook a review of our engagement process with customers.

Feedback on the engagement process, across both Stages, was overwhelmingly positive.

Customers cited that they enjoyed their involvement, valued the opportunity to share opinions, and appreciated AGIG seeking community input. They appreciated having a representative from AGIG involved in the discussion and appreciated their knowledge and openness to share information.

Overall, 95% of customers were either very satisfied or satisfied with our Energy Charter Engagement process, with the remaining 5% voting 'neutral' when it came to satisfaction. There were no customers who reported dissatisfaction with the process.

Suggestions from customers for future engagement included:

- Sharing of background information to ensure customers could participate in meaningful discussions with a baseline understanding of AGIG.
- Customers would have liked some more time to freely discuss their thoughts and opinions.
- There was some concern with the maturity model self-assessment, with customers agreeing that involving a third party to test this assessment is ultimately a good thing.

Appendix A

Focus Group Composition

Group 1: AGN VIC Customers

Gender	Age	Location
Male	40-49	Narre Warren
Female	50-59	Thornbury
Male	40-49	Greensborough
Male	60-69	Berwick
Male	70+	South Morang
Female	60-69	Preston
Female	60-69	Reservoir
Female	60-69	Epsom
Female	50-59	Wodonga

Group 2: MGN Customers

Gender	Age	Location
Female	50-59	Parkdale
Male	50-59	Noble Park
Male	30-39	Clayton South
Female	70+	Vermont
Male	30-39	Parkdale
Female	20-29	Port Melbourne
Male	50-59	Doncaster East
Female	50-59	Kilsyth
Female	40-49	Dandenong

Group 3: AGN SA Customers

Gender	Age	Location
Female	30-39	Murray Bridge
Male	60-69	Mt Gambier
Female	50-59	Valley View
Male	50-59	Torrens Park
Male	60-69	Marleston
Female	40-49	Henley Beach
Male	30-39	Newton
Male	50-59	Noarlunga Downs

