

2024 The Energy Charter Disclosure



EnergyAustralia
LIGHT THE WAY

Message from the Managing Director



I'm pleased to present EnergyAustralia's sixth Energy Charter report, as part of our continued commitment to providing better energy outcomes for customers and the communities we serve.

Throughout 2024, cost of living pressures continued to impact our customers, even as energy prices stabilised. We appreciate that people are working harder to balance their budgets and continued to support our vulnerable customers through the EnergyAssist program.

We are focused on managing our costs and increasing efficiency to remain as competitively priced as possible, while expanding our generation portfolio to deliver flexible capacity, enhance reliability and provide more renewable energy.

We are proud to share three highlights that improved customer and community outcomes in 2024:

- 1. Assisting customers experiencing vulnerability:** Demand for financial support continued to increase during the year, and we maintained our elevated staffing levels to support our vulnerable customers. Pleasingly, customer satisfaction with our EnergyAssist program increased in these circumstances, with Customer Net Promoter Score in this area up 8.8 points to +77.1. The initiatives planned for 2025 will support our continued focus on helping customers to bridge their gap between consumption and capacity to pay, and supporting them with manageable payment plans.
- 2. Offering innovative products to advance the energy transition:** We continued to invest in innovative products and renewable assets based on customer need, so that the energy transition can work for everyone. Initiatives such as Community Battery Ease and our Virtual Power Plant are helping our customers and supporting our emissions reduction ambitions.

3. Expanding our portfolio to support the transition to renewable energy:

We continue to invest in our portfolio, developing energy storage and flexible assets that support the shift to renewable energy production. Our fast-start gas-fired Tallawarra B Power Station began operation and has already played its part by providing flexible, dispatchable energy when the market needs it. We progressed key battery storage projects at Mt Piper and Hallett, which will contribute to the system's stability during the energy transition.

The collaborative platform provided by The Energy Charter enables energy businesses to work together for the benefit of customers. As we navigate the energy transition, what matters most for customers is that, collectively, the energy industry provides simple and integrated solutions, particularly for vulnerable customers, balances reliable, affordable and renewable energy, and gets the basics right.

I am proud of the hard work of our team over the past year, and their continued commitment to delivering better energy outcomes for our customers and communities.

Mark

Mark Collette
Managing Director, EnergyAustralia

Acknowledgement of Country

EnergyAustralia acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of the lands on which we live and work throughout Australia. We recognise their continuing connection to lands, waterways and community and we pay our respects to all First Nations peoples and acknowledge Elders past and present.

Our customers and communities

Our purpose is to lead and accelerate the clean energy transformation for all.

As one of Australia's largest energy retailers, we serve over 1.6 million customers across 2.4 million energy accounts. Our customers represent all customer segments.

We strive to make the energy transition simple for customers, combining customer owned behind the meter assets into our growing flexible energy portfolio.

Our main interactions with local communities occur in proximity to our generation assets and offices. EnergyAustralia works constructively and respectfully within local communities including workers and their families, businesses, local governments, interest groups and Traditional Owners.



We supply electricity and gas

to around 1.6 million customers across 2.4 million accounts.



Our people are our greatest asset, and we employ

2,250 employees

across our generation sites, head office in Docklands, Victoria, and our Geelong contact centre. We're committed to a workplace where everyone belongs, regardless of gender, sexual orientation, gender identity, age, disability, marital or family status, ethnicity, nationality, cultural backgrounds, perspectives and other areas of difference.



We assisted customers over 2 million times

in 2024 over the phone or via digital channels.



We recognise the importance of having active and respectful working relationships with the Traditional Owners and Custodians of the lands on which we operate,

a focus of our Innovate Reconciliation Action Plan.

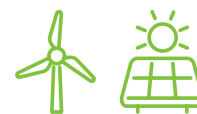
We are also committed to recognising and minimising the impacts on Aboriginal and Torres Strait Islander peoples and communities as we transition away from traditional forms of energy.



We helped

26,014 customers

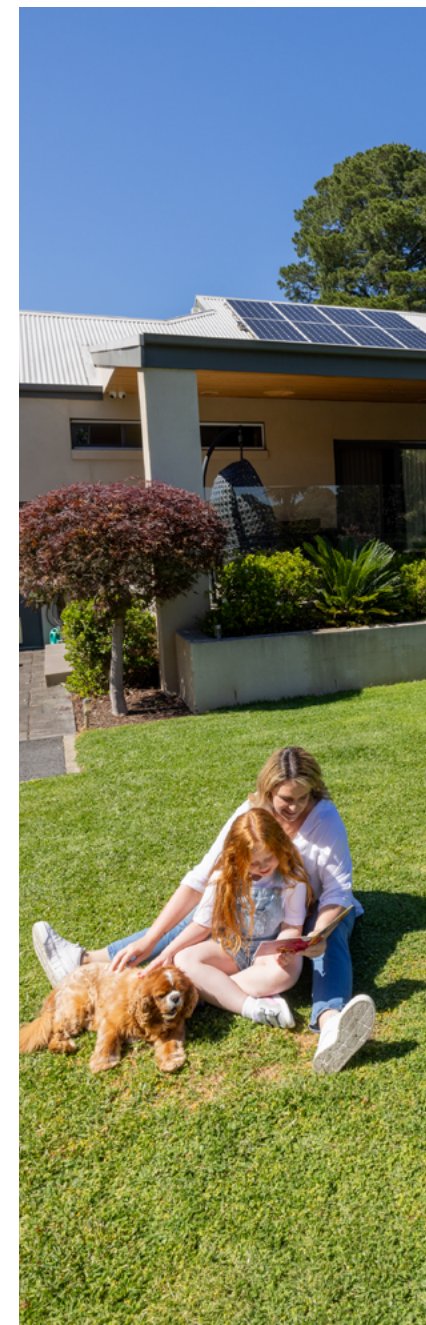
access government assistance, with customers receiving an average adjustment of \$380.



In December we launched our second Climate Transition Action Plan (CTAP 2024), which details the ambition for our decarbonisation pathway for Scope 3 emissions and builds on our existing commitments outlined in CTAP 2023, of

up to 3 GW of renewable energy,

committed or operational by 2030, with a focus on large-scale wind-generation assets.



2024 Customer highlights

We are proud to continue our commitment to The Energy Charter and seek to improve across each of its five principles. In 2024, this included our efforts to support customers who are experiencing vulnerability, introduce innovative products and grow our portfolio to support the transition to renewable energy.

Highlight 1: Assisting customers experiencing vulnerability

We understand the impact that the rising cost of living is having on Australians. EnergyAustralia remains committed to broadening our support capabilities and enhancing our platforms to identify and assist customers experiencing vulnerability.

EnergyAssist

The EnergyAssist program provides customers facing financial hardship with tailored assistance and personalised support from dedicated case managers. Our EnergyAssist team received 239,924 customer calls, a 73% increase from 2023, and we provided \$36 million in support through the program.

In 2024, 87% of EnergyAssist customers met their agreed payment plans (up 8% from 2023), indicating we are effectively planning together. The program also connects customers with energy efficiency advice and support services to help reduce their ongoing energy costs. Our new self-service portal for hardship customers allows them to manage their payment plans and access resources on their own terms.

Knock to Stay Connected

Since July 2021, EnergyAustralia has been a leader in the #BetterTogether initiative Knock to Stay Connected. We work with networks and other partners to visit premises in person as a way to contact and engage customers.

This year, we expanded our Knock to Stay Connected initiative, visiting 53,410 residences, almost double the 29,747 visited in 2023. This initiative is part of our Wellbeing program, offering customers who may be at risk of disconnection face-to-face support so they can stay connected to essential energy services.

One Stop One Story Hub

EnergyAustralia remained committed to the Thriving Communities Partnership 'One Stop One Story' Hub during 2024. The innovative digital platform simplifies access to support services for vulnerable customers, where they can share their story once and be connected to multiple services.

In 2024, we expanded our referral pathways through the Hub, ensuring customers in need can access a broader range of support, including counselling, mental health services or energy-specific assistance.

OneGeneration

In 2024, EnergyAustralia became a founding partner of OneGeneration, an Australian first national alliance of businesses committed to taking action against domestic and family violence with a focus on customer support. As a founding partner, we are focused on creating safer spaces for our employees and customers, and providing access to counselling, paid leave, and critical support services for those affected by family and domestic violence.



2024 Customer highlights (continued)

Highlight 2: Offering innovative products to advance the clean energy transition

EnergyAustralia's purpose is to lead and accelerate the clean energy transformation for all. We are investing in generation and storage assets and developing innovative products based on customer need, to shape EnergyAustralia's future and enable a simpler energy transition for our customers.

Community Battery Ease

Community Battery Ease is a shared energy storage solution that makes renewable energy more accessible while helping to lower electricity costs for households – whether they own a home, rent, or live in an apartment. Launched in partnership with Ausgrid, Community Battery Ease is part of a trial available in select NSW postcodes, allowing eligible customers to access locally stored energy, in combination with energy from the broader grid. These neighbourhood batteries store energy generated during the day and feed it back into the grid when demand is high, balancing supply and demand and helping to reduce energy costs for participating customers.

Virtual Power Plants

We are exploring how best to unlock the benefits of customer owned assets through Project Edith – a dynamic pricing trial in partnership with Ausgrid that maximises the benefits of Virtual Power Plants (VPPs) for NSW customers. The 18-month trial dynamically adjusts network costs based on time and location, allowing households to optimise their rooftop solar and battery systems, reduce reliance on grid electricity and unlock savings. The project expands access to renewable energy, supporting more households to benefit from renewable energy solutions while improving grid reliability.

Electric Vehicle Solutions

EnergyAustralia is supporting businesses to reduce their fleet emissions with our innovative sustainable transport solutions. Our commercial package helps fleet customers install electric vehicle charging systems, paired with solar and battery integration for greater energy efficiency. This initiative reflects our commitment to helping business customers with their decarbonisation ambitions and improve their bottom line.

Our continued collaboration with Tropic Wings, Cairns' leading bus tour operator, is just one of these projects – demonstrating the feasibility of sustainable transport and the importance of investing in critical infrastructure to support the energy transition. Find out more about this project in our CTAP 2024.

Highlight 3: Expanding our portfolio to support the transition to renewable energy

EnergyAustralia is committed to expanding our portfolio to support the transition to renewable energy. In 2024, we focused on developing flexible capacity projects that contribute to grid stability and enable renewables. We reached key milestones for three important projects at Tallawarra (NSW), Wooreen (Vic) and Hallett (SA).

Tallawarra B Power Station

Our Tallawarra B Power Station commenced operations in June 2024. The Tallawarra B gas-fired power station is providing reliable, fast-start capacity when the grid needs it most. Find out more about the project in Principle 3 and in our CTAP 2024.

Wooreen Battery Energy Storage System (BESS)

We progressed the Wooreen BESS in Victoria's Latrobe Valley. Supported through the Australian Government's Capacity Investment Scheme, Wooreen will deliver 350MW of grid-scale storage for four hours when completed, contributing to reliability and affordability for customers.

Hallett Battery Energy Storage System

This year we helped support South Australia's energy transition by advancing the Hallett BESS. With funding secured under the Capacity Investment Scheme, this 50MW, four-hour battery will contribute to grid stability by storing energy, including renewable energy, and dispatching it at peak times.

Scorecard

CRITERIA

ELEMENTARY

EMERGING

EVOLVED

EMPOWERED

EXCEEDING

OUTCOME

PRINCIPLE
1

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

Customer
centricity

-8.7 pts
Strategic Net
Promoter Score
(NPS)

67.2
RepTrak

3.97
(out of 5)
Employee
engagement

PRINCIPLE
2

We will
improve energy
affordability
for customers

Affordability



>683k
payment
extensions and
payment plans
set up

87%
of customers
met their agreed
payment plans

PRINCIPLE
3

We will provide
energy safely,
sustainably,
and reliably

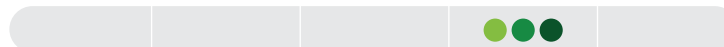
Safely



Sustainably



Reliably



3.15
Total Injury
Frequency
Rate (TIFR)

**Up to
3GW**
of renewable
generation
by 2030

406MW
(14% increase)
Demand
Response Capacity

PRINCIPLE
4

We will improve
the customer
experience

Fair outcomes



Communications

Complaints
handling

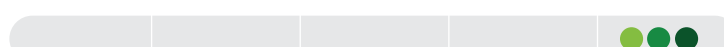
59.9%
Service
transactions
completed
digitally

44
Direct
complaints
per 10k
customers

91%
(3% increase)
Direct complaints
resolved within
30 days

PRINCIPLE
5

We will support
customers facing
vulnerable
circumstances

Treatment of
vulnerability

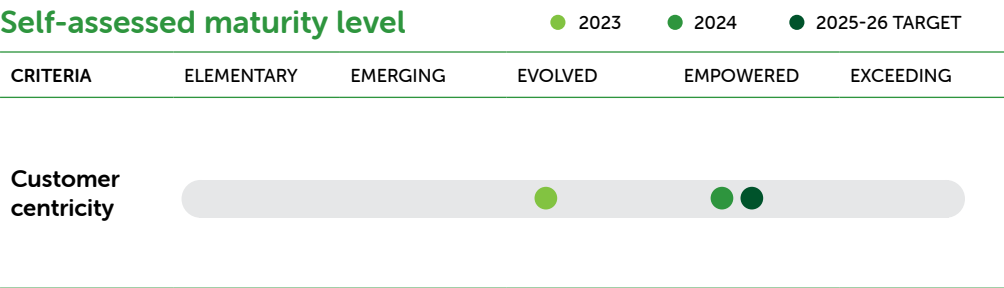
56,475
EnergyAssist
participation

53,410
residences visited
as part of our
Knock to Stay
Connected
program

+77.1
EnergyAssist
Customer NPS

Principle 1:

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



Progress over time

MEASURE	2023 RESULT	2024 RESULT	CHANGE
Strategic NPS	-17.6 (CY)	-8.7 (Jul-Sept)	+8.9pts
RepTrak	65.8	67.2	+1.4pts
Employee engagement	66%	3.97 (out of 5)	-5%

How we delivered positive outcomes for customers

Delivering better customer outcomes

Strategic Net Promoter Score (SNPS) measures the likelihood that customers will advocate for EnergyAustralia. Our most recent quarterly SNPS results (July-September 2024) show an improvement from -17.6 to -8.7 compared to last year¹. Our brand reputation score, RepTrak, increased during 2024, reaching 67.2 (+1.4pts from 2023) over the 12 months to end Q3 2024. EnergyAustralia was the highest ranked tier 1 energy company in Q3 2024 and ranked 38th out of Australia’s largest companies.

This improvement has resulted from a combination of stabilising energy prices, continued strength in customer service and enhanced communication around available affordability support. Insights from customer feedback loops have helped us to refine our customer experience, so that customers can more easily access available support.

Enabling customer choice

We are committed to offering customers choice about how they engage with the energy transition. In 2024, we continued to expand our energy offerings.

We launched our first community battery energy plan, Community Battery Ease, for customers in select postcodes across Sydney, the Central Coast, Newcastle and Maitland. The plan provides households, including renters and apartment dwellers, with access to locally stored energy at 13 locations

within the Ausgrid network area, in combination with energy from the broader grid.

While still in its early stages, we are working to expand the program and enhance customer understanding of the plan, with the goal of increasing uptake – particularly by those unable to invest in their own energy systems.

We are partnering with Ausgrid on Project Edith, an 18-month dynamic pricing trial to enable customers to unlock the benefits of Virtual Power Plants and maximise the value of their home solar systems. The trial is focused on understanding how dynamic pricing interacts with energy assets and its potential benefits for customers. These insights will inform future developments in flexible capacity and customer offerings.

Governance and reporting practices

EnergyAustralia’s Board and Executive Leadership Team regularly review how we are delivering customer outcomes using our enterprise balanced scorecard and monthly reports. Metrics reviewed include Customer NPS (CNPS), SNPS, RepTrak, and financial and non-financial measures related to ongoing customer initiatives.

Our Customer Council met quarterly to discuss issues relevant to our customers. The Council is comprised of representatives from community groups, customer advocates, and business groups, such as St Vincent De Paul, Business NSW, Energy Users’ Association of Australia and more.

1 Strategic NPS is based on Roy Morgan Single Source, Australian population aged 14+ with gas and electricity connections with EnergyAustralia. Net Promoter Score (NPS) is calculated as a 3-month average from July to September 2024. Net Promoter®, NPS®, NPS Prism®, and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld. Net Promoter Score SM and Net Promoter System SM are service marks of Bain & Company, Inc., NICE Systems, Inc., and Fred Reichheld.

Principle 1:

We put customers at the centre of our business and the energy system (continued)

An engaged team

Having engaged teams is critical to delivering customer outcomes. In 2024, we introduced a new engagement framework provided by Gallup to better understand what our employees most need to perform their best. This new tool produces a different numerical result that is not comparable to previous years. Our engagement score was 3.97 in October 2024, placing EnergyAustralia at the 40th percentile with Gallup's global benchmark.

In 2024, there was a 30% increase in male employees taking up our leading family leave policy, reflecting our growing culture of inclusion and support. This updated policy has reinforced employee engagement by enabling greater work-life balance and fostering a more equitable workforce. We also contributed an additional \$150,714 in superannuation to women taking up the leave, in response to the superannuation gap that women disproportionately face when taking parental or carer leave.

Changes to our generation portfolio will impact our workforce in the years ahead. To support our workforce, we hosted a careers fair as part of our \$10 million Yallourn Transition Program, helping our employees reskill and plan for future opportunities ahead of the power station's 2028 retirement. This initiative, along with the development of a training guide mapping career pathways from coal to offshore wind roles, highlights our commitment to empowering our people to thrive through the energy transition.

Where we can improve

We know we can do more to improve customer outcomes through the energy transition, in particular by striving to improve our product offering and integrating and simplifying the coordination of customer energy resources. Our work with networks in this domain remains an important area of collaboration for customer benefit.

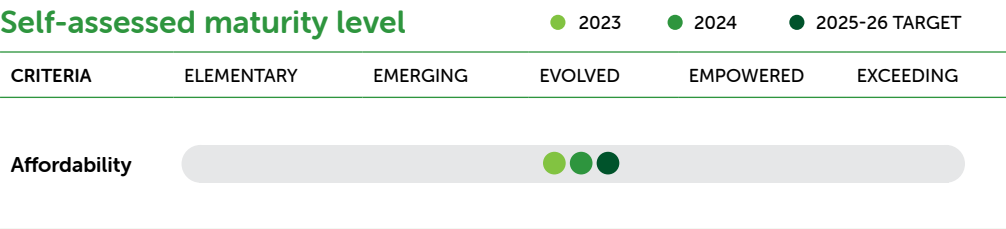
We have been working hard to provide our customers with greater options to manage their energy needs anytime and from anywhere - such as our self-service portal and the EnergyAustralia mobile app. In 2025, we will continue refining these tools by enhancing usability, strengthening security measures, and improving transparency to give customers greater control over their energy accounts. See Principle 4 for details.

Building on customer communication updates in 2024, we will continue monitoring regulatory updates in 2025 so our billing remains clear, compliant and customer friendly.



Principle 2:

We improve energy affordability for customers



How we are working to improve outcomes for customers

Enabling customers to define affordability

Affordability and cost of living is top of mind for customers. We regularly test the suitability of plans for our residential and business customers during our interactions. For customers experiencing financial hardship, our focus is on helping customers achieve long-term financial sustainability while maintaining access to essential energy services. See Principle 5 for details.

In 2024 we continued to focus on proactive support and personalised payment solutions. This includes offering a 'Regular Pay' option where installment amounts are based on estimated future charges over the term of their plan and preferred payment frequency. We have found that smaller, more regular payments are easier for our customers to budget, fit into their lifestyle, and stay on top of their energy costs.

We will continue to develop our communications so our customers are always aware of the best offers available to them. We conducted two campaigns during 2024 aimed at providing customers, including those with varying levels of energy literacy, with clear information about the energy plans that best suit their needs and circumstances.

Progress over time

MEASURE	2023 RESULT	2024 RESULT	CHANGE
Payment extensions and payment plans set up	>700k	>683k	- 17k
Customers who met their agreed payment plan	79%	87%	+8%

Working to improve affordability for our business customers

Having flexible capacity in the grid reduces pressure during peak demand periods and provides an opportunity for our business customers to reduce their costs through our Demand Response Program. We reward Commercial & Industrial (C&I) customers who reduce their energy demand during peak events. In 2024, EnergyAustralia paid more than \$1.47m to 396 C&I customers participating in the demand response program. We also provided energy audits to identify potential savings.

Our Lake Lyell Pumped Hydro project was declared as Critical State Significant Infrastructure during 2024 and progressed to feasibility stage, with a decision on proceeding likely in the second half of 2025. The project has a proposed capacity of 385MW for up to eight hours that could provide reliable and affordable energy for at least 250,000 homes.²

We are investing in assets and supporting renewables firming that will shape our future and make the energy transition simpler for customers. See Principle 3 for details.

Investing in assets that ensure affordability

We continue to pivot our asset portfolio to include the technologies required to deliver an affordable energy transition. Our planning decisions are based on ensuring an affordable energy supply in future – for example, planning to optimise the use of existing transmission infrastructure, avoiding costs that would otherwise need to be recovered from customers.

2 Based on average daily consumption of an average home.

Principle 2:
We improve energy affordability
for customers (continued)

Offering innovative products that reduce
customers' bills

Our Solar Max plan offers customers the option of a higher than standard feed-in-tariff and allows residential customers to receive credit for any unused solar electricity sent back to the grid from their investment in rooftop solar systems. We currently have a 10c/kWh feed-in-tariff for the first 12kWh/day of average export across the customer's billing period, and our standard feed-in-tariff applies for export after this, to offer returns for solar customers.

We launched Community Battery Ease, our first energy plan that allows customers in select areas to access and share locally generated energy, in combination with energy from the broader grid, helping to reduce their energy bills. See Principle 1 for more details.

Securing long-term energy supplies

In a more uncertain operating environment as the energy transition accelerates, our focus remains on introducing the appropriate generation supply into the market when it is required to reduce pressure on wholesale energy prices. We are actively seeking renewable energy contracts to support our target of up to 3GW in our portfolio by 2030.

Our battery and gas flexible capacity enables more renewables to enter the market with the reliable outcomes needed for customers. Find out more about these initiatives in Principle 3.

Where we can improve

We are committed to reducing the cost of providing energy to customers, providing clear information about our best available offers, and assisting customers when they face financial hardship. We are evaluating and planning for ways both to reduce costs in our operations and in how energy is used (through more use of electric hot water during solar hours, for example).

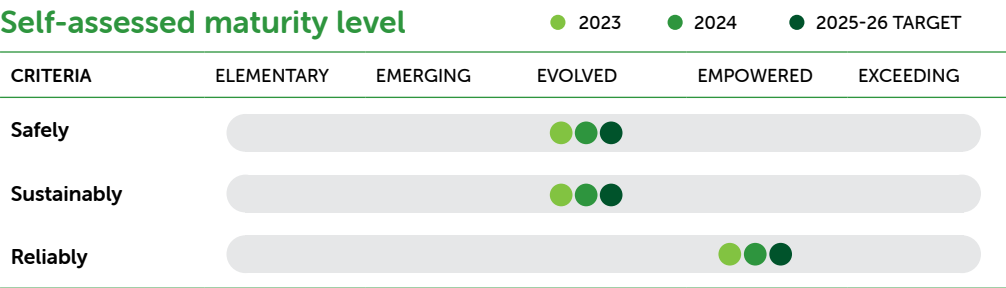
For those experiencing cost of living pressures, we have a range of payment support programs already established. In 2025, we will continue refining our approach to affordability conversations, embedding vulnerability-informed approaches into our contact centre conversations, and expanding agent training.

EnergyAustralia understands the clarity of our customer communication is particularly important when Australian households are facing cost of living challenges. We know that customers rely on our transparency when managing their budgets, and we are committed to keeping them informed of their best options.



Tallawarra A and B

Principle 3: We provide energy safely, sustainably, and reliably



Progress over time

MEASURE	2023 RESULT	2024 RESULT	CHANGE
Total Injury Frequency Rate (TIFR)	2.32	3.15	35.8%
Serious Injury Frequency Rate (SIFR)	1.7	2.21	30%
Demand Response Capacity	356MW	406MW	14%

How we delivered positive outcomes for customers

Enhancing safety and wellbeing

In 2024 we saw a 35.8% increase in our Total Injury Frequency Rate (TIFR), from 2.32 to 3.15 enterprise wide. This was largely due to an increase in outage work performed throughout 2024. Our enterprise wide Serious Injury Frequency Rate (SIFR) also increased by 30%, from 1.7 to 2.21. This increased reporting of serious incidents follows our focus on risk identification during the year, which encouraged employee reporting to help identify risks and continue to improve our health and safety outcomes.

The Yallourn asset refresh program continued, with two major outages during 2024.

We strengthened our safety culture through training and education, with a particular focus on hazard identification and risk assessment. Our frontline teams play a critical role in this effort, and completed over 4,000 documented health and safety activities throughout the year. More than 600 workers completed training to prevent injuries to hands, feet and legs.

Our ‘Employment Assistance’ and ‘Protecting Our People’ programs give our team members, and their close family, access to free, confidential counselling, as well as support when faced with challenging front-line situations.

We strive to create a workforce where everyone belongs. Our employee networks support employees from LGBTQ+, First Nations, culturally and linguistically diverse, trans and diverse gender communities, as well as employees impacted by family violence.

These networks are one of the ways that our employees feel a sense of belonging, safety, and encouragement to bring their whole selves to work. We know that everyone feeling a sense of belonging brings more innovative decisions, improved workplace experiences, and a better understanding of our customers’ needs.

Progressing our Climate Transition Action Plan

Our second CTAP was released in December 2024, providing an update on our progress towards our commitment to achieving Net Zero greenhouse gas emissions across Scopes 1 and 2 by 2050, and our ambition for this commitment to extend to Scope 3. CTAP 2024 outlines our Scope 3 emissions decarbonisation pathway.

Helping our residential and small business customers to decarbonise is part of our Scope 3 decarbonisation pathway. For example, we teamed up with Sydney Zoo during 2024, installing 602 solar panels in a 271kW system that we estimate can generate up to half of the zoo’s peak electricity demand on a sunny summer’s day.

Find out more about our progress in our CTAP 2024.

Principle 3:**We provide energy safely, sustainably,
and reliably (continued)****Building a reliable, flexible energy system**

EnergyAustralia is advancing its generation portfolio by continuing to invest in energy storage and flexible assets that support the shift to renewable energy production. We are focused on selecting the most economic, reliable and fit-for-purpose technologies across the system as we strive to grow our renewable energy portfolio by up to 3GW by 2030.

We progressed several generation and storage projects during 2024. We commenced operations at the gas-fired 320MW Tallawarra B Power Station, which is contributing to energy reliability across the National Energy Market (NEM) at times of low solar and wind production. Tallawarra B was run 100 times across eight months in 2024.

We entered into an offtake agreement for 230MW from the Golden Plains Wind Farm, which is expected to power over 178,000 Victorian homes and small businesses once fully commissioned from the late 2020s.

Expanding battery storage across the NEM is an important part of the energy transition. During 2024, we entered into a new and innovative 'virtual toll' with Akaysha Energy for 50% of the capacity of the 400MW 4-hour Orana battery (NSW), which is due to commence commercial operation in 2026. The Mt Piper BESS in NSW received development approval in November 2024.

Mt Piper BESS will have a capacity of 500MW, enough to power 320,000 homes for four hours, with construction expected to commence in 2026. Major battery storage projects at Wooreen and Hallett received Australian Government support in September. See Highlight 3 for details.

We are also progressing power station upgrades and developments to provide reliable electricity generation that supports the energy transition. The Tallawarra A High Efficiency upgrade is increasing capacity from 420MW to an expected 480MW and enables partial use of renewable hydrogen in the future, subject to approval.

Find out more about these projects in our CTAP 2024.

Ensuring continuity of supplier for customers of defunct retailers

EnergyAustralia is the designated Retailer of Last Resort (RoLR) for electricity and gas customers in parts of NSW and Victoria. In August 2024 EnergyAustralia became the financially responsible market participant for select customers of former energy retailer Maximum Energy Retail Pty Ltd (trading as Circular Energy). All customers were offered current market rates as an alternative to the Default Market Offer (DMO) or Victorian Default Offer (VDO).

Where we can improve

We are planning to further expand our asset portfolio in 2025 and beyond. EnergyAustralia is working with partners to secure additional renewable energy contracts to meet our CTAP commitments and provide affordable energy for our customers.

Several electricity storage systems currently in our pipeline are expected to begin operations in the coming years, to support network supply and help bring more renewable energy into the electricity network. This includes the Wooreen BESS, which will help facilitate the Yallourn power station closure in mid 2028. For further details on the progress of these projects, see our CTAP 2024.

We are also seeking to minimise additional costs and reduce project timelines by using existing transmission infrastructure for new projects, including in our Hallett and Mt Piper BESS, and Lake Lyell Pumped Hydro project. We are also working on several community battery projects to support grid stability, expand renewable energy participation and reduce overall emissions.

In 2025, EnergyAustralia will further strengthen and simplify our safety management approach. This includes upgrading our contractor management system and simplifying our safety management system to remain fit-for-purpose for both large- and mid-scale assets, as our portfolio changes. We will continue to focus on reducing fall from heights incidents during 2025, extending our 'Stop the Drop' program on the risks and mitigation strategies to prevent dropped objects. We will continue to partner with BridgeClimb Sydney, leaders in working at heights, as part of our education program.

Principle 4:

We improve the customer experience

Self-assessed maturity level

● 2023 ● 2024 ● 2025-26 TARGET

CRITERIA	ELEMENTARY	EMERGING	EVOLVED	EMPOWERED	EXCEEDING
Fair outcomes			●●●		
Communications			●●●		
Complaints handling			●●●		

How we delivered positive outcomes for customers

EnergyAustralia is committed to providing secure, transparent, accurate and accessible communications for our customers. Our overall Customer Net Promoter Score (CNPS), which measures our performance during customer interactions, increased by +8.8 in 2024. Throughout the year, we continued building our customer digitalisation roadmap and developing our next generation of digital self-service offering.

Improving the digital experience

Our digital self-service transactions – the ability for customers to transact without needing to engage verbally with us – continued to increase in 2024, with a 3% increase in the number of transactions completed. This reflects both organic shifts in customer preferences and our work to provide a better, more effortless self-service experience.

Our digital only CNPS averaged +51.5 in 2024 (2023: +43.9). Where we assisted customers moving home, our NPS averaged +58.9 for 2024.

We worked to provide greater billing transparency for our customers through the EnergyAustralia Mobile App. The app's account balance feature allows customers making part payments to easily track their remaining balance and better manage their energy costs and budgets. The upgrade reflects our commitment to empowering customers with greater control over their energy accounts.

Sentiment among customers using our a-synchronous chat increased slightly to 55.4 in 2024 (up from 55.1 in 2023).³ Introduced in 2023, this option allows customers to engage with EnergyAustralia using their preferred apps such as WhatsApp, Apple Business Chat and Messenger at the time that best suits them, without needing to reidentify themselves.

Progress over time

MEASURE	2023 RESULT	2024 RESULT	CHANGE
Digital Self-Service Transactions	56.9%	59.9%	3%
Customer Net Promotor Score (CNPS)	+30.0	+38.8	+8.8
Direct Complaints per 10k customers	44	44	Stable
Direct Complaints resolved within 30 days	88%	91%	3%

We are continuing to investigate the use of an automatic translation system to support culturally and linguistically diverse customers using our chat channels. Using the system's AI capabilities, customers will have the option to chat in their preferred language with real-time translation for our agents, making it easier for us to communicate. We hope to conduct a pilot of the system during 2025.

Introducing AI service options

'Eva' is EnergyAustralia's Virtual Assistant, utilising AI, and provides customers in our chat queues with direction to the appropriate self-service options, or the choice to talk to one of our qualified team members. In 2024, we refined Eva's conversational intelligence, expanding its ability to recognise and respond to customer needs and ensuring support through our 24/7 digital service channels. In 2024, Eva assisted 157,900 customers (56.3% of total chats) to resolve their queries without agent assistance, an increase of 56,900 from 2023.

Improving our contact centre experience

We continued enhancing the capabilities of our CXOne platform to improve how we handle customer inquiries by telephone. This includes the introduction of automated call-backs, allowing customers to request a return call instead of waiting on hold, and providing estimated wait times when over a certain duration for greater transparency. These enhancements help customers to manage their time more effectively while maintaining our strong service levels.

³ 2023 a-synchronous chat sentiment was measured March–December 2023.

Principle 4:
We improve the customer experience
(continued)

Effectively handling complaints

EnergyAustralia's number of complaints per 10,000 customers remained stable in 2024 at 44. Ombudsman complaints decreased to 33% this year and the number of Ombudsman referrals per 10,000 customers also decreased by 4.3%. The decline in Ombudsman complaints has resulted from our customer service team's success in managing customer expectations and complaints internally. We also engaged with the Ombudsmen schemes to better understand customer expectations and concerns. With 'billing' the largest complaint type, we worked on improving bill understanding and supporting our customers facing hardship.

Working together to increase transparency

In September 2024, we apologised to customers for a failure to communicate correct electricity pricing information between June and September 2022 to some of our residential and small business customers. EnergyAustralia received a penalty from the Australian Competition and Consumer Commission (ACCC) of \$14 million on this matter. We agreed and committed to undertake measures to improve compliance.

Where we can improve

We will continue to improve our customer-facing digital service options to improve the user experience. This includes continuing to enhance our self-service portal and mobile app to provide greater security, transparency and flexibility.

We will continue to explore the responsible use of AI, automation and digital enhancement to help customers achieve faster and better-quality outcomes. This includes continuing to optimise Eva to better understand customer intent and seamlessly guide users to the right service pathways.

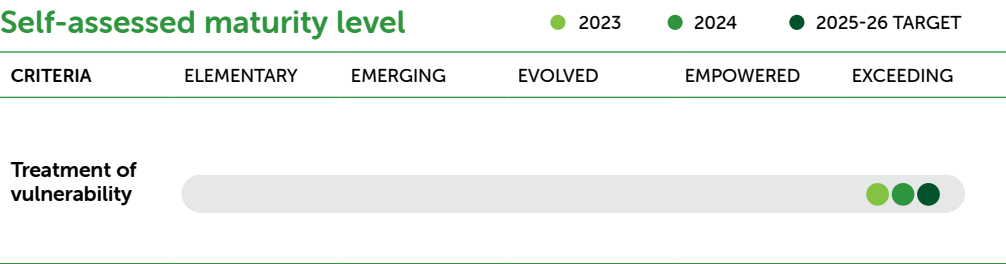
We will continue to focus on effective resolution of complaints, and we will explore how we can use the information from complaints to better improve future customer experience outcomes.

While we plan to continue growing our digital service options, we will always be there for our customers if and when they want to speak to us. We will continue to offer a range of communication channels for our customers, including phone, mail, and personal visits for customers facing vulnerable circumstances.



Principle 5:

We support customers facing vulnerable circumstances



Progress over time

MEASURE	2023 RESULT	2024 RESULT	CHANGE
EnergyAssist participation	50,267	56,475	12.3%
Residences visited through our Knock to Stay Connected program	29,747	53,410	+23,663
EnergyAssist Customer Net Promoter Score (CNPS)	+68.3	+77.1	8.8 pts

How we delivered positive outcomes for customers

Meeting growing demand for vulnerability support

Cost of living pressures have driven a significant increase in demand for our vulnerability support services. The average customer debt in the EnergyAssist program rose by 25% in 2024. We provided over \$36 million in support through our Hardship Program this year. There was a 12.3% increase in EnergyAssist participants, bringing the number of customers supported to 56,475 at the end of 2024. Our Customer Net Promoter Score (CNPS) for EnergyAssist transactions was +77.1 in 2024, an 8.8pt increase on 2023 and a pleasing improvement given longer wait times were recorded this year.

To support this growing demand, we maintained the increased EnergyAssist team staffing levels put in place in 2023, with 84.6 full-time equivalent employees answering 239,924 calls during the year. During 2024, we launched a self-serve web portal for our hardship customers. Using a unique identifier, the portal provides customers with access to relevant educational information and tools, and also connects with their third-party financial counsellor for easier communication.

Proactively identifying customers facing financial vulnerability

Our proactive approach to identifying customers who may be experiencing vulnerability continues to improve, with 62% of new cases prevented from reaching the disconnection stage through this proactive approach. By using behavioural segmentation practices and other mechanisms to identify customers at risk of reaching financial hardship, we can encourage them to enter the EnergyAssist program sooner so they can manage their level of debt. Payment rates have also tended to improve following our work with our most vulnerable customers.

Working with customers to bridge the gap between consumption and capacity

We have continued our focus on building supportive relationships with our customers and taking away any concerns they may have when they register with EnergyAssist. Much of this is reliant on achievable payment plans. Our initial aim is to help customers bridge the gap between capacity and consumption, before turning our attention to managing outstanding balances. Our initial support to customers includes appliance swaps, payment plans, energy audits and/or upgraded fixtures. We provided 1,567 energy efficiency audits and 62 no-cost energy efficient appliance purchases for customers during 2024.

Principle 5:
We support customers facing vulnerable
circumstances (continued)

Embedding empathy in our processes

Every weekday our EnergyAssist team interacts with over 1,100 customers about bill relief or payment assistance, and we know our staff are sometimes the first person a customer may talk to about their hardship.

To ensure the wellbeing of both our team and the customers they are looking after, we provide a strong support network and safe space for our employees to undertake training, listen to calls, and extend the best care possible. This includes specialised family and domestic violence training.

Collaborating to simplify the customer experience

We partner with several community services, governments and industry participants to deliver innovative customer solutions. In 2024, we provided 26,014 people with pathways to enroll in government assistance programs during a financial crisis, with an average of \$380 in support provided. We also collaborate with other organisations, such as Yarra Valley Water, to identify customers eligible for government grants.

In 2024 we progressed the informed consent initiative, defining the process to identify where we can apply applicable government grants on a customers' behalf to their next bill. We will refine this process further during 2025.

Our partnership with Uniting provides customers access to independent and judgement-free advice on how to reduce their energy consumption and bills. A third-party member trained in energy efficiency, government grants, and other household triggers (such as domestic violence) visits customer dwellings to assess their overall situation and energy consumption.

Where we can improve

With vulnerability rising, we are focused on improving our customer communications and providing proactive, tailored support. In 2025 we will advance and broaden our self-serve web portal and develop our pre-indicator mechanisms that identify changes and potential hardships in our customers' lives.



Appendix: Our operations

At EnergyAustralia we recognise our sphere of influence is broader than just our employees and clients. We interact with a number of government departments and community stakeholders regarding energy security and the transition to a clean energy future.

■ Owned assets

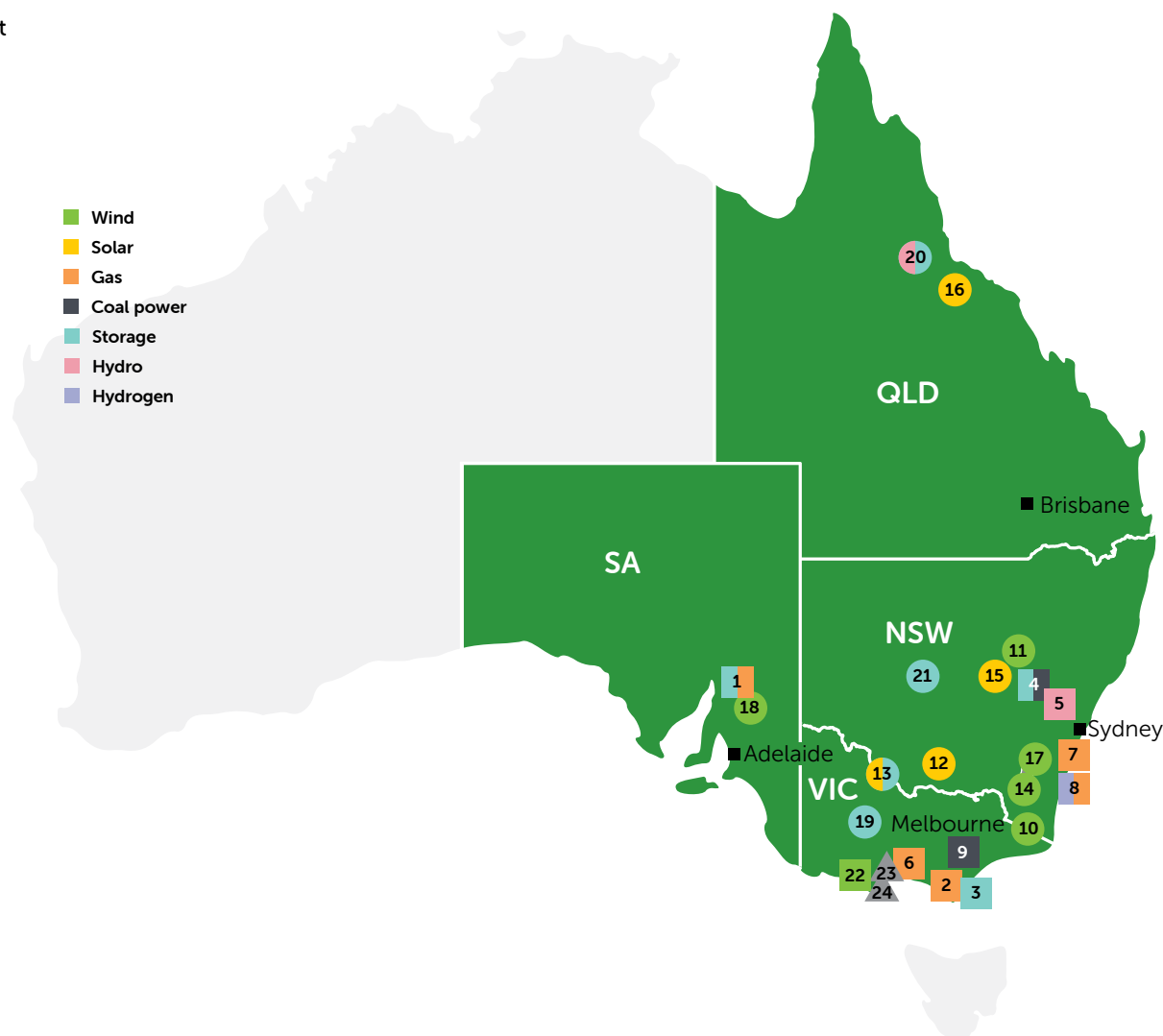
- 1 Hallett, Ngadjuri Country
- 1.1 Hallett BESS - In development
- 2 Jeeralang, Gunaikurnai Country
- 3 Wooreen – In Development, Gunaikurnai Country
- 4 Mt Piper, Wiradjuri Country
- 4.1 Mt. Piper BESS - In development
- 5 Lake Lyell – In Development, Wiradjuri Country
- 6 Newport, Wurundjeri and Boon Wurrung Country
- 7 Tallawarra A, Dharawal Country
- 8 Tallawarra B, Dharawal Country
- 9 Yallourn, Gunaikurnai Country

● Power purchase agreements

- 10 Boco Rock, Ngarigo Country
- 11 Bodangora, Wiradjuri Country
- 12 Coleambally, Wiradjuri Country
- 13 Gannawarra, Barababaraba Country
- 14 Gullen Range, Gundungurra Country
- 15 Manildra, Wiradjuri Country
- 16 Ross River, Bindal and Wulgurukaba Country
- 17 Taralga, Gundungurra Country
- 18 Waterloo, Ngadjuri Country
- 19 Ballarat, Wadawurrung and Dja Dja Wurrung people Country
- 20 Kidston – In Development, Gugu Badhun Country and Ewamian Country
- 21 Riverina and Darlington Point, Wiradjuri Country
- 22 Golden Plains Wind Farm, Wadawurrung and Eastern Maar nations Country

▲ Head office / Contact centres

- 23 Melbourne, Wurundjeri Country
- 24 Geelong, Wadawurrung Country



Have your say
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**The Energy
Charter**