

**“Jemena” is an
Aboriginal word that
means “to hear, to listen
and to think”**



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INTRODUCTION

OVERVIEW

Jemena Electricity Network plays a vital role in Victoria's energy sector as one of the region's five key electricity distribution networks. It operates exclusively within the north-western area of Greater Melbourne, providing electricity to over 350,000 households and businesses.

Jemena's core responsibility is to ensure reliable power delivery when customers need it, which is facilitated by the construction and maintenance of infrastructure covering more than 950 square kilometres.

With the rise of renewable energy sources and increasing community demand for technologies such as electric vehicles, we are witnessing one of the most significant shifts in the energy landscape. This shift comes alongside the challenges of rising inflation and higher living costs.

In preparing for the future, Jemena convened a series of Customer Voice Groups, and a People's Panel to collaboratively shape the future of energy. These groups provided feedback and recommendations on how Jemena should plan for a sustainable energy future while addressing the current needs of customers and the community.

The engagement process occurred from October 2023 to April 2024, culminating in a final Recall Day on August 31, 2024.

ABOUT THIS REPORT

The Recall Day allowed customers to hear directly from Jemena and understand how their feedback and recommendations were incorporated into the Jemena Draft Plan.

This **What Was Said Report** provides a summary of outputs and responses offered by customers at this Recall Day.



SESSION PURPOSE

The purpose of the Recall Day was:

- ♦ A chance for the People's Panel and the Customer Voice Group to meet and reconnect with Jemena.
- ♦ To hear an update from Jemena on how the engagement process feedback has helped develop the Draft Plan.
- ♦ To hear more about network resilience and test Jemena's thinking with the People's Panel and the Customer Voice Groups.
- ♦ To provide final advice to Jemena to support their Draft Plan engagement.

ATTENDEES

A total of **46 customers** attended from the Customer Voice Groups and the People's Panel. There was a good representation of customers from across all past engagement experiences. There were **24 Jemena representatives** present throughout the day. The Jemena representatives are listed below.

David Gillespie, Managing Director

Julien Capraro, Chief Digital Officer

Craig Ypinazar, Executive General Manager, People, Safety & Governance

Johan Ng, Commercial Manager

Karl Edwards, A/General Manager Jemena Networks

Ana Dijanosic, General Manager Regulation

Sandra Centofanti, Group Customer Experience Manager

Theodora Karastergiou, Future Network and Planning Manager

Matthew Serpell, Project Director

Deb Capicchiano, Project Manager

Sonia Madamba, Senior Regulatory Analyst

Sanket Shah, Senior Tariff & Policy Analyst

Maxine Reid, Tariff Policy Analyst

Thanh Bui, Future Network Team

Luisa Hall, Senior Pricing Analyst

Chloe Finn, Regulatory Advisor

Jennifer Hardman, Engagement Support & Comms Lead

Louise Baring, Customer Engagement Lead

Cissy Chen, Engagement Lead

SPEAKERS

In addition to the above list of Jemena representatives, two First Nations people also spoke;

- ◆ Daniel Ross, Wurundjeri man
- ◆ Simone Thomson, proud Wurundjeri and Yort-Yorta woman and artist

Daniel Ross provided a Welcome to Country to the group. He shared some of his stories of growing up as a Wurundjeri boy and imparted some of his wisdom to the room on how to hold stories of First Nations people when considering decisions.

Simone is a Melbourne-based Aboriginal artist and Traditional Owner of Victoria's Woi-Wurrung Wurundjeri and Yorta-Yorta language groups through her mother. Simone also has Irish and Scottish heritage from her father. Simone draws inspiration for her art from the abundant textures and colours of this beautiful land, along with the ancestral bonds she has to the Birrarung (Yarra River) and Dhungala (the Murray River). Simone Thompson shared her work, "Wurru Wurru Biik Djirringu – Sky Country of Lighting," with the group.





“Wurru Wurru Biik Djirringu – Sky Country of Lighting,” by Simone Thomson

WORKSHOP AGENDA



TIME	AGENDA
8:30AM	Arrival, registration & refreshments
9:00AM	<p>Welcome, reconnecting and scene setting:</p> <ul style="list-style-type: none"> ◆ Welcome to country, hello from Jemena and starting the session ◆ Overview Agenda for the day and clarify purpose ◆ Review of working agreements and revisit the work
9:40AM	<p>Connecting</p> <p>A chance to meet someone new and reconnect to those you already know. Pairs were invited to talk about:</p> <ul style="list-style-type: none"> ◆ Why you came back for more ◆ What they did over their time ◆ What's top of mind coming in today
10:05AM	<p>Jemena Pricing Proposal – feeding back</p> <p>Matt Serpell from Jemena presented to the customers on the Draft Plan, talking through the feedback from the engagement and how it's been taken on.</p>
10:25AM	MORNING TEA
10:55AM	<p>Jemena Pricing Proposal – digging deeper</p> <p>The customers formed 6 groups of 7-8 people and had 2 speakers from Jemena join each group as they discussed the below themes:</p> <ul style="list-style-type: none"> ◆ Tariffs, bill savings and bill impacts ◆ Digitising the grid and smart metres ◆ Network growth ◆ Future network strategy ◆ Incentive schemes and cost efficiency ◆ Customer portal, customer education and communication <p>The group then had one final round to discuss internally what seeds of advice or feedback they might have for Jemena.</p>
1:05PM	LUNCH

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WORKSHOP AGENDA ...CONTINUED



TIME	AGENDA
1:55PM	<p>Network Resilience</p> <p>Matt Serpell from Jemena, presented to the customers on network resilience including highlighting four difference approaches that Jemena could have taken.</p> <p>These were;</p> <ul style="list-style-type: none">◆ No investment◆ Targeted investment◆ Balanced investment◆ Super investment <p>The customers were asked to note on a template which approach out of the four above, they would support before and then after Matt spoke, also indicating why they chose each option. This customer shift was captured and shared live to the room.</p>
3:00PM	<p>Final feedback and Reflections</p> <p>The First Nations Customer Voice Group were invited to separately yarn while the rest of the customer group were first invited to move into pairs and then join pairs as groups of four to discuss</p> <ul style="list-style-type: none">◆ What is the one big piece of critical advice you have for Jemena? <p>These were captured physical on templates in the room.</p>
3:45PM	<p>Final words and next steps</p> <p>Louise Baring, Matt Serpell and Cissy Chen from Jemena shared their appreciation of the customers as well as the option to stay engaged as customers.</p>
4:00PM	CLOSE

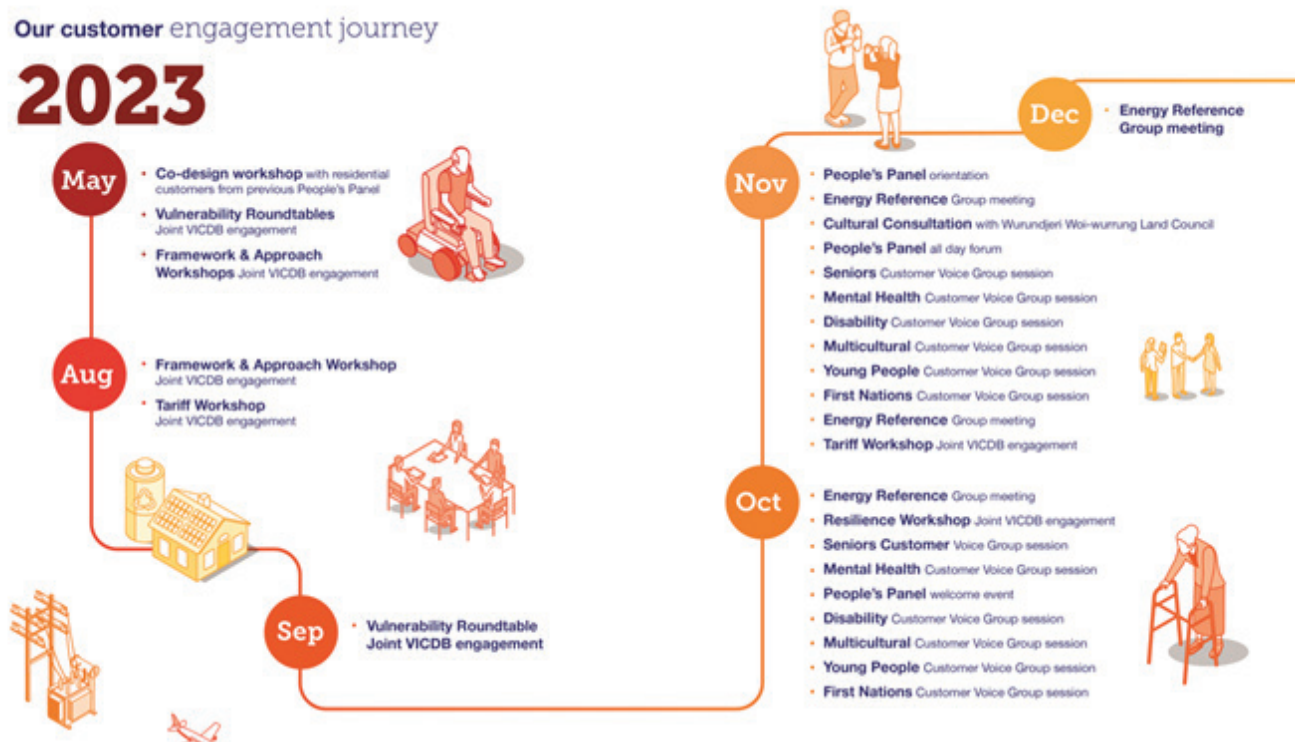
WORKSHOP OUTPUTS

JEMENA DRAFT PLAN – FEEDING BACK

Jemena shared some information about the customer journey across 2023 – 24.

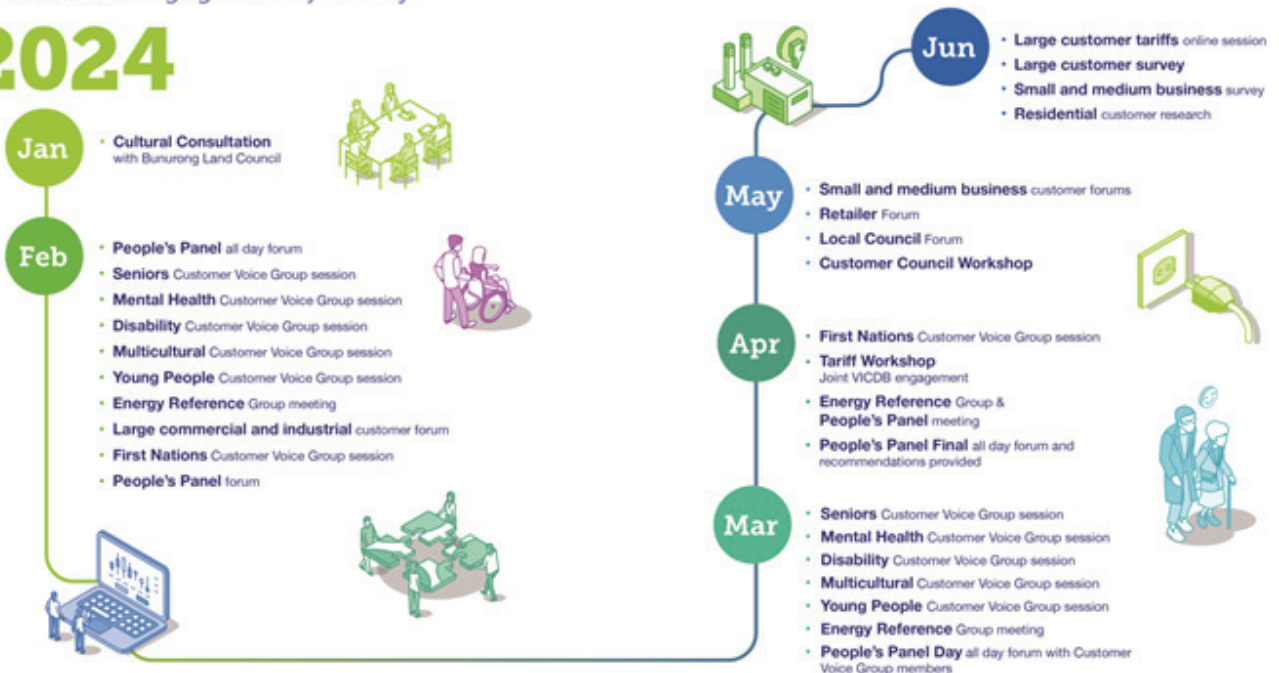
Our customer engagement journey

2023

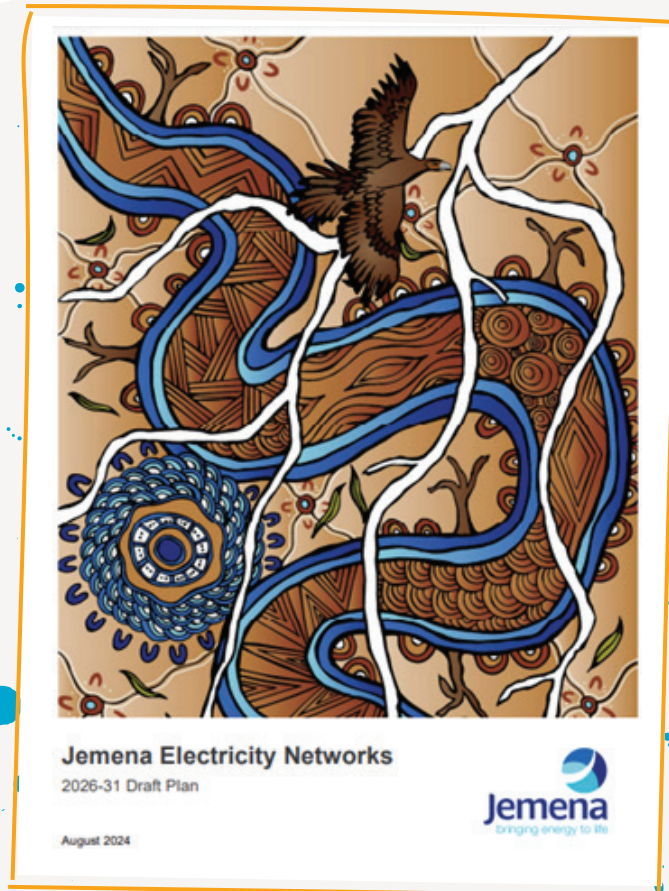


Our customer engagement journey

2024



Matt Serpell, Project Director at Jemena, summarised the customer priorities and recommendations and explained how these have been incorporated into Jemena's Draft Plan.



Some of the actions in relation to the customer recommendations include:

- ◆ Average 2% reduction in distribution charges during the next regulatory period (excl. inflation)
- ◆ Broad-based zone substation redevelopment program to maintain the current reliability levels
- ◆ New education campaign to build energy literacy
- ◆ New comprehensive cyber security program to protect customer data & the network.
- ◆ Greater accessibility & optimisation of Electric Vehicle charging.

Matt, also shared the Draft Plan key chapters, which are:

- ◆ Our capital investment
- ◆ Our operating expenditure
- ◆ Incentive schemes
- ◆ Our revenue requirement and what it means for our customers
- ◆ Our tariffs and chargers

The customers participating on the day were ready to understand the Draft Plan in more detail.

SPEED DIALOGUE

The customers were taken through a session of speed dialogues. This involved splitting the room into six groups of eight to nine people to hear from Jemena content experts. Each round focused on a different topic, these being:

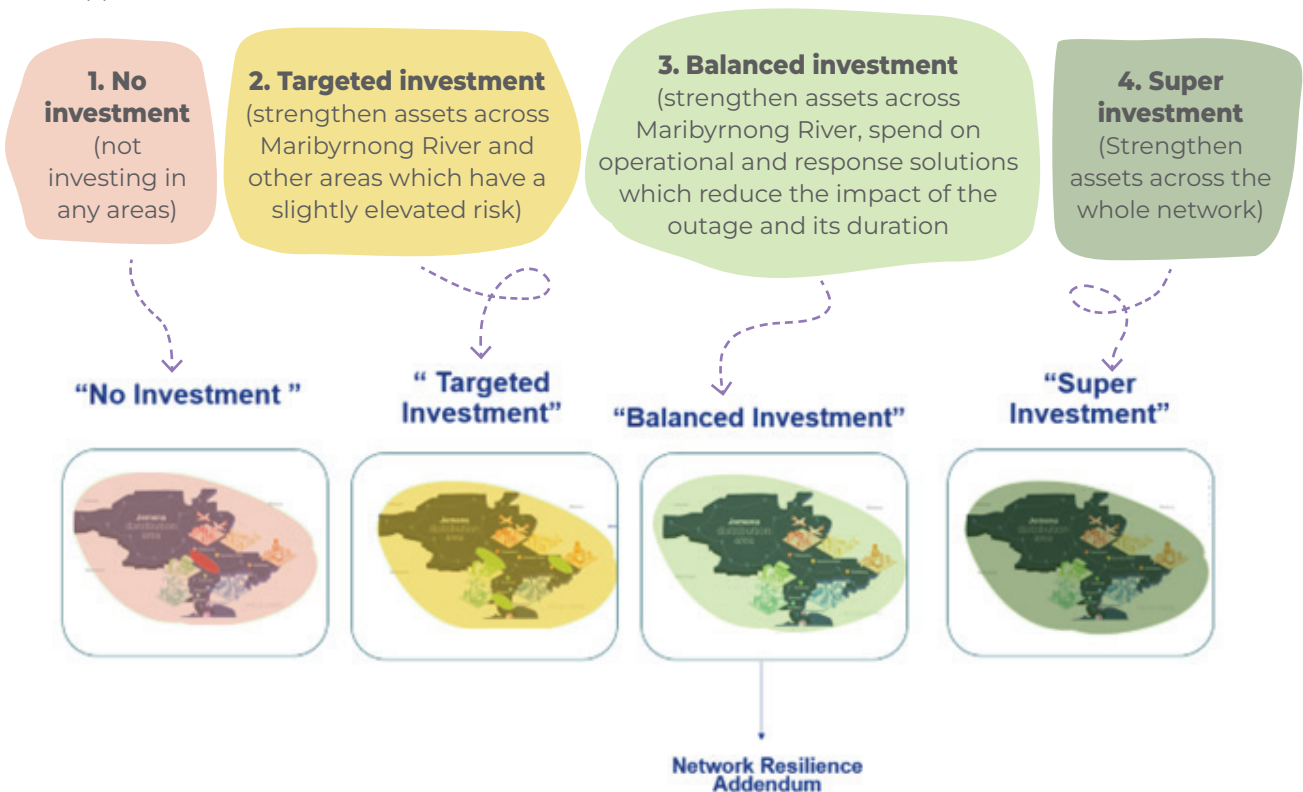
TOPIC	JEMENA SPEAKERS
1. Tariffs and bill impacts.	Luisa Hall and Sanket Shah
2. Digitising the grid and smart meters.	Thanh Bui and Julien Capraro
3. Network growth (data centres).	Karl Edwards and Ana Dijanosic
4. Future network strategy (EV and gas).	Theodora Karastergiou and Chloe Finn
5. Incentive schemes and cost efficiency.	Matthew Serpell
6. Customer portal, education and communication.	Sandra Centofanti and Jesse Mills

Each round went for 10mins and gave the customers an opportunity to hear about each area in greater depth and ask questions to learn more.

This session helped with the customers understanding the different parts of the Draft Plan and for them to draw on this in preparing their final advice for Jemena later in the afternoon.

NETWORK RESILIENCE – CUSTOMER SHIFTS

Jemena presented four network resilience approaches and shared the tradeoffs inherent within each. The four approaches were:



Jemena's Program Director, Matt Serpell, discussed each approach with the customers, describing how the network is currently fairly resilient but the area around the Maribyrnong River is more vulnerable and a future resilience approach needs to be considered.

The customers were invited to record which approach they would support out of the four approaches both before and after hearing from Matt Serpell and understanding more about each option.

The shift of each the customer's views on the approaches was demonstrated in the room where people stood and visibly showed through which stance they supported. This was also captured on a physical handout on the day and is represented below.

It was shared that Jemena chose the 'balanced investment' approach due to its effectiveness at addressing customer and Victorian government resilience needs while creating equity and fairness.

HERE'S HOW YOU VOTED!

	A NO INVESTMENT	B TARGETED INVESTMENT	C BALANCED INVESTMENT	D SUPER INVESTMENT	OTHER
BEFORE	2%	52%	40%	5%	0
AFTER	7%	26%	59%	7%	2%
% CHANGE	+ 5%	- 26%	+ 19%	+ 2%	+ 2%

TEST ONE

CHOICE.. (A-D)	WHY
C	Given we are dealing with unknown situations (when, where, how, etc.) it makes sense to future proof in a way that potentially everyone can benefit, not just a few, and still be economically reasonable.
B	Concentrate on worst area to invest before any coming event to minimize the effect.
C	To prepare for the future changes in consumer behaviour and types of consumers. Working together with retailers and government to determine best investment.
B	Needs analysis informed investment of greatest impact in a technical landscape.
C	When a disaster struck the network is ready to act accordingly. It is not super expensive as plan D. And will be moderately expensive than B. Better planning than B.
B	Data analysis focusing on high / low priorities
B	Because it is based on priority of importance to overall functioning of the system, ep. network stability and resilience.

TEST TWO

CHOICE.. (A-D)	WHY
C	Same reason as first test response.
C	Share the experience to get maximum benefit. Work on storage planning for the future 'it is' the solar solution for exec powers generating.
C	Equity of service provision. Preparing for a diverse array of issues. Flexibility in responding to issues. Equal opportunities for feedback from the community.
C D	Some reason as but would prefer some investment for future and a more general spread of investment. Acknowledging that a targeted investment is not as discriminating as it might sound as people / customers are free to move locations or their situation if they want immediate benefit from a targeted investment, I still think some general investment would be good.
C	Sharing the costs of disaster management is a fair approach. Some disasters are wide spread over the Jemena supply area.
B	Same reason as first test response.
C	Simply so no areas are overlooked when it is necessary and the need arises. With focus on both investment to ensure stability and communication during outages.

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TEST ONE

CHOICE.. (A-D)	WHY
B	I would imagine that the various persons involved would be able to determine the area most likely to need reinforcement to provide a newer resilience level.
B	Do not want to over invest early for something that might not eventuate.
B	Be as efficient as possible. Reduced cost to customer.
C	Depends on the area of the natural disaster.
B	Look at specific assets that are nearing end of lifespan. Chose this as do not know enough about what balanced investment means. No investment very bad as at some stage assets will fail. Super investment too expensive.
B	It implies that there is some thought out to it and that there is a plan
B	By identifying weak areas that are most in need of investment / improvement, it is the most cost effective use of funds. Not as effective as D, but more effective than A.

TEST TWO

CHOICE.. (A-D)	WHY
C	New information with minimal cost of \$0.43 / month improved resilience.
B	Not convinced that the investment in a problem area cannot be transferred to benefit all. If we do not resolve the weaknesses in these areas, then we are going to have to pay the cost anyway, we have paid for resilience where the data does not say is essential. Not sure I want to pay for better communications to councils which is also in my rate bill as well Councils can find some of this.
B	Balanced in terms of customers paying for investment but not all customers will be impacted by events. Targeted means focusing on 'known' vulnerabilities.
B	It is only fair for any foreseeable future disaster.
C	Now that targeted has been explained that all investment would be in one area, it is not the best option. Balanced where all areas have some investment would be the best.
C	A clearer understanding of the definitions.
C	Same reason as first test response.

...continued overleaf

TEST ONE

CHOICE.. (A-D)	WHY
B	It is very important to recognise the areas of investment based on the need as of the urgency and critical effect of investment.
C	Improvement that do not overwhelm current infrastructure and immediate financial investment.
B	I do not know enough detail to move further up the scale but I do not think that no investment is appropriate.
C	Unexpected issues are ow expected so a more robust approach is appropriate. Current network needs upgrade / renewal as a known issue. This incorporates upgrades. More data and holistic connection (e.g. in other industry players) creates more forward thinking opportunities that might not have existed before. New build areas can benefit from balanced / super level of investment.
C	Resilient in network. Economical and informed investment. Long term benefits to customers.
B	Better ROI / ROE calculation. Lower long run pricing impact. Focuses investment choices (op decision makers).
C	Because it is 'balanced' being equal - 'good or bad'.
C	Balance between Infrastructure and money best for whole customer base. We either pay now or pay later - if evenly targeted.

TEST TWO

CHOICE.. (A-D)	WHY
B	As the level of emergencies varies from a place to another, we should be prioritise our investment based on the severity of danger geographically.
C	More affordable to consumers as an investment. Equally effects consumers.
B C	Still unsure of the difference in \$ between B + C! versus what you physically deliver with C versus B.
C	Equiry. Responsive. Increased communication with customers and other stakeholders. Reasonable level of cost.
C	Same reason as first test response.
C	Given the Jemena definition of targeted investment as a 'single' initiative, C is a better holistic outcome. I would still prefer low scale multiple targeted investment.
C	Same reason as first test response.
C	Best for everyone, anticipates future issues / prevention as well as known problem areas!

...continued overleaf

TEST ONE

CHOICE.. (A-D)	WHY
B	Put money where it needs to be spent.
C	Manage costs of ensuring network remains available without over or under investing.
B	Identify potential problem areas. Identify stress points. Identify where system has failed in the past. Look at reasons why system has failed at these parts and fix problem.
C	I believe it will give good reliability without being too expensive. Targeted or no investment may leave the network open to failure.
D	As the old saying goes 'you need to spend money to make money' By investing big upfront, it will cost less in the future.
B	With targeted investment you can learn and experiment the path forward.

TEST TWO

CHOICE.. (A-D)	WHY
B	What is the necessity to invest more where the existing system is working well enough. Again increasing load of extra \$5 on the customers, how Jemena can ascertain that better service will be provided, whereas they actually do not have direct control over the end user customers? The middle man retailers should be included under regulations / obligations to both provide service and take advantage on customers.
C	As previous and requires small investment to be relatively prepared for what is likely to be inevitable. Activity supply is a network so we will all be impacted one way or another so best have a reasonable level of preparation.
C	Seems like my original choice plus investment in the other areas of the network, did not realise all investments are put into 'targeted investment' areas.
C	My opinion has not changed from the first test. Knowing that super investment would mean a doubling of electricity bills the cost would be too great.
D	You would not do this all at once, you would do it bit by bit Overall it will save a lot of money and we are already hearing that more and more people are connecting to the Jemena network.
B	Invest in vulnerable areas so in time you won't have vulnerable areas.

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TEST ONE

CHOICE.. (A-D)	WHY
D	Better to build something once rather than multiple times.
C	Better overall outcome without being super expensive
B	Lots of room for improvement.
C	Work on key infrastructure systems and bolster rest to a limited degree. More cost effective and efficient overtime.
C	Should be looking at current as well as future investments.
C	Safe' options but also consider future affordable.
B	Ensuring that the crucial parts of the network will not be left without power. Not excessive expenditure. Still maintaining the standard care for all parts of the network which is 'mostly' fine.

TEST TWO

CHOICE.. (A-D)	WHY	
A	Costs are ridiculous considering Jemena is a monopoly for its area.	
C	Better outcome for everyone.	
C	Balanced is a good idea however why are we paying for it when it is out of our control that an outage occurs? outages come mostly from weather related incidents / or from Jemena fault yet we pay the \$5 for these services I think Jemena should pay because they are the ones dealing with it.	
C	Broad improvement to network. Allows key targeted improvements but does not make it a sole focus. Cost is important but a little but more for resilience will not break many banks in the same way rent increases do.	
C	Fair equitable for all customers. Focus on important aspects of resilience. In time we may get better at this and re-evaluate investment requirements.	
C	Same as before. Maybe lean a little to D e.g. have a 10 year plan to put all powerlines underground and start doing it.	
B	C	As risk of extreme weather events increases over coming years investment in all network assets will continue, keeping the risk in mind and investing more heavily into high risk areas or high priority areas. Targeted investment does not have to be an all or nothing.

...continued overleaf

TEST ONE

CHOICE.. (A-D)	WHY
B	Target where to spend money and invest according to plan so you can keep the infrastructure working and resilient to with stand changes.
C	Balanced I imagine at needs KPI and \$\$ / customers realistic.
B	Too much new technology to make super investment i.e. infrastructure is changing too fast for capital works to keep up.

TEST TWO

CHOICE.. (A-D)	WHY
B C	Jemena could target the high need area first and give a portion of the investment to general areas, the aim is to secure the network without taking risk of loss of service and on the other hand saving customers extra expenses.
D	\$5 in the year to contribute guaranteed forward planning and guaranteed continued supply without interruptions to power supply I am sold. I will have one less coffee per year to pay for future to support my future generations = grandchildren.
B	Jemena should be absorbing more costs and lowering their profits. We cannot change distributor so it is a monopoly. Therefore Jemena can charge as much as the regulator says. The investment should be from Jemena to update and protect its assets. Also more needs to be done to prevent extreme weather happenings stop the problem first.

ONE FINAL PIECE OF ADVICE

After today's discussions, the customers were asked to share their one final piece of advice with Jemena. This was recorded on a physical handout on the day in small groups with a dedicated First Nations yarn group separate.

Tighten up managerial wastage.
Absorb the cost more.
The image portrayed is asset management.
Solar rebate is woeful.
As customers, we keep getting increases despite all the new additional customers.
Unfairly targeting solar users.

We would appreciate feedback on how the numbers workout each year going forward, were targets met?
Where are our recommendations implemented?
Where did the resilience \$ go?
Was the 2% reduction in distribution costs passed on to customers?

Better information to empower consumer decisions - easy accessible information and disempower retailers from charging on.
Bill transparency - Jemena put pressure on retailers (please!) - Bill should say what is distributor cost vs retailer etc.
Affordability - more creative solutions than just increasing Jemena costs to solve problems - this is not sustainable for customers in long run.

Fairness and equity.
Do the Comms - inform everyone else (customers).
Make retailers do more (information etc. - promote Jemena).
Be ethically responsible with our money.

New tariff model is not fair for people with solar panels and no battery.

Communications focus.
Make it digestible / make language easy to understand help customers understand Jemena services.
Help customers understand how they can change their behaviour / usage to benefit themselves.

Keep listening to consumers.
Continue to keep customers at the forefront.
Continue to provide the tools to consumers to make informed decisions.
Communication.

Work with partnerships, local councils, government, infrastructure.
There are more creative ways to solve these problems than to push cost back to customers.
Address actual risk issues rather than paying to create band aid solutions for assets.
Listen to more first nations voices.

People want their power to work, but cannot pay too much for it.

Your customers are very diverse, you need to balance a lot of needs.
Be nice to hear the impact of the final feedback.
The food was good.

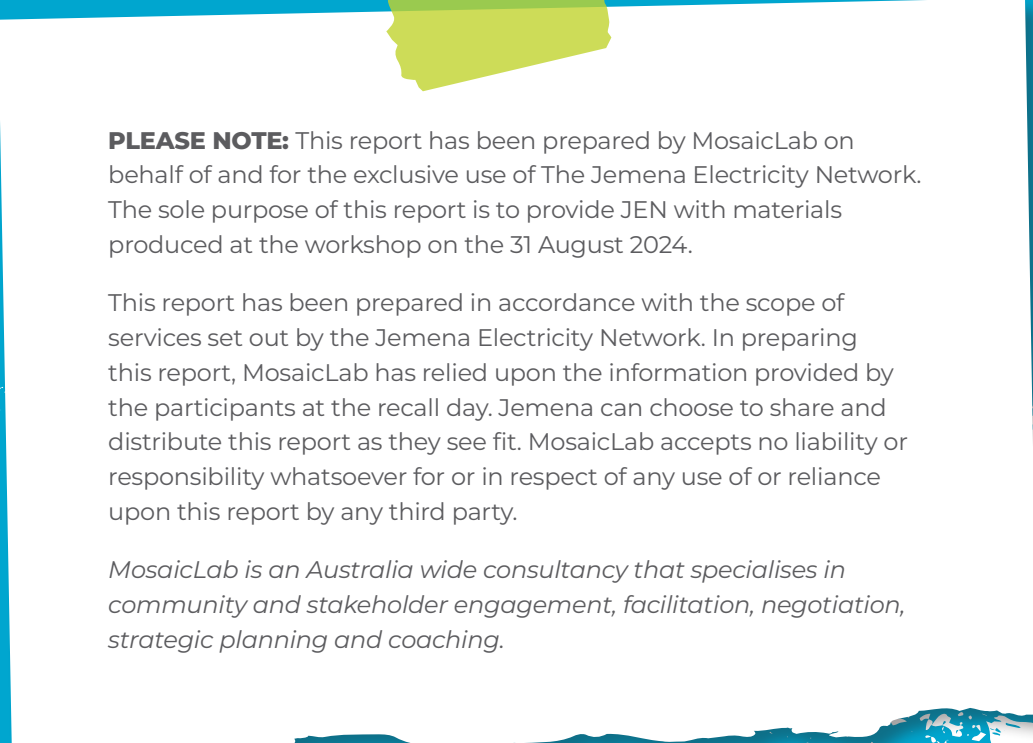
Limit spending.
Look for an operating cost decrease while revenue stays the same but still maintaining the same level of service.



NEXT STEPS

- ◆ The report will be shared with Jemena and the participants of the recall day.
- ◆ Jemena will take the feedback on the level of investment on network resilience and final advice from their customers into their Draft Plan engagement and will consider these outcomes in their future plan.





PLEASE NOTE: This report has been prepared by MosaicLab on behalf of and for the exclusive use of The Jemena Electricity Network. The sole purpose of this report is to provide JEN with materials produced at the workshop on the 31 August 2024.

This report has been prepared in accordance with the scope of services set out by the Jemena Electricity Network. In preparing this report, MosaicLab has relied upon the information provided by the participants at the recall day. Jemena can choose to share and distribute this report as they see fit. MosaicLab accepts no liability or responsibility whatsoever for or in respect of any use of or reliance upon this report by any third party.

MosaicLab is an Australia wide consultancy that specialises in community and stakeholder engagement, facilitation, negotiation, strategic planning and coaching.



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