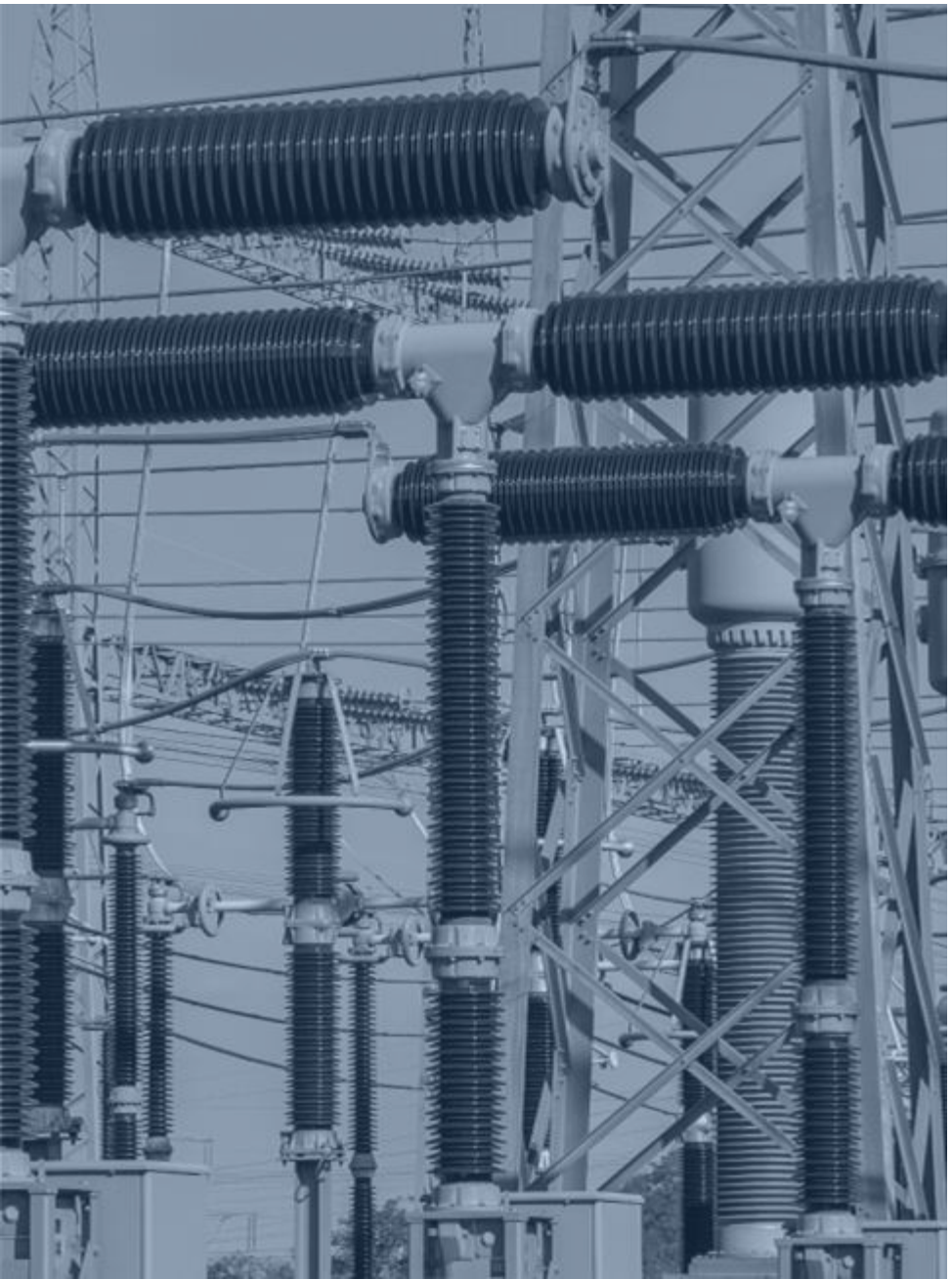
CitiPower, Powercor, United Energy
Module 1. Internal Ideation Workshop

Working Document: Workshop Summary and Team Workings

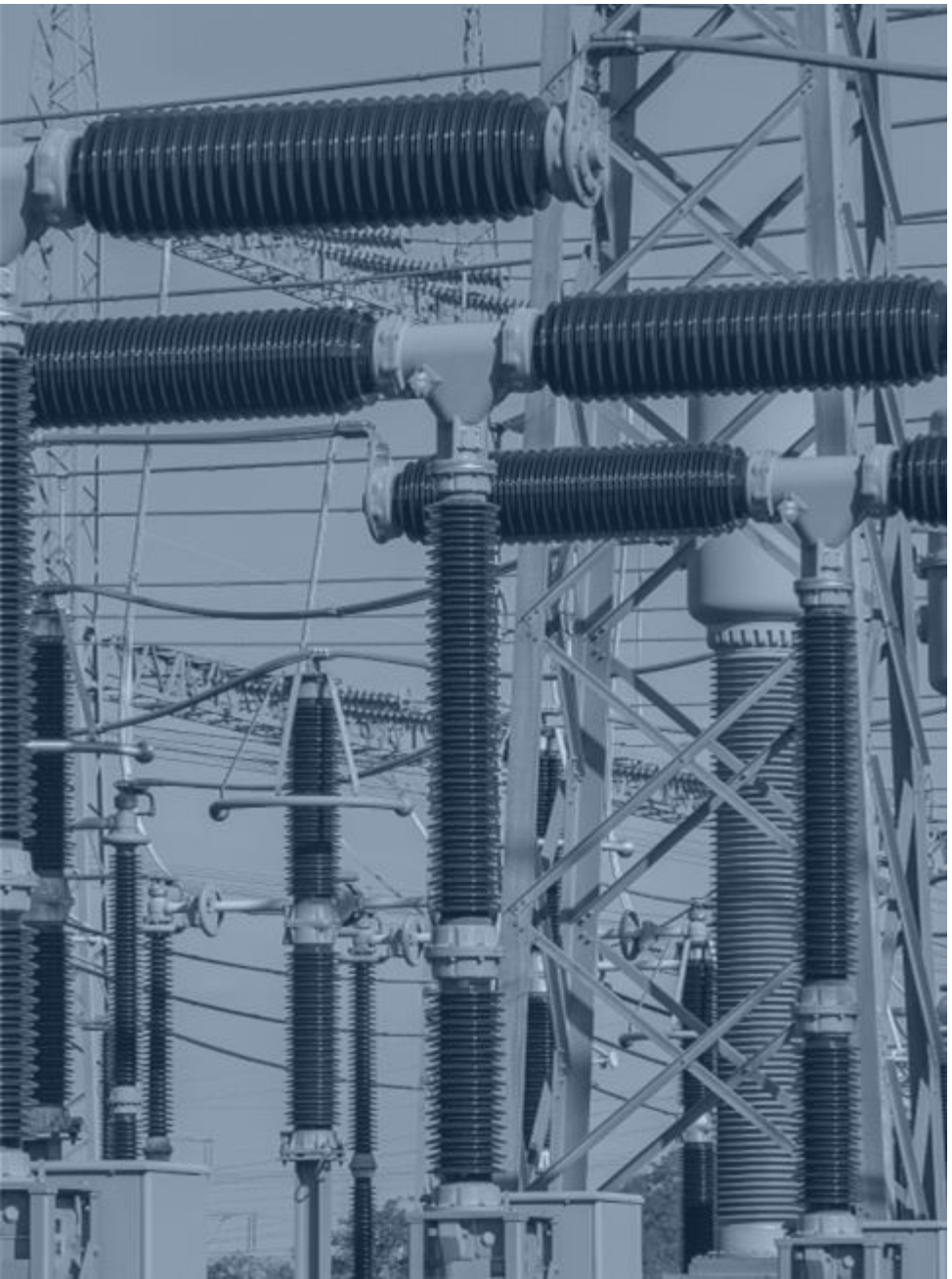
Prepared for:

Brent Cleeve, Head of Regulatory Policy and Compliance
Megan Willcox, Head of Regulatory Performance and Analysis
Kaitlin Pisani, Project Coordinator

CitiPower Powercor Australia united energy Forethought Outcomes



Contents



Program Introduction

To support CitiPower, Powercor & United Energy's Regulatory Reset submission to the AER, Forethought has been commissioned to facilitate a program of work across the four-year process.

Our first stage of development was Module 1: Planning our Engagement, where a synthesises of existing customer research was undertaken, followed by an Ideation Workshop with internal teams to identify "how might we solve for customer needs?".

This report outlines the Internal Ideation Workshop outcomes and workings to build into the next workshop program with customers to further explore their needs and priorities; and with CAP members to further explore "how might we solve for customers needs?." This insights will then be triangulated with the customer insights with possible solutions to further refine the Regulatory Reset theme and topic focus.

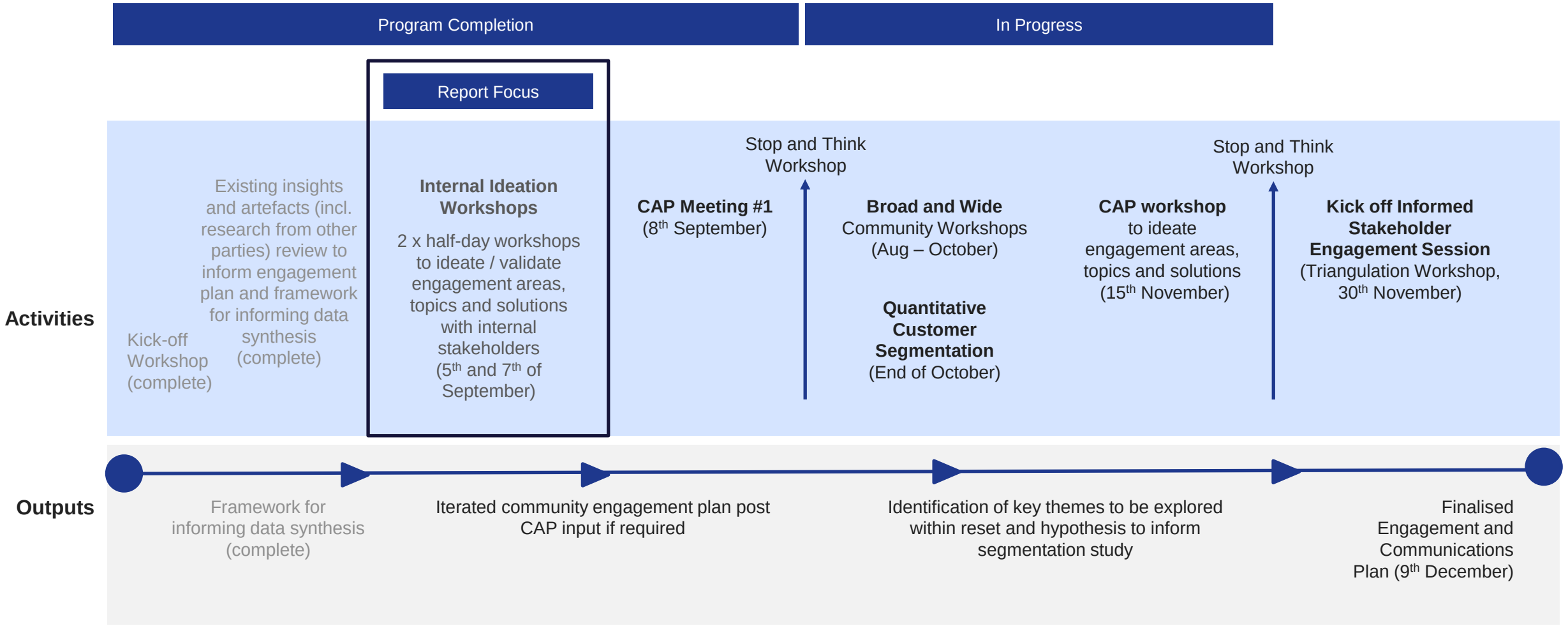
Forethought Program Solution Overview and Key Outcomes

We are here ⇩

1. Planning Our Engagement (2022)	2. Dive Deep (2022 and 2023)	3. Consult & Collaborate (2024)	4. Consult & Confirm (2025)	Ongoing Consultancy
What?				
• Development of an engagement plan that is aligned to the expectations of key internal and external stakeholders.	• Develop and refine service levels and expenditure to be included in the proposal with informed customers and CAP stakeholders.	• Deliberative engagement process with customers and stakeholders to take on outputs from deep dives and shape and refine elements of the proposal.	• Collaboration with Reset CAP, informed stakeholders and customers to finalise key elements of the draft proposal.	• Forethought to communicate with CitiPower, Powercor and United Energy stakeholders to provide updates on the program and collaborate with stakeholders to help synthesise findings and pivot or alter approach when circumstances require,
Outcomes				
• Framework for prioritising data to include in regulatory reset proposal to the AER. • Finalised engagement and communications plan including expected participation levels aligned with expectations of key internal and external stakeholders. • Evidence to support prioritisation of topics for further exploration.	• Service levels and initiatives co-designed with informed stakeholders and CAP stakeholders for inclusion in the draft regulatory reset proposal.	• Drafted regulatory proposal aligned with preferences of customers and clear line of sight demonstrated.	• Final regulatory proposal with clear line of sight demonstrated.	• We will provide the requisite bandwidth, oversight, focus and engagement to keep the organisation on track which includes consistent alignment of key internal and external stakeholders to overall plans, strategies and tactics as we move from engagement to engagement and phase to phase.
How will phase influence the next phase?				
Engagement Plan to execute in phases 2, 3 and 4.	Service levels and expenditure drafted for testing in Phase 3.	Drafted Regulatory Reset Proposal for submission to AER and further consultation with customers and stakeholders in phase 4.	Final Regulatory Reset Proposal submission to the AER.	Ongoing advisory will be utilised prior to, during and post each phase to align stakeholders and pivot the strategy where needed.

In more detail:

Module 1. Roadmap



Internal Workshop Objectives and Outcomes

Objectives

- Immerse the CitiPower, Powercor and United Energy team in the customer insights synthesis
- Engage with the CitiPower, Powercor and United Energy internal teams to ideate solutions that directly solve for customers needs. These ideas will be iterated on and potentially included in the 2026-2031 Regulatory Reset proposal

Outcomes

- Internal stakeholder buy-in to support the development of the 2026-2031 Regulatory Reset Proposal
- Leveraging internal knowledge to shape the development of the 2026-2031 Regulatory Reset Proposal

Workshop Agenda

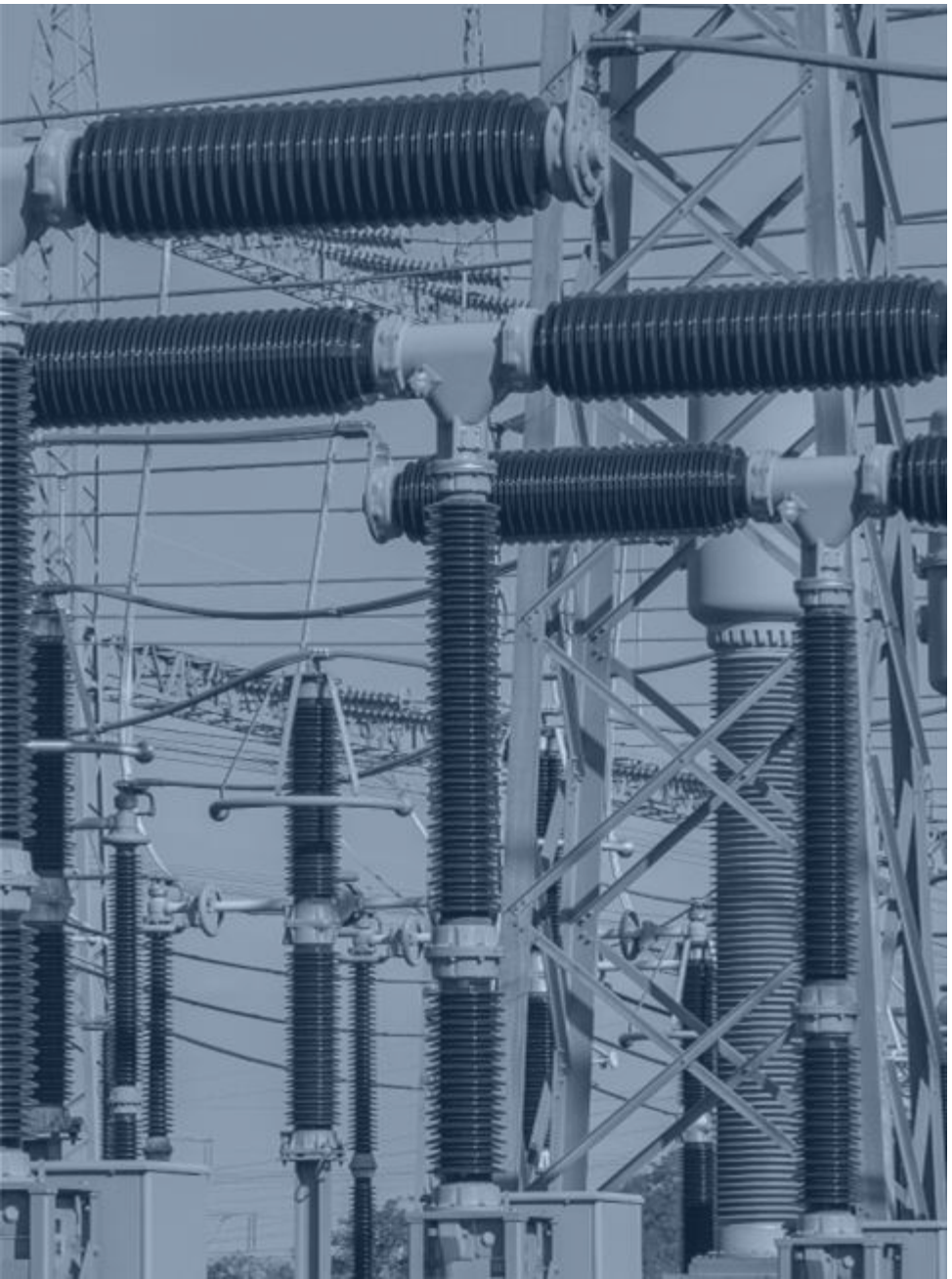
On Monday 5th & Wednesday 7th September for a half day workshop, a diverse group of internal team members across CitiPower, Powercor & United Energy came together to build empathy with customer needs as identified by previous research and start to develop ideas for how to solve for customer needs. This workshop supported shaping initial steps to feed into the development of the Regulatory Reset Proposal. Below is an outline of the workshop design.

Step 1. Insights Immersion	Step 2. Future State	Step 3. Ideation	Step 4. Prioritisation
The first step of the workshop was to align the group on the customer data synthesis that included: • Identified customer needs and priorities, and • Aligning on the topics that were most important for customers. To help build empathy and ensure clarity of the current state needs from a customer perspective, we held a discussion following the presentation to understand what the group thought was confirmatory and surprising through this presentation.	To support the team develop ideas of how to solve for customer needs and consider ideas for years beyond 2026, the group were asked to brainstorm: "What's possible, and what would the world look like after 2026?" The group were probed to consider global changes across the following realms: • Political • Economic • Social • Technological • Environmental • Legal These ideas were themed and discussed as a broader group.	The group then developed a full 'shopping list' of ideas that directly addressed customer needs, with consideration to the possible future state. These ideas were affinity mapped and discussed.	The next task was to prioritise the themes on a 2 x 2 matrix to understand which ideas would: • Have the greatest impact on customers; and • Are within the organisations' control After plotting, individuals voted on what would be the optimal initiatives to take forward. The prioritised ideas were scoped to understand what success would look like from a customer perspective.

Our Team

Day #1, 5th September 22

Day #2, 7th September 22



Workshop Summary

CitiPower Powercor Australia united energy Forethought Outcomes

There were four themes that articulated what was most important to customers, these were: 1) Affordability & Equity, 2) Resilience and Reliability, 3) Environment Future Network, and 4) Customer Experience.

1) Affordability & Equity	2) Resilience and Reliability	3) Environment & Future Network	4) Customer Experience
Key Insights			

Rewards & incentives
Customers were interested in receiving rewards and incentives for participating in demand management schemes and programs to improve affordability of electricity.

Real time data
Residential Customers were interested in but not willing to pay for receiving data that tells them:

- shared energy usage
- usage at different times of the day, and
- how much each appliance cost to run.

Low literacy
Energy literacy continues to be a limiting factor in improving decision-making and participation e.g. pricing structure and how to influence bills.

Reliability consistently ranked as a high priority for all customers

- Customers were not willing to trade off current reliability for cost savings, however, they were willing to pay to improve reliability in areas with poorer service.

Customers saw the network as a shared resource

- Some urban customers were willing to pay more to improve reliability in worst-served areas because they had a personal or business connection to the area.

Customers placed importance on investing to improve the resilience of infrastructure

- If a customer had experienced an impact of extreme weather events, new technologies such as microgrids and SAPS stood as viable solutions and customers were willing to invest in.
- If customers were in a bushfire-prone area the long-term benefits of undergrounding outweighed the significant upfront cost.

Proactive efforts to improve renewable penetration were wanted by customers

Priority was placed on decentralisation and development of the grid. For most, the key outcome was to increase the amount of future exports to the grid in and decarbonise energy supply. This was either by decentralising or developing the grid by increasing individual, household or community batteries, or building upgrades the network to hold more solar.

Lower priority was placed on changing connection agreement to facilitate greater renewable penetration and export whilst managing the reliability of the network.

Current communication channels were seen as viable by customers.

Customers wanted:

- Improvement of quality & speed of information during outages

There were gaps to fill in improving perceptions of the respective networks and expectations of the energy transition.

Customers highlighted that they were interested in increased access to digital tools however lacked the understanding of the utility of improved digital tools.

When solving for customer needs, consideration was given to what the world beyond 2026 would look like. The overarching sentiment was negative in nature.

Political Environment

Increased number of voices
- Green/value driven/ younger voices / fringe parties, increased independence in politics
- More debate & less decisions

Global instability & change
- Rise of 'Asian tigers' – India & China
- Heightened geopolitical tensions and war
- Lack of political trust
- Destabilisation

Polarisation of the political structure
- Heightened expectations of governments to deliver on promises
- Higher government influence on standards and operations
- Greater transparency and democratisation
- Extreme political positions and autocratic actors in government

Social

Change in lifestyle
- Dispersed workforce
- Down-sized houses
- Social credit system
- Work from home
- Work/life balance is a high priority
- More engaged communities and smaller networks

Increased consumer expectations on organisations
- Personalisation of service
- Abundance of information/overload
- Greater transparency and access to data

Work priorities change
- More jobs/ multiple jobs/ side hustles
- High movements in jobs
- Increased service expertise & lack of manual skills
- Work from home remains
- Smaller workforce

Ageing population
- Advances in aged care services

Economic

Increased cost of living globally
- High inflation
- Increased property prices & interest rates
- Greater divides in society between rich and poor
- Greater instability

Focus on value-based purchasing
- Pricing increase when purchasing ethically
- Focus on local and corporate social responsibility

Economic growth stagnation

Technological

Energy enhancements
- Increase household batteries, e-vehicles (driverless/flying)
- Charging cars when parking
- Move away from gas appliances
- Climate-proof solutions
- Changes to charging poles
- More microgrids
- Greater customer exports

AI & robots
- More virtual products/solutions
- Increase in automation
- Redundancies, new skills needed

More data availability
- Real time valuable information
- Uber experience
- Metaverse

Environmental

More extreme climate
- Climate catastrophes increasing i.e. ice bergs melted, more bushfires, severe floods, sea level rising, natural disasters
- Hotter summers & cooler winters
- Negative impact on wildlife, livestock, flora & fauna

Agricultural implications
- Innovations i.e. vertical farming

More clean energy
- EV infrastructure
- Fusion power
- Stored energy
- Lower demand for coal
- Greater renewable penetration
- Electrification of households and industry

Legal

Heighted legalities
- Including privacy data use, spam, crime, animal rights, environment
- Increased state/ government intervention

Polarising negative/positive future view
- Greater transparency, less corruption, greater power with customers vs.
- Loss of confidentiality, privacy, and consumers being taken advantage of

To address solving for customers' needs, the following solutions were top priority for: 1) Affordability & Equity

Customer Insight		
Rewards & incentives Customers were interested in receiving rewards and incentives for participating in demand management schemes and programs to improve affordability of electricity.	**Real time data** Residential Customers were interested in but not willing to pay for receiving data that tells them: • shared energy usage • usage at different times of the day, and • how much each appliance cost to run.	**Low literacy** Energy literacy continues to be a limiting factor in improving decision-making and participation e.g. pricing structure and how to influence bills.
Prioritised Possible Solutions		

Incentives for demand management:
• Summer Saver Network
• Greater involvement of customers choice to support affordability
	• Diversity of tariffs with the ability to cut peak demand
	• Dynamic and live pricing to support lower costs and increase transparency
		• Support energy literacy by:
		  ○ Leveraging marketing
		  ○ Re-packaging billing & tariffs so that bills are straightforward and easy to read
		  ○ Sharing information about the role of the network and what the value for customers
		  ○ Energy management systems that include: data, tariffs, automation of appliances (H.E.M.S) and advisory to customers that give the correct data to customers and support them make correct tariff choices. This also ensures that retailers pass on these prices.
		• Government support to ensure an equitable and innovative approach to pricing & services
		• Regulate energy retailers by:
		  ○ Eliminating full retail contestability
		  ○ Auto switching customers across retailers to find a better deal

To address solving for customers needs, the following solutions were top priority for: 2) Resilience and Reliability

Customer Insight

Reliability consistently ranked as a high priority for all customers

- Customers were not willing to trade off current reliability for cost savings, however, they were willing to pay to improve reliability in areas with poorer service.

Customers saw the network as a shared resource

- Some urban customers were willing to pay more to improve reliability in worst-served areas because they had a personal or business connection to the area.

Customers placed importance on investing to improve the resilience of infrastructure

- If a customer had experienced an impact of extreme weather events, new technologies such as microgrids and SAPS stood as viable solutions and customers were willing to invest in.
- If customers were in a bushfire-prone area the long-term benefits of undergrounding outweighed the significant upfront cost.

Prioritised Possible Solutions

"Build back better community resilience" by:
- Planning for upgrades and emergencies in advance
- Developing future-proof policies
- Providing Mobile Hubs that can be used in high and low priority times
- Decentralise the grid into micro networks that allows customer network ownership and support for worst-served areas

Powering the edge
- Increasing energy security for fringe of grid customers through non- network solutions i.e. batteries

- Lease of land for community battery where customers can participate in energy storage.

Organisational-run solutions
- Provide batteries in network assets so customers don't have to buy their own
- Bringing together a "whole of system" approach to support equitable, reliable energy
- Underground and augmentation for fire risk areas

Technology advancements
- Energy demand control through data, systems & automation to support customers have power with high reliability
- Integrated holistic AI system to deliver analytics and promote reliability, bushfire mitigation and cost effectiveness
- Island communities, or street lights to support load management

Customer ownership
- Supporting customer ownership of off-grid solutions to lower costs and improve accessibility

To address solving for customers needs, the following solutions were top priority for: 3) Environment & Future Network

Customer Insight

Proactive efforts to improve renewable penetration were wanted by customers

Lower priority: change connection agreement

In the short term there was a willingness to decrease export limits in the interest of maintaining a reliable network. As long as there were long term improvements in export limits.

High priority: Decentralise/develop the grid

For most, the key outcome was to increase the amount of future exports to the grid in and decarbonise energy supply. This was either by decentralising or developing the grid by increasing individual, household or community batteries, or building upgrades the network to hold more solar.

Prioritised Possible Solutions

- Enable & encourage electrification
- Reduce vegetation in council areas with better species
- Ability to trade power between customers
- Free exports for all customers up to minimum level

- Remove dirty energy including:
  - Supporting customers in connecting to energy assets they choose
  - Solar export & three-phase power
  - EV Charger Network – cheaper charging locations to shift demand for charging towards areas with network constraints
  - Make our fleet entirely electric - EV capability
  - Increased undergrounding
  - Transformers that are “smart”

- Voltage regulation
- Wireless network
- No more gas
- Reduce scope 1 emissions including environmentally conscious equipment

To address solving for customers needs, the following solutions were top priority for: 4) Customer Experience

Customer Insight	
Current communication channels were seen as viable by customers.	Customers wanted: • Improvement of quality & speed of information during outages There were gaps to fill in improving perceptions of the respective networks and expectations of the energy transition. Customers highlighted that they were interested in increased access to digital tools however lacked the understanding of the utility of improved digital tools.

Prioritised Possible Solutions

Digital customer service that allowed for channel choice and an “uber” experience that included solutions such as:

- An improved website
- Responsiveness and increased speed to respond to customer needs
- AI for ETR faults
- Communication to improve energy literacy via Tik Tok
- Storm response mobile support
- One-stop-shop app for all communications including outage notifications
- Transparent fault repose and accurate ETR including tracking of crew on the way to restore. This allows customer to plan their time if power is out.

In addition to the prioritised customer solutions, the group also ideated for “wild card” solutions across the four themes.

Affordability & Equity

Automated switching to best deal/retailer
- Automated switching to best deal
- Link historical information/ similar user
- Consumers trade power to earn revenue from others in the community
- Use AI to develop least cost solutions

Change charge out structure
- Subscription energy – similar to internet
- Billing customers on demand / cost reflection
- Demand tariffs program to introduce flat rate/ fee subscription to members / low income
- Encourage off peak use

Do the work for customers
- Free control strategy/HEMS to all customers

Incentivise wanted behaviour
- Education
- Free electricity during minimum load published online

Resilience and Reliability

Dedicated resources
- Support communities after storms
- More MERVS and greater community response impacts
- Weather control to direct storms from powerlines

Customers become self-sufficient
- Through wind, battery, solar
- Energy bubble
- Remove network businesses
- Store excess power and re-sell

Demand control
- Full automation and AI of network
- Operation from bottom to top that support predictions of extreme weather events and prepare the network accordingly

QR Codes on low level assets
- Pole
- Scan for information

Infrastructure enhancements
- Underground infrastructure
- Sprinklers on poles

Other
- Take over all networks and combine to bring in efficiencies
- Hyper local everything
- Portable microgrids e.g. for holiday places for EV chargers
- Power course in school

In addition to the prioritised customer solutions, the group also ideated for "wild card" ideas across the four themes. Cont.

Environment & Future Network

Recycling technology
- Recycle technology through construction materials that could be utilised i.e. recycle cardboard poles
- Ship non-pollution source/mining material to produce power

Vegetation
- Tree offset program to replace trees removed due to vegetation management

Self healing network / microgrid
- Optimisation with local network
- Energy generation visibility-power plan at local network level
- Community hub islands
- Island communities where street/suburb/council have a daily charge, rather than customers daily charge

Leveraging solar customers as generators

Transport CO2
- Suck up carbon emissions from the environment

Recycling / circular recycling e.g. biofuels
- Convert emissions into car commodity
- Harness energy from space

Bye-bye networks
- Go off-grid
- Establish a wind farm and run the power supply in an off-grid environment

New technology & connection options
- Remove complex multi-platform
- Support increase in EVs as manufacturing to stop producing petrol cars
- Just say yes to customer enablement
- Peer to peer energy trading instead of feed-in tariffs
- 3rd parties leveraging capacity on network for charging & balancing
- Wireless charging stations across network
- Solar panel technology innovation on windows/everywhere
- Electric highways recharge car as you drive
- A weather resilient/proof network – focus heat & substations

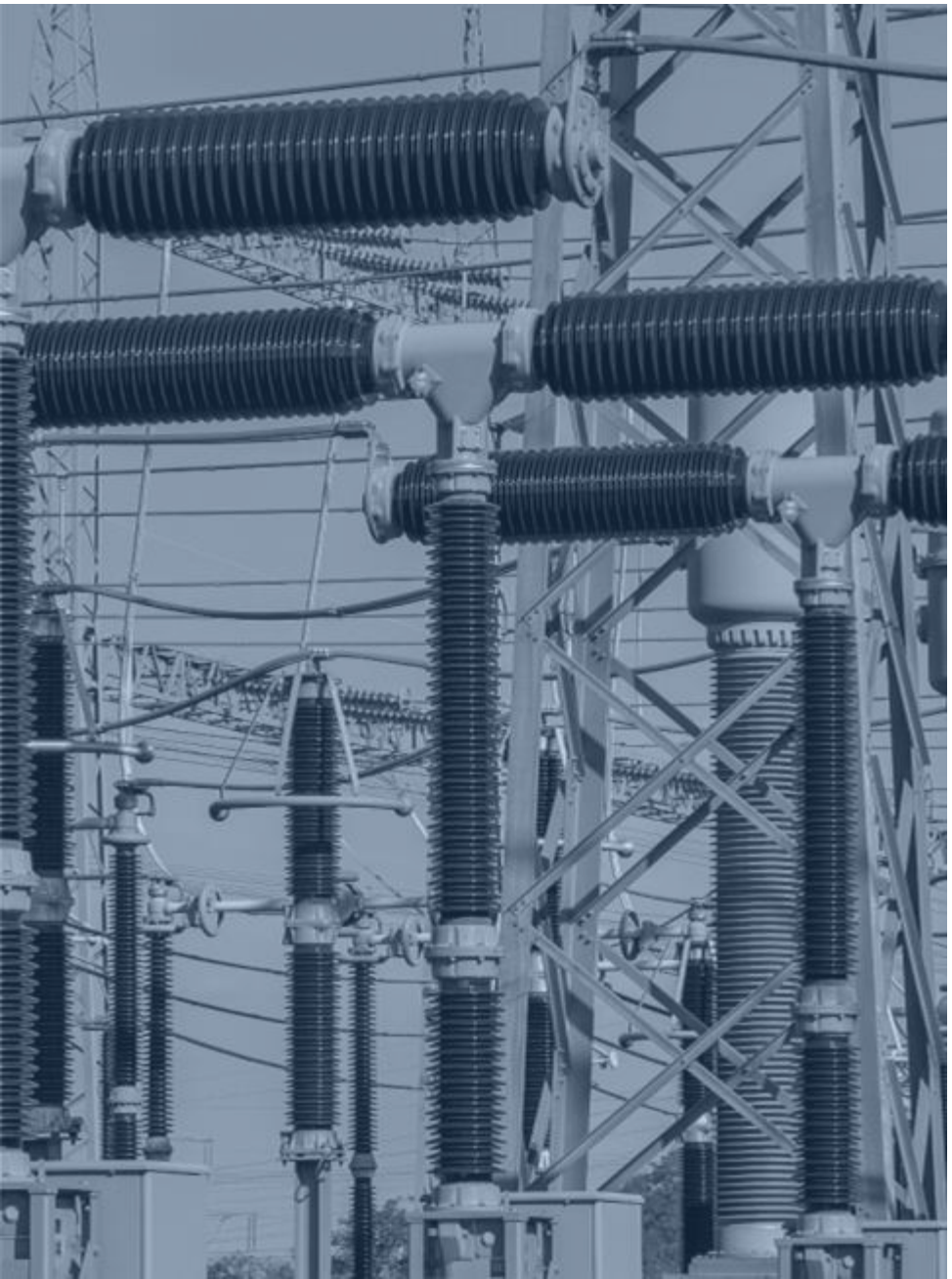
Customer Experience

Uber for outages
- Phased work track to fault

Education
- Engage social media influencers to educate

Robotise everything possible

Community sponsorships
- Australian Open
- Kardashians ads
- Community funded competitions



Workshop Workings

CitiPower Powercor Australia united energy Forethought Outcomes

Day #1: Workshop Working Summary

The first group undertook four activities to develop their shortlist of prioritised ideas across the four themes that addressed customer needs.

Activity #1.
To support the team develop ideas for how to solve for customer needs and consider ideas for years beyond 2026, the group were asked to brainstorm:

“What’s possible, and what would the world look like after 2026 across politics, economics, society, technology, environmental and the legal environment?”

Activity #2.
The group moved into ideation to develop the ‘shopping list’ of the ideas that directly addressed customer needs, with consideration to the possible future state.

Activity #3.
The next task was to prioritise the themes on a 2 x 2 matrix to understand which ideas would:

- Have the greatest impact on customers
- Are within the organisations’ control

Activity #4.
After plotting, individuals voted on what would be the optimal initiatives to take forward.

The prioritised ideas were scoped to understand what success would look like from a customer perspective and for CitiPower, Powercor and United Energy.

CitiPower Powercor Australia united energy Forethought Outcomes

DAY #1

GROUP 1

Group 1

What are the pressing themes of the future?

It's 2026…

Political: Polarisation & increasing voices
- Change of economic/ financial centres
- Rise of Asian tigers –India & China
- War
- Collapse of the "middle ground" rise of independent candidates
- More voices
- More 'green' politics
- Driven by values that drive votes e.g. environment
- Government led vs autonomy
- Increased security and expectations of governments
- No trust
- Lack of general direction/decisions

Poor environment future: Climate Impacts (Global & Local)
- Climate impacts of wildlife
- Climate refuges
- Extreme climate events
- Livestock (difficulty due to climate changes)
- Extreme weather events
- Extinction of species
- Irreversible climate change
- Food & farming
- Global climate issues
- Global warming – fire, water, rises
- Mitigation details
- Impacts to wildlife
- Agriculture innovation i.e. vertical farming
- Renewables

Automation & workforce impacts
- Skill shortage
- Global vs local workforce
- Labour shortage
- More robots doing human work
- Automation
- Outsource
- Supply chain collapse
- Workforce reduced
- Reduce manual tasks and increased automation creating barriers
- Increase in ethics
- ICAC
- More regulation for third part providers
- Increase liability risk
- Corruption/integrity
- Liability issues

Customer expectations (Uber experience)
- Communication choice
- Information overload
- Increased media consumption
- How do you get your message out when people are overloaded?

Social change
- Ageing population
- Limited by climate
- Cultures for next generation
- Advances in aged care
- Loss of connectivity with those closer and 'in touch' with those further away
- Reduce time and increase want of time

Laws & privacy
- Loss of confidentiality & privacy
- Overload of laws – personal and environment
- Data privacy i.e. EU laws becoming global, digital consent
- Customers being taken advantage of
- Data privacy & control

Technology advances
- AI
- Uber experience
- Shift towards technology
- Customer self serve
- Everything done on mobiles
- No more new petrol vehicles
- Technology breaking down barriers &
- Technology equity

Environment: forward energy supply
- Energy independence
- Clean energy
- Stored energy i.e. batteries
- New portal players
- Electrification
- Different classes of electricity & inequity
- Low demand for Australian coal

Economic divide
- Increase property prices
- Instability
- Cost of living increase
- Economic independence
- Bigger gap between poor and rich

Group 1

What are the pressing themes of the future that we could include in the Regulatory Reset?
Ideation & Affinity Mapping

Customer energy assets
- Incentivising green energy and participation
- Enabling renewable energy, solar & EVS
- Energy equity
- Charging on streets
- Climate change and renewables
- transformation
- Strategies to make energy choices more accessible
- Local supply chain
- Making Evs more accessible
- EV charging station in poles
- Expectations on government/network to facilitate renewable energy

Customer analytics
- Insights into cultural preferences
- Profile of the voter by generation and values
- Policies that reflect the voter voice
- Access to detail demographic data
- Accessibility and privacy
- Access to data and insights – informed customers

Customer access

App
- Create an app
- Uber experience e.g. faults projects
- One stop shop
- Data and information at customers fingertips

Portal
- Retailer portal
- Portal/platform with network information

Seamless customer experiences (one system)
- A.I chat box
- More digitalisation
- Real time data to customers
- Omnichannel experience
- Energy literacy and education to guide fair /accessibility to energy transformation
- Increase bushfire weather events live time information for customers
- Transparency and reliability network capacity
- Make it self serve
- Help customers

QR codes on assets
- QR codes on assets – customer can scan and get information on their area
- QR –info for customers

Technical resilience
- Data
- Agility
- Resilience “cyber”
- Weaponisation of cyber attacks
- Use our network for other services e.g. internet for targeted use cases

Aggregator
- Take over from retailers
- Must drive prices down

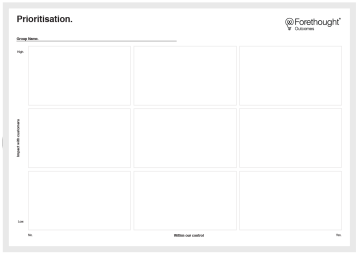
Pay as you go
- Pay as you go option
- Ability to switch off and on, aligned to finances
- Others pay a ‘go fund me’
- Allow other options i.e. subscriptions with caps

Distribution innovation
- Pricing and platforms to facilitate flexible DER
- Heighted service for a fee e.g. fast-track
- Network infrastructure for changing climate
- New revenue streams for distributing energy

Other
- Lower electrics costs due to increase in renewables
- Hazard register
- Recycle technology through construction materials that could be utilised i.e. recycle cardboard poles

Group 1

What must we take forward?
Prioritisation



Prioritisation.

High.

Impact with customers

Low.

Retailer takeover

Customer energy assets (Solar, EV)

Digital customer services

Energy literacy/marketing "Tell our story"

Pay as you go option

EV chargers on poles

Customer analytics

Customer unlimited data access (enables new product)

Technology resilience

Communications network for other services

Technology construction materials

QR codes on assets (for customer information and for network maintenance)

Zone sub access cards

No.

Within our control

Yes.

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

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Group 1

Scoping
What does success look like?

Prioritised Idea	What would success look like for the customer?	What would success look like for CitiPower, Powercor & United Energy?
Tech/data resilience	• Grid keeps working • Data remains secure • Network responsive to customer's needs	• Business can trust data/information and responds to changing needs • Effectively manage risks to systems and data
Customer energy assets [EV, Solar]	• All customers can connect to energy assets they choose • Social licence/customer "feel good"	• Flexible network • Adapts to changing landscape • Reduced network costs
Digital customer service	• Seamless customer service • Channel choice • Uber experience • Real time information availability •	• Reduced customer complaints • Automation opportunities • Increased access to customer information • Increased user customers
Energy literacy/marketing	• Increased U/S • Informed customers • Increased trust	• Increased trust • Improved brand • Deliver more services • Can influence customer

DAY #1

GROUP 2

Group 2

What are the pressing themes of the future?

It's 2026…

Energy
- CO2 emissions
- Ban/no more fossil fuel generated device purchases i.e. cars
- Fusion power
- Green energy and reduction in usage
- Automated electricity usage at home
- Not gas – focus on electricity & solar

Legal
- Privacy data use = stricter
- Increased law on spam
- Consistent data privacy laws across the world
- Greater transparency
- Less corruption
- Less reliance on government
- Strict privacy objectives
- Increased crime laws
- Security/surveillance
- Animal rights

Economics
- Inflation high - rich getting richer, poor getting poorer
- Energy as a whole is integrated
- Purchasing less form China
- Interest rate rises
- Protecting local – competitor advantage
- Prices increase as we purchase more ethically
- Cost of living in developing counties is increasing
- Corporate social responsibility
- Cost of living impacts to improving carbon emissions

Economics & energy
- More cost effective solutions to go off grid
- Charging access
- Economic impacts of climate change to developing countries
- Flee the grid- equity and those that remain

Social/Lifestyle
- Work from home will remain as an option
- The expectation of customers to increase
- Lifestyle take priority over work
- Work/life is a true priority
- Workers risk
- Ageing population
- Virtual jobs – no manufacturing in Australia
- Multi-jobs from home
- More poverty and living rough
- Population growth
- Smaller group of closer friendships
- Smaller networks (positive impacts)
- Minimum wage
- More off grid living
- Fewer central hubs – more decentralised living
- Rent vs ownership

Political
- Political education
- Intergenerational equity
- Direct democracy/minor parties
- Election
- Younger people in politics
- Human rights
- Capitalisation
- Markets become more open
- Political stability
- Direct democracy/choice
- Countries run like businesses
- Interest rate rises
- Everyday equity regulators
- Virtual PM – not a person
- Operating model for energy – antimonopoly
- Higher government influence on business operations and service standards
- Client impacted economy – steady but steady growth
- Misinformation is king
- More rules and stronger, more powerful regulators

Technology
- Google glasses for operators
- More robotics –redundancies, new skills needed
- Smaller computers
- Everyone is microchipped
- Self driving, flying cars & car share
- All data and communications to be virtual
- Blockchain
- Online personas
- Metaverse
- Job security IR vs automation

Climate
- Environmental protection
- Sea level rise
- Impacts on flora & fauna – food chain implications
- Environmental impact loans increased
- Tassie under water
- Climate change
- More extreme weather events e.g. fires, floods, natural disasters, heat waves
- International cooperation/citizenship

Group 2

What are the pressing themes of the future that we could include in the Regulatory Reset?

Ideation & Affinity Mapping

Wild Card

Uber for outages
- Phased work track to fault

Automated switching to best deal/retailer
- Automated switching to best deal
- Link historical information/ similar user
- Consumers trade power with others to earn revenue from others in the community

Education
- Tik Tok for energy
- Engage influencers to educate

Vegetation
- Plan tress not near lines
- Tree offset program to replace trees removed due to vegetation management

Dedicated resources
- Support communities after storms
- More MERUS and greater community response impacts

Wild Card cont.

Self healing network
- Self healing network/microgrid
- Optimisation with local network
- Energy generation visibility-power plan at local network level
- Community hub islands

Work practices
- Electric EWPs
- Relocate bees

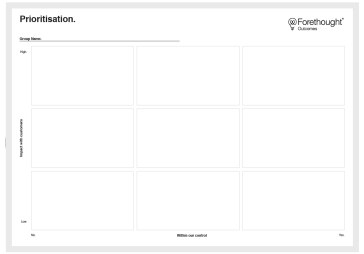
Customer service & experience
- Personalised service when things go wrong – “use my data to know and help me”
- CALD community support - language, accessibility
- Greater inequity in population – how do we support those that cant afford technology
- Proactively solve my problems
- Be easy and simple – online tools in one place – “say yes”
- Stronger view & participation for vulnerable customers (not a retailer only responsibility)
- Remove energy jargon in all communications
- Work from home support impact model
- No outages expectation by customers
- Balance of supply vs demand
- Equitable access to power

Outlandish solutions
- It can do anything
- All electricity underground – increased reliability
- Underground infrastructure
- More yes, less no – DERs, new technology and connection options
- Remove complex, multi platform – easy, simple, agile
- EV’s become affordable
- U/G near flying taxi ranks
- Non-wire surges and DER
- Invest in weather control to direct storms from powerlines
- EUV change proof
- Support increase in EVs as manufacturing to stop producing petrol cars

Affordability pricing – automation of choice
- Technology supports lifestyle choices
- Who do customers trust to make these decisions for them?
- Easier to upgrade supply for EV
- Making key consumers
- Individual pricing for reliability/community projects
- Crowd funding augmentation / community projects
- ToV tariffs to limit losses
- Flat fees
- No retailers – add little value and confuse customers
- Bill energy using mobile data plans – subscription
- Customer control of renewable interests – dashboards
- Improve solar export flexibility

Group 2

What must we take forward?
Prioritisation



Prioritisation.

Impact with customers	No.	Within our control	Yes.
High.	• Reduce Fossil Fuel Emissions	• Auto-switch retailers/find customers better deals • Trade power between customers	• AI for ETR/Uber faults
		• Replace Veg in council areas with better species	• Increased U/G • Storm response mobile support • Guarantee response time/GSL usability
Low.			• Tik Tok

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

CitiPower | Powercor Australia | united energy | Forethought Outcomes

Group 2

Scoping
What does success look like?

Prioritised Idea	What would success look like for the customer?	What would success look like for CitiPower, Powercor & United Energy?
Reduce Fossil Fuel Emissions		
Auto switch retailers/find customers better deals		
Trade power between customers		
Reduce vegetation in council areas with better species		
Increased U/G		
Tik Tok		
Storm response mobile support		• Guarantee responsive time/ ESL visibility
AI for ETR faults		

Note: Canvas was incomplete

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

DAY #1

GROUP 3

Group 3

What are the pressing themes of the future?

It's 2026…

Emission Red Sustainability	**More debate less decisions**	**Automation**	**Cost to be self sufficient & efficient**	**Diversity & inclusion & more entitled community i.e. expectations**	**Personal information, more accountability & security "privacy" / use of**
• Timber shortage • Increased bushfire impact & rehab • Net zero • Reduce emissions • Solar disrupt • Government grant for opt in autonomy options	• Less decision making • Political groups are smaller and less • Destabilisation • Increased information/strategy asymmetry at state vs federal • Politics are less centralised • Government grand for opt-in autonomy options	• Original PV/wind farms at end of life • More personal home devices • EV update 30-40% of new cars sold • Wearable • Everything done on the phone	• Economy shift to hydrogen future Australian -> battery of Asia? • Automation keeps taking jobs • What does society look like in the long term> • Self sufficiency • Sustainability • Increase divide between wealthy and poor • Increase cost of living • Employment – more participating • Self sufficient customer • Increased cost of living	• More diverse • More work/home balance – extension of work from home • More engaged community • Less tolerance for differing views • Transition to more individual consultant think tanks • More work and work from home	• More power with consumers • 100% renewable by 2070? In cars? • Changes to right to access property • Use style proof of utility innocence • Energy affordability • More automation because of personal information

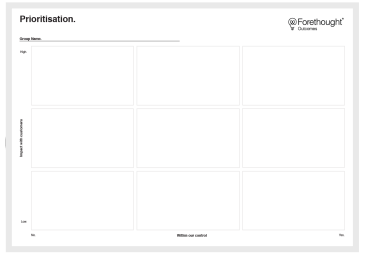
Group 3

What are the pressing themes of the future that we could include in the Regulatory Reset?
Ideation & Affinity Mapping

Political: reduce self determine, controlled, to: localised	**Big Bang**	**Social**	**Economic**	**Technology: Access to data, real time and impact bills**
• User pay tariffs • Community energy projects • Better tariffs that direct consumer behaviour to suit us and reward them • Community battery in every part of the network • Power on – no MEDs • Customer choice export of solar-off grid • Stability of grid • Green electricity • Environmental • State government control of network • Stop building network – 3rd party choice • Facilitate more renewable investment	• Mobile batteries for seasonal loads e.g. Mildura, Peninsula, Lorne • Own car charging network • Targeted rent to buy opportunities • Data transparency & accessibility • Mobile hubs resilience • Dynamic time connection agreement • Demand management – entire network • Easy to understand and accessible	• Access to power • Sharing • Cycle usage management • Provide training platform • Low cost – services based, not constitution • Responsible employer or suffer the consequences • Supporting communities disadvantaged by cost of living • Supporting specific community reliability (flood, bushfires)	• Affordability • Increased need for electricity • Self services not just supply • Affordability & electrification	• Customer interface – digital and easy • Communication • Data transparency and accessibility • Energy tariffs by app • Smart automation network management systems • Electricity capacity trader • EV's and batteries • Use of technology to reduce bills • Electricity optimiser for smart homes

Group 3

What must we take forward?
Prioritisation



Prioritisation.

Impact with customers	No.	Within our control	Yes.
High.	• Zero Emissions • Bill Impact	• Solar Export • Resilience	• Reliability • Summer saver network wide
	• Community battery	• Mobile hubs	• Access to data
Low.			• Electrification (base assumptions) • Diversity of tariffs

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

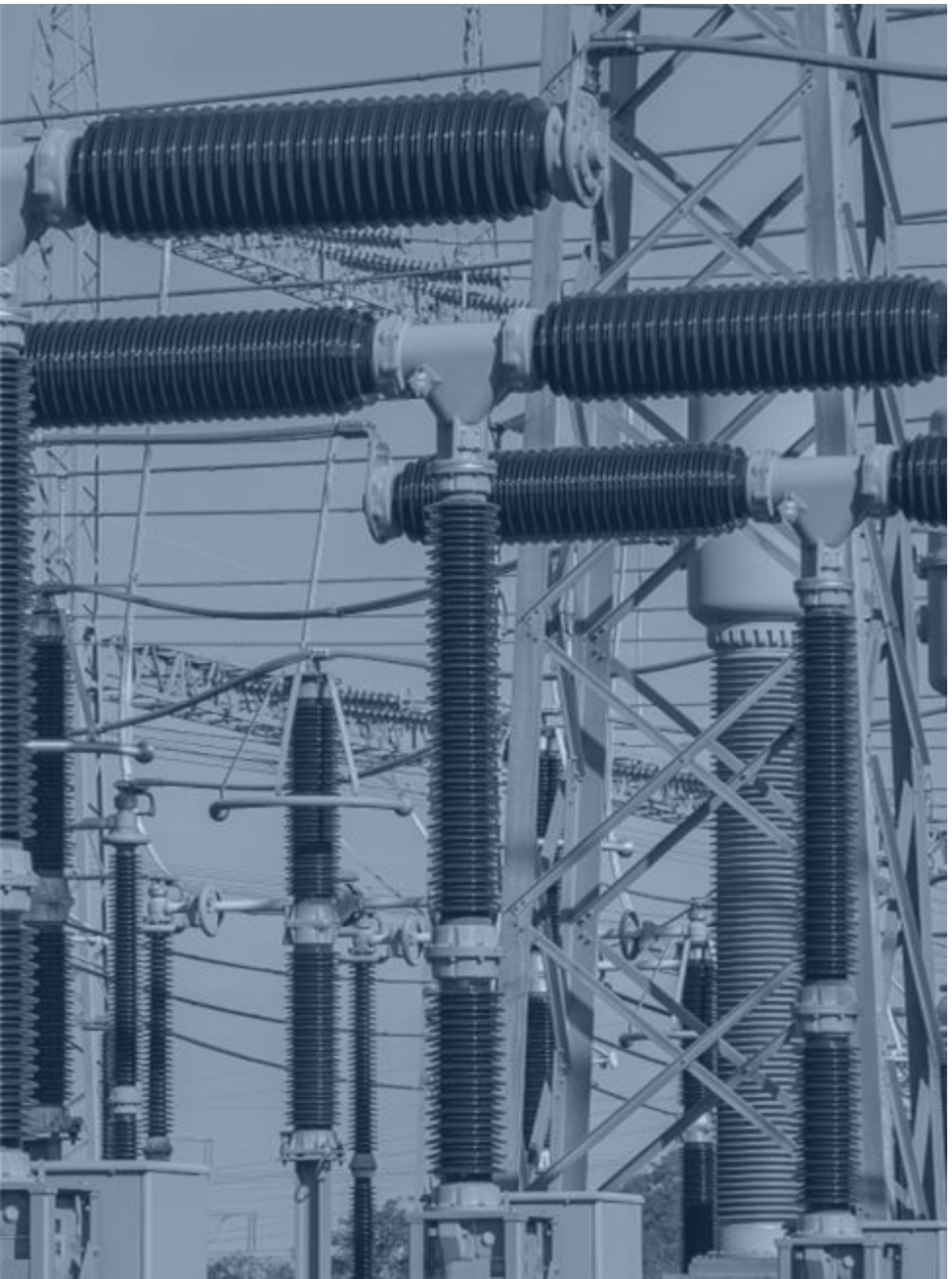
CitiPower | Powercor Australia | united energy | Forethought Outcomes

Group 3

Scoping
What does success look like?

Prioritised Idea	What would success look like for the customer?	What would success look like for CitiPower, Powercor & United Energy?
Solar Export	• Unlimited export fewer complaints	• Management of unlimited exports
Summer Saver Network	• Customer choice affordability	• No outages • Less Stips
Zero Emissions	• Affordable transition business isn't a roadblock	• Lower emission environmentally conscious equipment
Diversity of Tariffs	• More choice • Not being a roadblock	• Ability to cut peak demand

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience



DAY #1

GROUP 4

Group 4

What are the pressing themes of the future?

It's 2026…

Positive change for energy • Energy equity • Net zero required • More electrification • Stable power • Who will own what network? • Will wind turbines still work in a storm? • Net zero • Hydrogen • Renewables	**Increased customer expectations** • Personalised • Social online	**Negative environmental future, despite being more top of mind** • Environmental consciousness • Access to fresh water • Extinctions • Increase sea change & places underwater/water rise • Mitigation pattern changes • More floods • Extreme weather e.g. storms • Temperatures increase to 50 degrees • Food shortages due to supply	**Change in lifestyle & workforce** • Dispersed workforce • Down sized houses • Social credit system (China) • Women participation in workforce • Unemployment high • Increased skills –non work • Work from home • High movements in jobs • Childcare access to consider • Side hustles	**Inflation implications** • High inflation due to resource security • Can individuals still afford to buy a house? • House prices increase • Will interest rates be high?
More data availability • Big data • Cloud • Data manager • Analytics	**Heighted legalities** • High litigation • Personal information protection • Rules/regulation code • Increased intervention			

Group 4

What are the pressing themes of the future that we could include in the Regulatory Reset?

Ideation & Affinity Mapping

Renewables & CO2
- CO2 impact of works reduce
- CO2 reduction – less education
- Pole top batteries for all, solar exports & resilience
- EV enable / manage
- Solar enablement – low cost
- Choosing to use products that are environmentally safe
- Reduce/mitigate climate changes as business
- Prescription on climate negative action
- Enable EV
- Enabling renewables
- Electric car on your bill
- Reduce mitigate some types of water
- Hotter days drives higher network demand
- Customers using the own solar during an outages

Cyber threat
- Data privacy/protection
- Developing trust as social licence

Prices and Equity
- Energy equity – do not leave people behind
- Define equitable - Is it different in different locations?
- Mandatory regulation for retailers that include: EV, Solar panels & insulation
- Electrification – don't leave behind
- Energy prices
- Rich will just pay and move on
- Make up own tariff to meet lifestyle
- Network % of bill will increase with transmission investment – how do we differentiate as distributor?

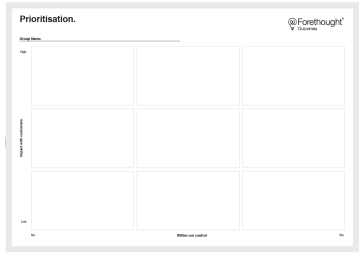
Reliability Preparation
- Improving reliability in remote areas
- Remove O/H services
- Reduce bushfire risk
- Self reliant on technology
- Generation home
- Catering for extreme weather events
- Min secure level as tree-change occurs
- EVs with mobile solar panels – used to change in extreme weather
- Reduce outage length
- Future proof out business and power supply to customers

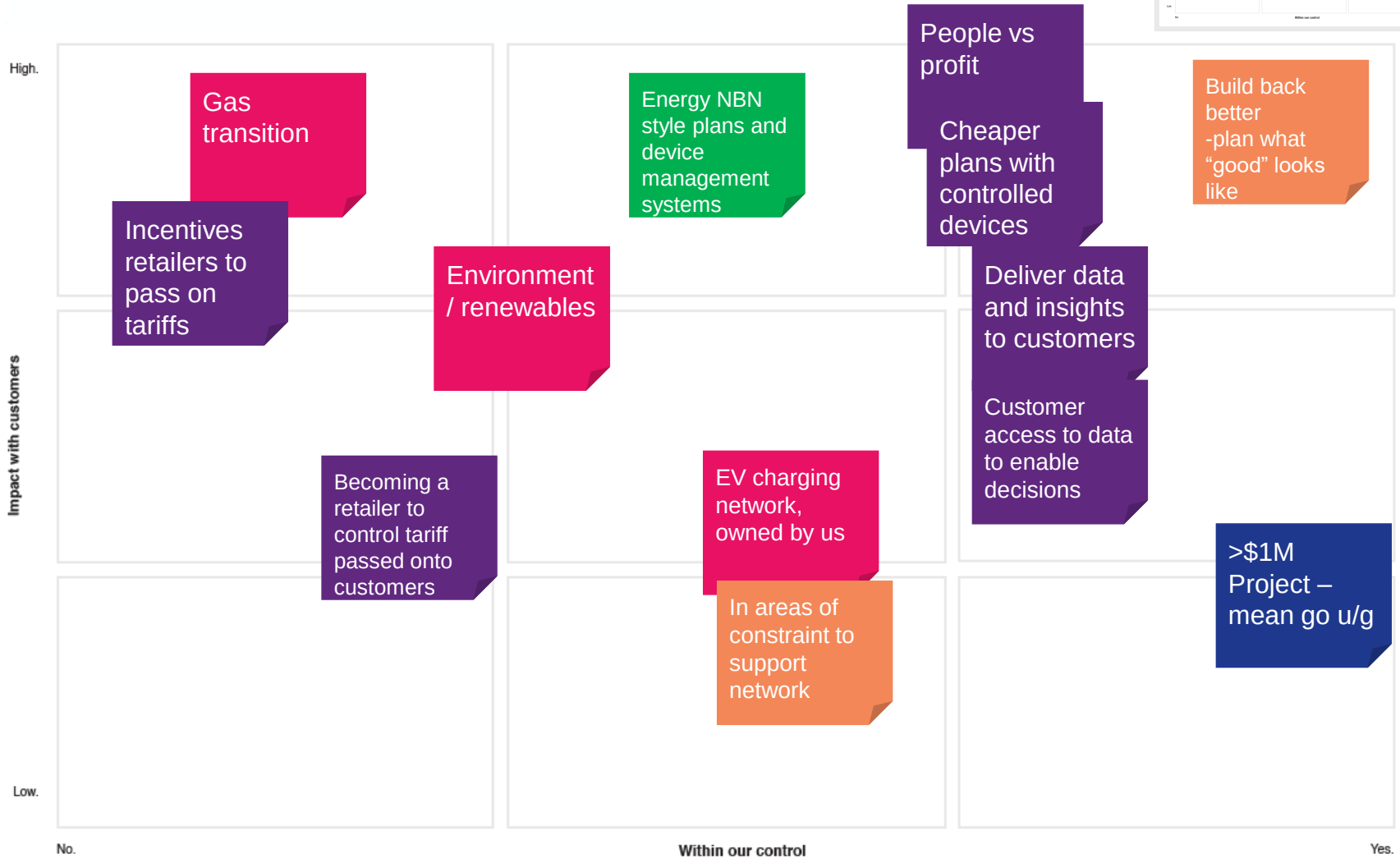
Do the work for customers
- Free control strategy/HEMS to all customers
- Ability to switch customer devices
- Manage customer lead on their behalf
- How enable shifts e.g. at home, workforce different perks

Customers, data, insights
- New technology working for customers
- Supporting home autonomy without control by network
- Easy for customers to read/use
- Targeted use plans
- Different product/tariff for different customer segments
- 'NBN like' rates for consumers

Group 4

What must we take forward?
Prioritisation



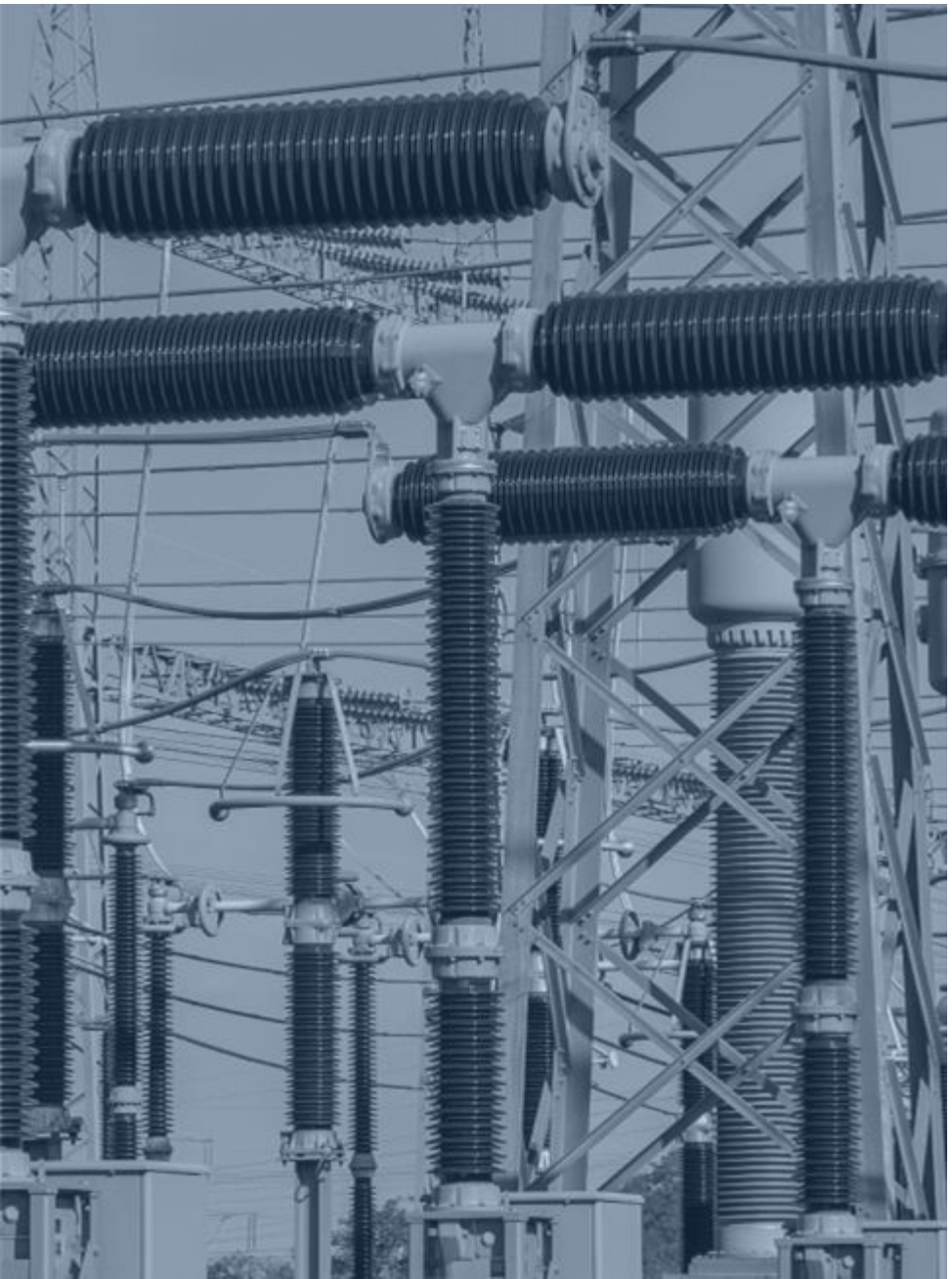


Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

Group 4

Scoping
What does success look like?

Prioritised Idea	What would success look like for the customer?	What would success look like for CitiPower, Powercor & United Energy?
Build back better & community resilience	• Future proof the network for greater reliability and capability • Improved communication and visibility	• Plans for upgrades on advance • Develop future proof policies • Emergency planning • Mobile hubs that can be used in high and low priority times
Data, tariffs, H.E.M.S (have energy management system)	• Cheaper bills • Give correct data so our consumers can make the correct tariff choices, ensuring retailers pass on these prices	• Better utilisation of Assets • Efficient network
EV Charger Network	• Cheaper charger locations • More charges	• Using them for network constraints and DMS



DAY #1

GROUP 5

Group 5

What are the pressing themes of the future?

It's 2026…

Weather
- Extreme weather displacement of people on large scale
- Famine in 1st world counties
- Global warming drivers energy costs up
- Extreme temperatures
- Global warming – weather events
- Massive storms
- Water supply
- Bananas $20 per kg
- Greater population needing more electricity

Laws
- Increased rights psychological welfare
- Suing more for anything that goes wrong
- More no diesel cars
- Carbon climate net zero
- Car age limits for city centre
- Laws passed to remove monopoly
- Drivers license
- Car age limits for city centres vs license to operate a smart car

Technology
- Virtual reality schooling and education
- Hacking of everything that is digital
- Continue to grow more than what it is now
- Artificial intelligence – mechanic learning
- Consumers having more electrical appliances in home, driving up demand
- Alternate fuel source from lithium and battery
- Network constrains
- Nuclear fusion house supplies for energy house as appliance
- Lower battery costs
- Robotic

Equity
- Philanthropy enables energy equity
- Community share energy drives efficiency and resilience

Economy
- Increase inflation
- Inflation back to 2% highest rate
- Increased rates
- Increased unemployment
- Country with high debt levels, so consumers need to pay more for what they use

Government
- Government instability and policy incentivising in relation to net zero
- Parties for automated robotics
- Climate change
- Companies now have to deliver to net zero
- Political pressure reduced with once Ukraine war is over

Social
- A day more work – better work life balance/9 day fortnight
- Smaller gender pay gay

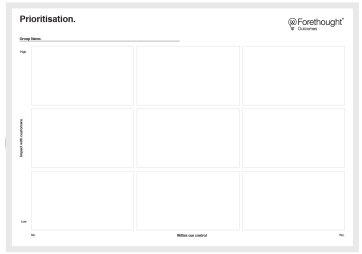
Group 5

What are the pressing themes of the future that we could include in the Regulatory Reset?
Ideation & Affinity Mapping

Government • Assisting Victoria to achieve net-zero • Incentives dis-incentives for poorest served areas • Towards zero emissions	**Riff, Levy, Equity** • Demand management options • Customer want low electricity bill	**Economic: Supporting your energy community financially** • CitiPower customers paying $50 a year to social future and to address renewable bushfires in PAL, AusNet portal • Trading with neighbour • Share solar/battery • Subsidise EV • More charging stations • Any “social good” e.g. bushfire, renewable energy zones, being paid by all customers not a distribution area • “Green levy” in all tariff funds delivery of political objectives	**Customer education/access to data** • Customers want to be able to understand what we do in order to be more engaged in decision making – we have to explain it in plain English • Access to consumption data • Outage information for customers on restoration time • Real time access to consumption data • Access to EV smart charging • Efforts to educate about energy make it accessible • Transparency in pricing and control on retailers billing	**Environment** • Identify source of generation into network and deprioritise anything with carbon • Impact of network on maintain a sustainable environment • EV infrastructure • Network resilience ability to withstand and respond to weather events • Impact of network on biodiversity and address proactivity
Customer is always right • Wild card: Just say yes- customer enablement • Future fund – may drive undergrounding community driven	**Technology** • Real time valuable information • Use of technology to freeze prices • Charging at parking lots • Free distribution of transformer upgrades for minimum basic level of exports for customers			

Group 5

What must we take forward?
Prioritisation



Prioritisation.

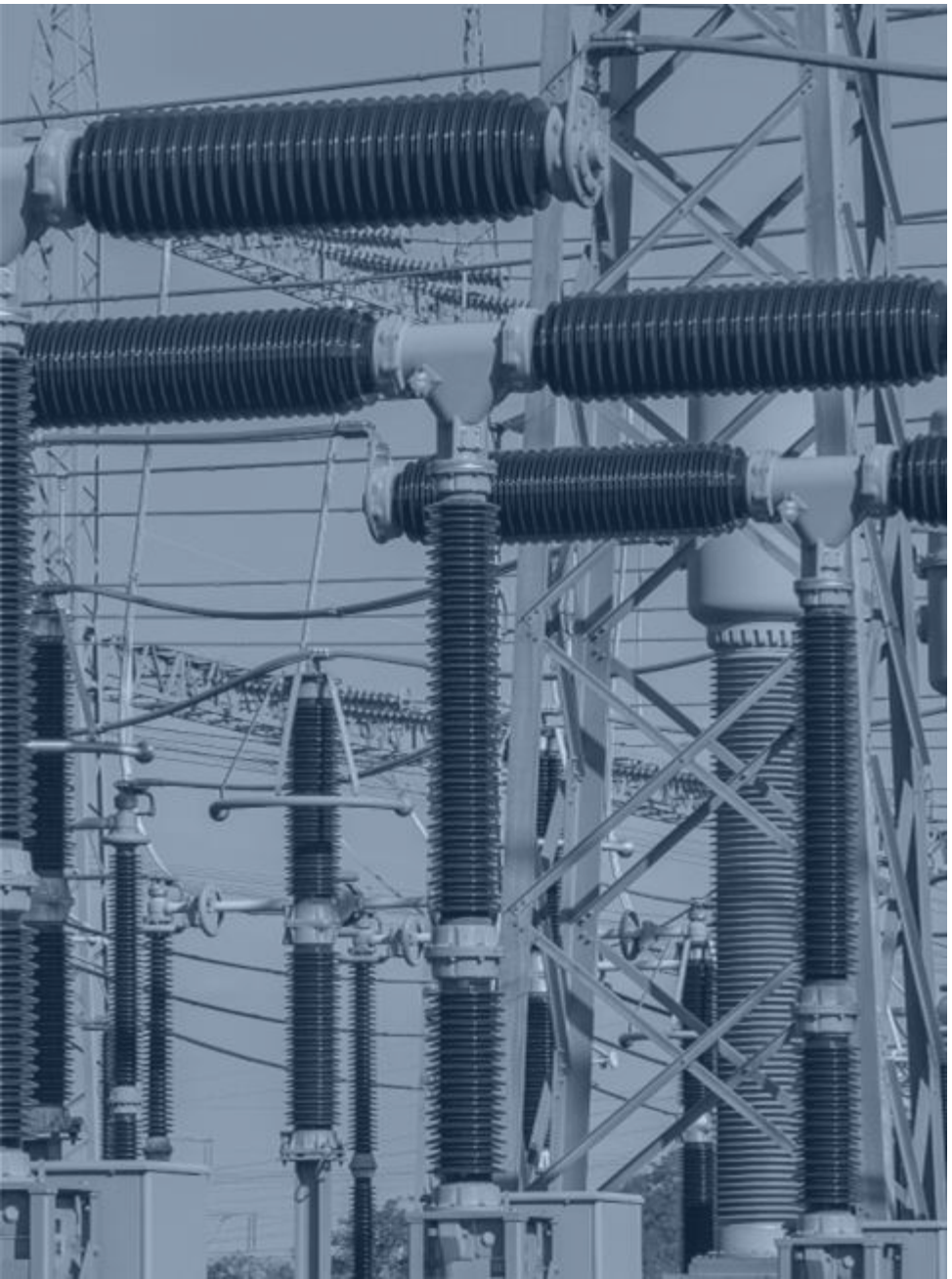
Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

CitiPower | Powercor Australia | united energy | Forethought Outcomes

Group 5

Scoping
What does success look like?

Prioritised Idea	What would success look like for the customer?	What would success look like for CitiPower, Powercor & United Energy?
Transformers that are “smart” network, EV charger, voltage regulation, battery etc.	• Export more solar • Extra EV charging point • Less street furniture • Efficient of services, reduce costs	• No overloading of network • Better technical management of the network • Reduce distribution loss
Free exports for all customers up to minimum level	• Equity of last-in, worst served • All customers can export and get something meaningful • Lower connection cost	• Branding and reputation benefit • Less complaints from customer • Upgrade network drivers higher reliability - STPIS
Lease of land for community battery	• More community batteries • Customer can participate in energy storage, purchase capacity service	• Extra source of revenue • Asset guideline • Brand and reputation benefits
Make our fleet entirely electric	• Demonstrated belief/trust in our electric supply and capability of EVs	• Learning about likely customer experiences – improve our service • Staff incentivised? • Ability to convert fault tricks & R&D



DAY #1

GROUP 6

CitiPower Powercor Australia united energy Forethought Outcomes

Group 6

What are the pressing themes of the future?

It's 2026…

Tech/ AI	Higher cost of living	Customer Protection	Climate	Political
• Increase household batteries • Increase prevalence of e-vehicles • Move away from gas appliances • Cheaper • Climate proof solutions • More virtual products/solutions • Changes to charging poles • Automation increase robots to replace humans • Everything connected to microgrid • Charges to supply on streets for parked EV's • Climate proof solutions • Driverless cars	• Economic growth stalls • Mortgage rate increases • Inflation stabilised • Need is more qualified rather than labour • More females in engineering • Increase divide between rich and poor • Economic independence	• Increased data and privacy law • Privacy and information use as customers are more involved with technology • Greater emphasis on pandemic response/regulation • Increase class actions • Different level of globalisation and exchange of data of Australian/customer level • Better lases to support technology	• More extreme • Ice bergs melted • More bush fires • Climate catastrophise increasing • Hotter summers & cooler winters • Increased in severe floods	• Change in political structures • Smaller party's getting more votes • Growth of more fringe parties • Government keep involved in energy decision making – development and investment, infrastructure • Ongoing shift & extreme political position & autocratic

Group 6

What are the pressing themes of the future that we could include in the Regulatory Reset?

Ideation & Affinity Mapping

Environment
- Greener solution infrastructure
- Climate resilience
- More resilient networks – floods
- Electrification – gas subtraction
- Prepared for transition away from gas
- More resilient networks in v/g line
- Offering new greener future
- Must be cheaper and more reliable
- Support and funding to clean up our 255
- Green & friendly
- Renewable lifecycle

Technology
- Enabling technology like V2G, V2home faster (more affordable)
- Real time status and response for all questions
- Individual appliance break down of usage
- The next solar/ battery
- Peer to peer energy trading instead of feed-in tariffs
- Proactive advice
- More data driven solutions
- Data, data, data
- Better communication & more frequency
- Better front door access

Community
- Community batteries
- Community engagement
- Better storage
- Enabling renewables – solar, batteries
- Support for low income households
- Energy literacy/education around for of distributions
- Further support for solar, wind
- Investment in renewables for guaranteed level of supply service
- Enabling EV's – location, access to charge and supply
- Technology solution that enables customer appliances to respond to work at energy need signals

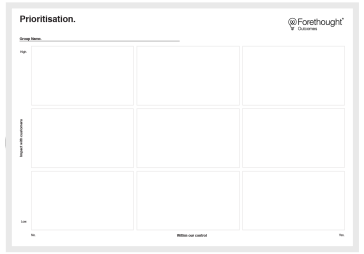
Political
- Increase in export capacity
- Ability to connect all solar for all customers
- Greener energy laws
- Zero emissions
- Supporting disadvantaged customers/communities

Economic/Pricing
- Energy equity (pricing structures etc.)
- More politics optimists – individual households
- Rights to green
- More flexible & simple pricing
- Reduce cross subsidies and provide decrease in costs
- Locally made
- Innovation – ability to provide tariffs in responses to innovation right signals

Wildcard
- Street/suburb/council daily charge, rather than customers daily charge
- Islanded communities (network & market)
- Money for what is non-network but will be acceptable in the future
- Non network solutions for DEM/voltage management
- 3rd parties leveraging increases/space capacity on network- charging & balancing
- Wireless charging stations across network – phones/EV/laptops
- Solar panel technology innovation on windows/everywhere?
- Store excess power and re-sell
- Solar panel technology innovation- on windows, everywhere
- Low level asset – information e.g. QR code
- Anyone cannot connect to the network – no preapproval

Group 6

What must we take forward?
Prioritisation



Prioritisation.

Impact with customers	No.	Within our control	Yes.
High.	• Batteries enablement & renewable hosting • Political intervention to enable renewables	• Driving demand management through charging (spare capacity)	• Network resilience
	• Support for disadvantaged customers (affordability)	• Islanded communities, microgrids, decentralisation	• Data reporting outage status • Batteries/storage integration – sub-stations
Low.			

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

CitiPower | Powercor Australia | united energy | Forethought Outcomes

Group 6

Scoping
What does success look like?

Prioritised Idea	What would success look like for the customer?	What would success look like for CitiPower, Powercor & United Energy?
Network resilience	• Continuous power (withstanding and recover more quickly)	• Brand reputation upheld • Least long term cost
Batteries in our network assets	• Lower cost • Don't have to buy their own • EV charging resilience	• Reputation • Load/usage management • STIPS impact
Island communities (or street lights)	• Reliability increase independence • Lower cost	• Reputation • Risk reduction • Load management

Day #2: Workshop Working Summary

The second group undertook two activities to develop their shortlist of prioritised ideas across the four themes that addressed customer needs.

Activity #1.
To support the team develop ideas for how to solve for customer needs and consider ideas for years beyond 2026, the group were asked to predict one thing that could happen in the in the years beyond 2026 priority to ideation:

The group moved into ideation to develop the ‘shopping list’ of the ideas that directly addressed customer needs, with consideration to the possible future state.

Activity #2.
After theming ideas, individuals voted on what would be the optimal initiatives to take forward considering the impact it would have on customer needs and what was within the organisations’ control.

The prioritised ideas were scoped to understand what success would look like from a customer perspective.

DAY #2

GROUP 1

Group 1

How might we solve?
Resilience & Reliability

Stronger Networks • Underground more lines • Partnerships • Underground lines in bushier prone, weather prone areas • Maintain networks better invest more	**Powering the edge (future)** • Uninterruptable power supply for commercial customers (joint funded) • Change the battery • Develop non distribution solutions for worst reliable areas e.g. batteries • Provide the intelligent network to balance input and output • Shared community groups/microgrids • Customers op in and off to have supply on critical days – power then gets turned off for those who opt out • Capability establish the mechanism to capture information	**World domination!** • Take over all networks, combine, share nation wide, find efficiencies, block all other options • Get rid of network business – self reliant, self generator disrupting	**Empowering customers** • Create an assessment return • Additional education • Educate the kids to be energy aware • Power flow optimisation algorithm • Standardise information available for all • Education for all is mandatory	**Cheap cheerful** • Back up power supply • Develop a pricing for unreliable power
Customer power • Solar on all houses (house generate their own power) • Develop app technology • Customer becomes self sufficient • Each individual take care of their own (wind, battery, solar) • Energy generated in the home • Energy bubble				

Group 1

How might we solve?
Affordability & Equity

Education	Technology	Customer ownership	Industry led solutions	Other
• More awareness – building towards efficient future • New technology alternative – • Transparency in cost of electricity • Get energy literacy in the school curriculum • Raise power issues at CWA • Technology networks as part of school curriculum	• Common industry phone app that enables you to get the best deal • Share the network information & enable partnership • Create an app • Technology to support wireless energy transfer • Develop solution to roll out to customer and provide warnings daily and cost limit • Build platform addressing basic needs, augment to demand • To combine all the imaginations and solutions together • Provide the analytics capitalising to help the customer to analyse their usage pattern • Invent the technology to transport and distribute energy and power	• Mandatory back up per household and battery/grid generation • Back in customer hands – they control what they want – own resilience • Affordability is key – electrons are free • Community energy – no retailer • Smaller use of electricity – less reliance on appliances/technology • Create free power • Talk to real customers and work backwards from the problem	• Industry collaboration – we can't do it on our own • Will customers ever care about energy? • Can solve this in our own hands • A product that reduces costs for our most vulnerable customers • Use spiderman to fix the network, or build it	• What not to do- as we've always done • Double down on minimum demand • Dictatorship - everyone scared • High importance to keep the cost in an effective way for customer affordability • Too much choice leading to indecision

Group 1

How might we solve?
Environment & Future Network

Network says Yes
- Let all customer collect what they want
- Build a future-proofed network
- Transparency and choice for customers
- Augment network to meet all customer requirement
- Change our mindset – let's look at how we build a network to support customer choice
- UG – increase reliability, less catastrophic event likelihood
- Rebuild new network purpose built for new future
- Facilitate no limits
- Education of the tariffs of not creating peaks in energy usage

Bye-bye networks
- Go off grid
- Establish the wind farm and run the power supply in an off-grid environment

Networks go green
- Network full sustainable – back up generation
- Export and build renewable generation that supplies local towns
- Sell a one-stop-shop option for customers to become a greener household
- Activity run community grids
- Lower 65 - remove wastage (losses) & more reliable

Power in your pocket
- App that orchestrates real time pricing notifications
- Transparency and awareness – available data and how to use "Tom app"
- Literacy education about the network and technology
- Share acknowledge
- Promote the concept and training to the customers and publics on the network intelligence functionality
- Les reliance of electricity – smarter use/targeted usage
- Provide the data shortly for customer and the flexibility for the customer analysis
- Design and develop the app and technology

Money matters
- Change in how networks charge – receive a charge if you use the network – including exports
- Time of use optimisation
- Turn off lights not in use to smarter about usage times
- Flexible peak let, peak vs electricity

Transport CO2
- Suck up carbon emissions from the environment
- Suck CO2 out of atmosphere

Other
- Question why we run such an overcomplicated industry
- Create negative CO2 beer
- Install the battery
- Try to explain Kw, network capacity etc.

Group 1

How might we solve?
Customer Experience

Available, real time, accurate	Information at your fingertips	Brand: We are good	Money matters	Other
• Central information source – feed through to all others • One source of truth • Daily news update – read or not • Better digital experience • Promote the EV advantage and adoption • Talking like a customer and not as a corporate • Timely content information • Better useability of digital services • Talking like a customer, not a corporate • Clearer and more accurate ETR information • No generic ETA of restoration only communicated when accessed • Simplify like BOM energy update • Billing data and everything common use	• Promote, visualise and develop support to interpret with customers • The app! - One stop shop for information • Automated responses • Improve the visualisation • Your smart watch informs you • Proactive supply of data to assimilate at each need	• Differentiated us from others all parts of the energy journey • Tell people we are good • Develop well known brand- easily distinguishable known for integrity and high trust • More than adverts/ internet adverts • Improve brand reputation	• Time of use optimisation • Turn off lights not in use- smarter usage times – own efficiencies • Flexible peak use of electricity	• Available for as assistance and always help, more services • Provide you to have a chip implant

Group 1

Scoping
What does success look like?

Idea & description	What would success look like for the customer?	How does this solve for a customer need or problem?
Powering the edge	• Increasing energy security for fringe of grid customers, through non- network solutions (battery)	• Increases reliability and customer confidence in our network • Lower maintenance, vegetation
Customer Ownership	• Return power back to customers • Supporting off grid solutions – lower cost	• Improves affordability, accessibility
Power in your pocket	• We create an app that is a one stop shop for all customer interactions	Accessible, tailored, transparent, current and relevant data on: • TFD • Faults • Smart meter data • Network news • Solar PV application • Report a fault • Snap send solar • Make a complaint • Chat farmers • Surveys “Provides a place for customer interaction”
Information at your fingertips		

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

DAY #2

GROUP 2

Group 2

How might we solve?
Resilience & Reliability

Education
- Teacher – manage expectations (educate on what is possible)
- Tariffs
- Flexible power education
- Letter – HBRA areas during summer
- Highlight risks, our actions etc.

Storage Solutions

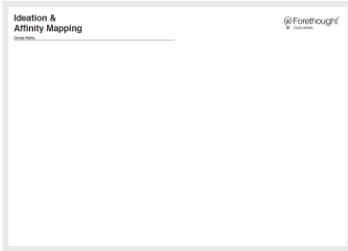
Diverse solutions:
- Investment in low ratio ability parts of the network i.e. conductor, HV
- More rising feeding
- Pumped hydro
- Hydro supported SAPS (like essential energy)
- Storage solution – do something new
- Oversize EV car batter to run houses for
- SAPS
- V2G EV's for everyone
- Networks that are fed from renewable

Community focused initiatives
- Stand alone power systems, microgrids with U/G
- Support community solar – battery, wind farms
- Community owned generation/batteries
- Big batteries & diesel to key areas in townships
- Get lots of batters in regional areas
- Give them what they want – tech solution
- Have stand alone power grids

Other
- Put batters in your torch
- Space solar- redundancy
- Maintain standards
- Underground e.g. in high risk areas
- Throw money at the problem and got it back via reputation and from growth in future
- Tree clearance/removal
- Best ROI focus

Collaboration
- Educate on what an individual can contribute
- Targeted investment shared across Victoria
- Industry collaboration
- Focus on community as oppose to individual
- Treating the essential service by long term equitable planning with strong leaders
- Whole of industry working together
- Don't break it

Group 2



How might we solve?
Affordability & Equity

Pricing and services
- Price peak days high
- Much bigger incentive for demand management
- Expand to 7-10 service offerings 99.9%, 90% reliability
- Just focus on cost reduction
- Selling innovative services
- EV charge management & flexible services
- Relax ringfencing, allow network to engage in e-markets – if you really want to improve affordability
- SECV 2.0
- Combine retail, distribution, transition & generation
- Redivert spend to energy
- Nationalise
- Re-nationalise the market – move away from privatisation
- Renationalise merge DNSP & retail
- Disrupt regulation/retail market
- Flexible services market at customer level cost of service across the E2E delivery chain – pricing, tariff, feed in, investment

Policy & planning & leadership
- Write to council/ government & talk to friends
- Remove politics overhaul- wasted money
- Good, long term government direction/policy for the energy industry
- Leadership
- Long –term planning
- Get on the radio
- Letter to the government
- Pricing that reflects industry patterns
- Simplify power bills – vanilla
- Break up bills into big generators & retailers
- Simplify – have an expensive offering to start with
- Keep it simple (humans aren't rational)

What not to do
- Sell out
- Give money to the weather to do things they will do anyway
- Allow a collapse
- Only cater for the loudest voices/ for people WTP
- Must not take customer for granted, give them a reason to trust you.
- Change from companies and do this in a simple, friendly way
- Bury our heads in the sand and expect others to make the solution
- Underestimate our ability to influence
- Equitable connection for all of society, not just those that are connected, information or financial

Net zero solutions
- Mind control
- Defy physics
- Influence for greater renewable output reliability
- Building trusted communications for customers

Education
- Education apps that are funded by interest groups
- Energy literacy in the library
- Funding of power management device for education
- Application

Other
- Facilitate cheap renewables quick – cheap power

Group 2

How might we solve?
Environment & Future Network

Enable electrification
- Fully electrified 100% renewable
- Transmission
- Physical hydro
- Solar
- Wind
- DER
- Automated customer sat (with customer control)
- Sustainable renewable at the home – not the information but the connection
- Electrify thinking
- Accessible charging stations
- Invest in solar and different equipment to reduce footprint
- Satellite solar panels that orbit the earth 24/7
- Spare solar panels, direct connected
- Build more network to host solar – wind/battery e.g. new electric roads
- Keep enabling solar (DER) export
- Build a sea wall
- Efficient off grid supply to reduce emissions
- Space solar
- Wireless energy

Policy
- Coordinated large scale climate action as oppose to individual action
- Stop using SF6 as a quencher in our switch gate
- Policy promote change in better incentivise change
- Government subsidies for the renewable industry (instead of the coal industry)
- Government funding
- NEM ownership
- Flood/fire mitigation
- Centralise total network planning - EV charging, generator, storage locations

New Technology
- 360 recycled power
- Solar wind hydro/ build island around it

Cost incentive
- Want money for flexible power. Want networks to facilitate
- Pay people to export at peak times. Make business case for battery
- Uptake or energy reduction scheme
- High distribution charges
- Lower chargers for green
- Use less/rewards for greener appliances
- Incentivise customers to reduce usage and decarbonise
- Change our whole metering and pricing – multi-elemental

Industry joint venture/partnerships
- Solar
- Battery charges near buses bring customers co-investments
- Partner with electric product
- Collective industry action i.e. DNSP, generators, government, retailers working together
- Government – DSNP collaboration on affordable policy

Community & Education
- Live local, sustainable
- Earlier target
- Hand in hand with community decarbonise
- Community batteries
- Choice should only be enabled if benefits > cost – some customers do not want to engage
- Literacy on climate change impacts on the grid & opportunities to mitigate
- Education & open data
- Reduce consumption
- Be upfront about DNSPs in decarbonisation
- Reduce consumption
- Improve education
- Transparency and education on how we are supporting the energy transition
- On solar when solar is and isn't valuable in areas

Group 2

How might we solve?
Customer Experience

Website & Customer Notification Engagement
- Improve our website
- Communicate our value offering i.e. communications, website, upgrades
- Improve our website program
- Better, more accurate communication on outage impact and restoration times – ETR
- Use GPs technology paired with customer contact details to provide accurate connection and ETR times
- More automated updates/notification
- Multi channel
- Simple , clear. easy, accessible communications
- More communication
- Mobile app

Brand & Relationships
- Share/market success more
- Distributor first
- Net promoter score
- KPI
- Influential outcomes
- Separate bills for DNSPs
- Government in education – making government more autonomy
- Customer aware of combined policy
- Diverse, safe workforce and culture
- Branding
- Ads, marketing & keep building trust
- Employ for EV positions (at least 2)
- Staff engagement
- Whole of business credentials

Active customer support and empathy
- Provide customer outage kits e.g. in Wales
- Set up customer response team in dots direct engagement in outages
- Uber click to receive priority service
- HBRA letter to inform, educate, outline risks, opportunities
- Introduce more robots , drones to deliver good to customers
- Follow up on customer enquiries more promptly
- Build more redundancy
- SAPS/microgrids in rural areas

Data leverage
- Data accessibility
- Communication of accurate information
- Unethically data misrepresented
- IT forward
- Use data to manipulate behaviour
- Power data
- Mine the data
- Localised redundancy
- Data harvesting
- Fill transparency and real time reporting at finger tips
- AI on network management
- Focus on doing the important things really well instead of everything

Group 2

Scoping
What does success look like?

Idea & description	What would success look like for the customer?	How does this solve for a customer need or problem?
Website & Customer communication	• Simple, timely • More information • Accurate • Mobile app	• Information to make good decisions • Support for the energy transition
Electrification (enable & encourage)	• No more gas • Reliable, affordable, sustainable grid • More electricity • EV…3 phase power	• Climate change • Having supply • cheaper
Pricing & services	• Equitable • Government supported • innovative	• Cheaper • Easy for customer
Collaboration (whole of system approach)	• Increased trust • Reliability at least cost • Equitable • Education • Industry is working together	• Customers want industry to do what's in community

DAY #2

GROUP 3

Group 3

How might we solve?
Resilience & Reliability

Self reliance
- Self sustain power generation (individual and community)
- Give customers the choice for responding
- Inverter replacement program – rollout/subsidise similar to smart meter program
- Management/ create program of PV solar/ batteries
- Renewable customer driven energy production
- Renewables at house – windmills on house & solar

Local wholistic collaboration
- Much deeper collaboration at every level
- Look at the whole supply chain
- Representatives in every community region
- Co-operation with other distributors for worst served areas

Dynamic network
- Wireless power networks
- 3 phase power everywhere as a minimum
- Reliability – less radical lines
- More maintenance
- Vegetation program
- Weather-proof networks
- Make bigger networks
- Create a new local distribution network

Demand control
- Full automation of network operation from bottom to top
- Use AI to manage load/optimisation
- Leverage data on customers usage – smart devices to control demand – weather data feed in
- Better predictors of extreme weather events and prepare network in those areas

Microgrids
- Microgrids in every community under 500 people
- Micro grids/community battery
- Localised action – hyper local everything

Education
- Create internal data base where you can fund solutions to your problems and self solve
- Share knowledge about the problems at hand
- Educate people at risk
- Promoting customer reliability
- Go digital with everything

Group 3

How might we solve?
Affordability & Equity

App - mobile
- Build an app and make it simple
- Government opportunity to compare prices – show usage
- Build bigger networks with the right people
- Partner with data disruptors rather than do it ourselves
- App – easy to use and show usage

Make us proud
- Educating customers on their behaviours
- Energy transition
- Cost reduction
- Customer education
- A consumer first initiative
- Energy equity solution for remote and regional communities
- Enabling network to accommodate more renewables (contribute to net zero)
- Improve everyone's literacy understanding
- Make everyone the same

Billing & tariffs
- Subscription energy – similar to internet
- Billing customers on demand / cost reflection
- Separate our costs from energy bills
- Demand tariffs program to introduce flat rate/ fee subscription to members / low income
- Energy market reform – influence this
- Cross subsidy & support to low income / vulnerable areas

What not to do
- Forget that we are an essential service
- Impact customers to disconnect
- Too many tiers of ownership and regulation
- Make the industry more confusing and un-educate
- Stay in our network focused bubble
- Think we are responsible for it all and only ones to deliver
- Gold plating / over invest
- Not stay with status quo
- Don’t stay in land, work across stakeholder groups

Define customer benefits
- In our face access to laymen term information
- Focus on delivery avenue
- Reframe demand management as a service everyone benefits from
- Program that helps vulnerable to participate
- Change our thinking on rewards for behaviour
- Make resources cheaper without quality compromise
- Agree a minimum acceptance of reliability and power quality irrespective of location
- Harness the sun
- Make every house self sustaining

Grandma analogue and complain
- Rely on analogue data provider avenues
- Complain to regulator
- Get angry / more assertive (e.g. uber) forget regulators constraints/ work around it
- More government investment/ assistance in infrastructure building

Group 3

How might we solve?
Environment & Future Network

Leveraging solar customers as generators	Small step, use less energy/behaviour	Large step	Additional services	Repurposing/circular economy
• Allow more solar • Treat customers as generators • Increase export capacity • Solar enablement • Batter management/ownership • Make everything renewable, control/voltage issues • Avoid conflict • Mitigate loss from lines • High investment in upgrading network for renewables • More batteries • Revamp network to renewables	• Forced consumption limit • Regulate the consumer use • Change behaviour • Redefine customers relationship with power – responsibility • Use electricity more effectively • More EV charging stations	• Electric highways recharge car as you drive • A weather resilient/proof network – focus heat & substations	• Reduce our waste • Electrify fleet • Sell the Redn as a service • Option to pay for greater reduction	• Find creative solutions with what we've got • All integrated renewables – solar, hydro, wind • Recycling circular recycling e.g. biofuels • Convert emissions into ca commodity • Harness energy from space "big bangs" • Drive renewable community choice • Explore new resources
Enabler • Be more agile to change to needs • Take over the sector				

Group 3

How might we solve?
Customer Experience

Fault restriction / tracking – improve timeliness • Accurate ETR • Clearly transparently manage expectations • App/ track • Automated protection • Organise resources better and focus on quality • Honour all commitments • Live portal & link work schedule • Uber model	**Customer in control** • Customer control perception • Help customers feel they are in power / feel in control • Listen to customer feedback • True empathy	**Manage / inform expectations** • Educate on what's involved • Tech talks • Communicate more to customers • Tell them how it is – put it back on the customer • Education to customer on asset fault safety • Picture tells more words	**Improve brand** • Branding – stamp our brand more visibly when fixing a fault • Communicate "Fixed by CitiPower" • Community involvement • More self promotion of what we are doing – vegetation, improvements • Brand flexing	**Robot** • Robotise everything possible • Change the traditional ways of doing things

Group 3

Scoping
What does success look like?

Idea & description	What would success look like for the customer?	How does this solve for a customer need or problem?
Uber model for transparent fault response and accurate ETR	• Get a tracking app to show fault identified, crew on the way, accurate restoration time	• Accurate ETRs and improved outage experience
Demand control through data, systems & automation	• Customers will have power when they need with high reliability	• Wanting high reliability as the market expands and transforms
Billing & tariffs – repackaging	• Bills are straight forward to read • Transparency of costs	• Improve energy literacy about role of network and value for our services
Wireless network!!		

Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

DAY #2

GROUP 4

Group 4

How might we solve?
Resilience & Reliability

SAPS/microgrids/self sufficiency
- Sprinklers on poles
- Community supply – get an area supported by backup supply like SAPS
- Community battery (SAPS) that integrates lots of customers
- SAPs for every customer then switch the network off
- Stand alone power systems for remote bushfire areas
- Remove grid (SAPs) / new technologies
- Microgrids for worst served areas
- Enable SAPs to facilitate back up supply during blackout and address state “AEMO” issues
- Community hubs for resilience events

Information / communication
- Utilise available network, meter, weather data – analyse – act – inform
- Visibility /data - better communication of reliability and outage restoration
- Leverage Wi-Fi to manage and control the network
- Maintain- communicate - customer -> choose
- Data- analyse- customer -> choose

Education
- More education to solar / batteries
- Educate customers on being prepared and accessing data (choice)

Network improvements
- Propose underground
- Single phase cover conductor in bushfire risk areas
- Conductor replacement with HV ABC/ coverer in bushfire areas
- Socialisation of large rural fuelers
- Build redundant supply for critical assets

Tariffs
- Right price signal

Customer behaviour
- Subsidise battery installation
- Subsidise EVs then we use the EV to charge the network
- More IT infrastructure to better predict customer behaviour
- Offer alternate supply arrangement for worst served customers

Group 4

How might we solve?
Affordability & Equity

Information – changing behaviours
- Breakdown of bill and show price trending (to help understand which areas are increasing the most) provide more/ better information to customers to allow them to make better choices
- Change behaviours of when/timing people use electricity
- Understand more of how much each appliance costs
- Include customers in decision making
- Improve understand
- App – customer consumption, retail offers
- Provide data to get (DOE) / near real time information

What not to do
- Separate bill for each network segment or market
- Integrate DERs and tariffs formally to reduce overall price
- Over invest in assets that may become redundant
- Creating new markets for adding constraints that doesn't add value
- Invest in areas that don't add value for Australia or silo investment (upstream issues)
- Spend inefficiency
- The status quo – nothing

New technology / innovation
- Distribution system operator (efficient/low cost)
- Deploy low cost new technologies and data (customer portals)
- Give the customers what they need, not what they want (nuclear)
- Industry accountability for new technology, installation standard to avoided increased cost for customers
- Build P2P trading of power
- Efficiently control DER

Retailers
- Regulate retailers

Merge
- Merging CitiPower and Powercor i.e. energy and reduce Powercor pricing

Be proud of
- Show customer mins off supply on bill
- A solution with high customer update

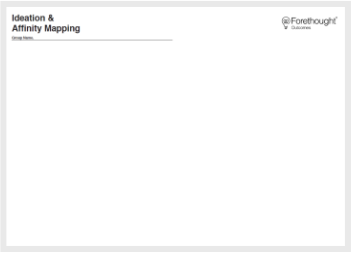
Grandma ideas
- Ask for subsidy for elderly
- Turn everything off
- Pension tariff

Group 4

How might we solve?
Environment & Future Network

Regulation • Compliant solar investing • Requirement for new builds in what renewable energy tools/features they must have • Smart homes	**Micro grids / decentralise** • Decentralisation of grid into the micro network • Orchestrate DER to management network issues while minimising community costs • Community batteries / microgrids to utilise DER in area generated	**Alternate supply options / gas transition** • Invest in solar and batteries and get government funding • Put PV on roof to reduce bill and produce EV charges • Provide centralised power for local customers • Build solar / wind/ battery resources across out network • Solar / battery • Nuclear • Facilitate electrification of gas / petrol (EV's) • Enable transition from gas to electricity	**Network emission reduction** • Affordability transition forum SF6 • EV's / solar on buildings / substations • Technology which sucks carbon out of the environment • Create a loss less network • Replacing oil with ester fluids (bio-degradable/safe) • Wait for government to incentivise transition to it makes business sense • Greener assets – environment friendly recycled materials • Work with council to unlock EV charges in areas of capacity • Vegetable filled transformers	**Customer behaviour** • Education to consumers on their behaviours and small changes they can do • Encourage customers to reduce usage • Efficiently manage/encourage behaviour of flexible customer DER • Dynamic connective agreement • New tariffs for low impact customers with batteries • Enable options around what customer want on solar export • Flexible export services turn off lights and appliances not in use • Education on cost, time vs alternative (DOE), impacts of TNSP, Impacts on tariffs
Upgrade network • Upgrade network to allow greater export for every customer • Update network so it can manage unlimited customer generated power	**Rebates** • More rebates for smart home technology • EV affordability and easy of use (availability of EV charging stations)			

Group 4



How might we solve?
Customer Experience

Improved communication (outages)	Brand awareness	Customer portal /information	Community partnership
• Improved data to customers and better ETRs • Easier reporting of outages i.e. button or app • Improved website information on outages • Clear/honest communication • Automated messages when we detect outage	• Televised seminars on innovations • Increased ad campaigns tailored to new services / general • Education on who we are and what we do • Free merch • Podcasts on network innovation/brand • More details of work done to improve customer service • One brand across networks	• Up-to-date information on extended outages • Live outage information and restore times • Improve website usability and information • Improved data access via portal • Solar/DER performance estimator	• Door knock and make friends with each customer • More community sponsorship • School programs • Information sessions • Community partnership – renewable projects • Community activities – fund raises • Primary – high school – information session/presentations

Group 4

Scoping
What does success look like?

Idea & description	What would success look like for the customer?	How does this solve for a customer need or problem?
Improved data to customers and better ETRs – estimated time of restores	• Allow customers to plan their time if the power is out	• Better informed • More control of the situation
De-centralisation of grid into micro networks	• Reliability of supply improvements • Network ownership • Improved customer engagement	• Can see how they contribute to community asset
Regulate energy retailers – eliminate full retail contestability	• Lower cost for our customer	• Less stress • Can see where their money goes to each time they pay a bill
Microgrids for worst served areas	• Improved reliability of supply in those areas • Increase customer satisfaction	• Decreased/less customer outage time • Reduction In mins of supply

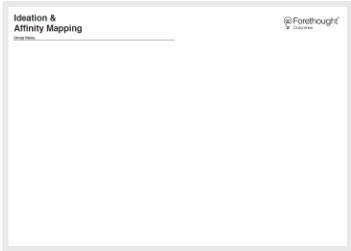
Affordability & Equity | Reliability & Resilience | Environment & Future Network | Customer Experience

DAY #2

GROUP 5

CITIPOWER Powercor AUSTRALIA united energy Forethought Outcomes

Group 5



How might we solve?
Resilience & Reliability

AI & data
- High resolution monitoring with fault location, and restoration algorithms
- Use AI to develop least cost solutions
- Give more options for customer to get data
- Free internet for all comms – space power
- Automation and data analytics to be built in ideas- central database
- More automation
- Use the customer data to self enable
- Integrated AI system
- Buy transformer with measurement on LV circuit
- AI driven network and generation including all customer appliances
- PQM meters on distribution transforms to cross reference with AMI meters
- Advanced fault location detection

Batteries & solar
- Batteries and undergrounding everywhere
- Underground everything – everyone was own SA system
- Neighbourhood grid battery support by distributor
- Standalone a better for all
- Everyone has solar & batteries
- Provide support to regional customer installation & battery
- More solar
- Install more DVs and batteries

U/G & augmentation
- No poles/wires above ground and all below ground across whole network
- Building new HV into the areas without poor reliability - & UG
- More transforming and generators
- Build more power lines
- More isolated sections –with communications

Microgrids
- Movable microgrids for holiday places for EV chargers
- Promote microgrids
- Microgrids/portability
- Solar farms rather than reserve power flow
- Household solar reduces power quality

Ad/hoc
- Pricing discount
- Use smart meter automatically. Re-phase customer need N66060
- REFAL compensation for faults

Group 5

How might we solve?
Affordability & Equity

Dynamic/ live pricing	Encourage off peak use	Incentivise education	Apps & accessibility	Grandma!	Must not do
• Network charges TOV for solar export • Dynamic tariffs and home Australian to provide more additional lead and energy stores during peak and low periods • Cost reflective tariffs • Better TOU options • Shorter peak period • Retailer to be forced to pass on time of use tariffs • Solutions like Amber • Government subsidy • Remove retailers • Stay efficient • Control household heating, cooling, solar and batteries to manage load and maximise solar	• Wild card: free electric during min load published online • Free electricity during the middle of the day • Fee network charge during off peak • More network tariffs • Encourage charging of EV's during peak supply/low demand	• High school/ primary school • Introduce examples into school on power • Living pricing available for customers • Be clear on terms & data and communication to customers • Offer solutions based on data • Reduce consumption for devices • More data to customers to manage consumption	• Need smart meter connection • Capability to customers & everything capability load, EVS, load • Integrate network and customer automation • There's an app for that	• Bring back SECL • More government rebate • Government owned • De-privatise • Burn wood • Turn the devices off (reduce the consumption) • Power course in school subsidised by energy • No retailer	• Make customers to go off grid • Allow solar to continue to ramp up without control • Discourage customers to challenges the network • Make other plays in the market anything like retailers • Power paid – pay if you can't

Group 5

How might we solve?
Environment & Future Network

Generation	Customer flexibility	Remove dirty energy	PSO	Other
• Nuclear power/fusion/equivalent • Offshore generation • Close gas networks ASAP • Windfarm generation – 90% power • Dispatch generators to minimise loss factors	• Support community initiatives • Educate customers better in tariff of energy usage • Better use of data to generate efficiencies • Size the at PV to better the individual requirement • Better use of data to generate efficiencies • Continuing to make grid flexible/improvements • Make sure every customer can export • Facilitate network access • Install grid batteries to absorb excess PV • Energy storage ZSS or NOR – batteries, flywheels etc. • Install our own sustainable generation and disconnect from non sustainable sources	• Reduce/remove use of known greenhouse gases i.e. SFG & PATT • Do not connect new non sustainable customers • Ban new GIS switch gear on the network • Remove SF8 switches from the network • Grid only as backup. Self generate own powers from renewables • Connected / create microgrids • Buy an EV and battery/solar system	• Stop promoting roof top PV. Instead install centralised solar farms- cost efficient • EV charging incentive to use on high generation & low load network • Materials used in production of sustainable generation would be under much higher scrutiny • Encourage solar generation in centralised location with filters and shared insurers • Alternative energy storage methods e.g. hot water • SAPS • Adopt energy efficient ideas, sustainable ideas and advertise it	• EV charging station with dynamic pricing • Network dynamic tariff for generation • Unlimited export through augmentation and dynamic development • Nuclear power all homes • Encourage customers to install solar and education

Group 5

How might we solve?
Customer Experience

Outage notifications	Community sponsorship	Customer information	Super-charged marketing	Other
• Outages app CitiPower / pal app • Mobile app with status and expected time • Uber our field crew (real time tracking) • Shorter outage windows • Outage app Facebook –twitter • Interactive platforms or apps • Incident reporting app/site • Automate customer service • Automate outage communications • Real time data • Live outage reports • Engage with google to have outages like cars have currently	• Australian Open • Hire more spirting stadiums • TV advertising with Kardashians • Community funding competition • Contact information for sponsorship published in website • Logo on customer bill • Invest heavily in marketing • Promote small change	• More analytics information to customers • Terra data • Reward the web pages to prove more accurate data information related to outages • Discounts for customers that identify faults / or rewards	• More media presence on our role • Sell our reliability and affordability (year on year relating to others) • Communicate re. lack of outages on Facebook • Simplify: brag • Marketing ad campaigns • Celebrate success • Advertise success • Comparative marketing • Be more visible	• Buy retailer • AI for customer sentiment and allocated priorities for outage • Education school • More visibility on what a distributor is • Rebut to untrue negative feedback • Educate field crew to better estimate the restoration times • Be clear on what we do and what we do not control

Group 5

Scoping
What does success look like?

Idea & description	What would success look like for the customer?	How does this solve for a customer need or problem?
AI & Data Integrated wholistic AI system to deliver analytics and promote: reliability, bushfire mitigation and cost effectiveness	• Faster outage restorations • Less outages • Lower cost • Early warning systems • Increased safety	• Targeted notifications
Dynamic/ live pricing	• Lower cost • Transparency and accessibility • Perception of control	• Transparency • Lack of choice • Cost efficiency
Outage notification apps	• Apps • Easy access • Accurate restoration times • Sense of trust	• Lack of accurate information • Improved communication
Remove dirty energy	• Warm fuzzy feeling • Better climate outcome • Health • Retirement of coal generators	• Focus on climate change
Underground & augmentation	• Lower fire risk • Better resilience against extreme fire events • Beautifications of the network • Improve reliability	• Less faults • Less fire ignitors

Marketing Advisory, Strategy and Analytics

Brand Strategy
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Offer Optimisation
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Contact Us

Asia Pacific

Level 7 550 Bourke St
Melbourne VIC 3000
AUSTRALIA
+ 61 3 9614 3000

North America

Level 5 400 Madison Av
New York NY 10017
USA
+1 929 239 3080

www.forethought.com.au

CitiPower Powercor Australia united energy Forethought Outcomes