Brand Strategy
Creative Efficacy
Customer Experience
Offer Optimisation
Engagement
Analytics
B2B



Community Roundtables Resilience

Prepared for Jo Parfumi General Manager | Corporate Affairs 17 October, 2022









Background & Methodology

Resilience is a critical topic pertinent to the distribution network, both now and into the future. As such, CPPALUE have engaged Forethought to conducted a number of community roundtables. These roundtables were conducted between 20 April and concluded on 20 September, 2022. The last four (4) discussions were conducted after the "beginning" of the whole energy market crisis. This topic was explored amongst participants, however was not found to be salient within the theme of resilience.

Five communities were approached to participate in these consultations

Trentham : 20th April, 2022 (22 participants)

Fitzroy: 5th July, 2022 (4 participants)

Red Hill: 5th August, 2022 (25 participants)

Mildura : 25th August, 2022 (4 participants)*

Geelong : 13th August, 2022 (9 participants)*

Participants & Discussion Flow

A broad range of local community representatives attended each session. Broadly, participants fell into one of the following five cohorts:

- 1. Local council/shire
- 2. Emergency services (such as CFA)
- 3. Local businesses
- 4. Residents
- Special Interest Groups (e.g. Repower, Rate Payers Assoc etc)

The purpose of the roundtable was to generate a community discussion around a number of topics relating to energy resilience and typically flowed as illustrated below:

Definition of resilience & energy resilience



Deep dive into trade offs



Role of a distributor in the community



Communication Preferences









Program Objectives & Information Needs

The discussion flow was facilitated to respond to a number of primary and secondary information needs.

Primary Information Needs

- Does the community understand that in resilience that there are tradeoffs and if so, which ones are they prepared to make?
- What does the community believe that the role of the network should be in the community (both general and in times of trouble)?
- What are the communities communication needs (both general and in times of trouble)?

Secondary Information Needs

- o How does the community define network resilience?
- Does the community believe that network resilience is impacted by climate change? And if so, do they believe that the network should be doing more to plan for it?
- Are there some services more critical than others in the communities mind and does this call for a structured or tiered strategy in terms of prevention vs recovery?

In addition, it was hoped to use these consultations as an opportunity to empathise with the role energy plays across individual lives and the community. To have a presence and to be recognised for ongoing engagement.

The information obtained throughout this consultation process was required to support decisions that CitiPower, Powercor and United Energy seek community input for the following:

- Operational planning and action
- Development of micro-grids and stand alone power systems
- Support business case investment into resilience
- Mitigation planning and managing the network
- Safety standards and meeting ESV regulations
- Supporting community resilience
- Communications
 - Support consumer marketing i.e. preparing for power outages and events
 - Changes to the communications strategy
 - Operational responses to planning for power outages and priority responses
 - Estimated time of communications
- Regulatory Reset
 - o Priorities & trade-offs
 - Understanding what resilience means to the community, the expectation of the role CitiPower, Powercor and United Energy should play
 - Bushfire insurance decision making











Executive Summary





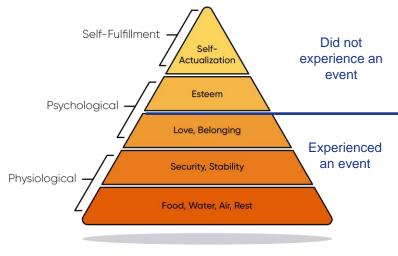




Executive Summary Supporting the resilience business case

Resilience is well-understood consistently across communities – it is defined as having the ability to respond & bounce back from a shock or event. However, resilience goals were inconsistent for each community and broadly fell into one of two categories – Respond or Prevent.

- When considering community needs, we believe it is helpful for CPPALUE to consider Maslow's Hierarchy
 of needs, which we found to be very analogous to these conversations (refer to image).
- For those communities who had experienced an event, their resilience goals were focussed on being able to respond to that event (meeting physiological needs and some lower order psychological needs). Participants believed that their needs were basic, such as being able to have access to fundamental services (food, water, communication etc). Whilst acknowledging that it is often out of the control of the distributor (e.g. access is often difficult in storm damage) their hope was to restore power as soon as possible whilst ensuring that they had the ability to function whilst they waited for that to occur. These communities did not expect CPPALUE to do anything, outside of putting their efforts towards the restoration of power as soon as possible.
- These communities did not expect the distributor to build resilience into the network for the purposes of protecting it from extreme weather related events but they did expect the distributor to work with the community to support the recovery as soon as practicable.
- However, for those communities that had not experienced an event, their resilience goals were more preventative in nature and tended towards to higher end needs of self-fulfilment. This included planning for a future where energy could be sourced sustainably and working towards energy independence (e.g. microgrids and community batteries).



Maslow's Hierarchy of Needs









Executive Summary (cont.) Community partnership needs

All communities tended to agree that climate change was driving events which impacted resilience. They believed that the network had a very important role to play in achieving a resilient future but were not considered entirely responsible.

- Whilst climate change was broadly accepted as being responsible for driving extreme weather events, many communities were
 equally concerned about the electrification of households and industry, and the impact of that on network resilience.
- The distributor was perceived as a necessary contributor and enabler to achieve their resilience goals. Many went as far as to suggest that CPPALUE had a social responsibility to support. However, they did not hold you soley responsible and many communities believed that the solution to resilience was only achievable if they worked with both the distributor and government(s) as partners.
- They believed that as the beneficiaries, they must take leadership of solving for resilience. The role that you play is the provider of expertise and many were frustrated in their efforts thus far to gain support. Their perception is that you are not on the communities side and you make it unfairly onerous for them to achieve their goals. This speaks to the concept of Benevolence and must be overcome to build trust with communities.
- As a result, the community would dearly love the establishment of a community relationship manager. This would enable deeper relationships and communication with fewer members of the community, leveraging their networks to spread the word to the broader community as required.









Executive Summary (cont.) Trade-Offs

Safety is one trade-off that communities are emotionally unwilling to make

- Pragmatically community members understood that trade-offs exist to grow in energy resilience. However, when forced to make these trade-offs, they became extremely uncomfortable and were largely unprepared to make them. This was largely expected by Forethought. Humans often find the process of making trade-offs particularly arduous and are therefore difficult to uncover qualitatively. Often the most appropriate way to identify them is by utilising quantitative modelling.
- As already indicated, Safety is a trade off that no one could cognitively make. **However, communication is key to this.** For example, community members from Trentham were initially frustrated about disrupted supply caused by REFCL issues. However, once they understood the intricacies of the problem, their frustration turned to gratitude. We observed a similar disposition towards vegetation management, with community members being more willing to accept this practice, once it had been made clear that it was to ensure safety.
- Time of Use Tariffs was also discussed. Largely community members were unwilling to participate in a discussion about behavioural change programs associated with time of use. This was driven by a lack of trust with retailers (which unfortunately extended to distributors) and also a general lack of trust of others in the broader community (only some would do the right thing).
- Many participants believed that any future-gen solutions (both network and non-network) needed to acknowledge the broader non-financial benefits such as environmental, social and economic utility to the community. They therefore they believed that they (ie. the community) must "share the cost-burden" to implement.









Brand Strategy Creative Efficacy **Customer Experience** Offer Optimisation Engagement Analytics B2B



Community Resilience Needs









Across all communities, the definition of resilience was broadly described as having the strength and the ability the bounce-back from a hardship

Ability~to~function Communicative Endurance Stability Restoration Capability Unshaken Prepared Transparency Re-establish ContinuityAdaptable Community Coordinated Robust Keep~going Respect Ready Perseverance Survival Resourceful Secure Bounce~back Strength Reliability







However, the resilience goal differed, dependent on the specific community and their experiences

At it's core, **network resilience** is thought of consistently as the communities ability to withstand and respond to an external pressure.

However, despite this consistent view, the specific resilience goals were substantially different for those who have experienced an event (e.g. Trentham and Red Hill) compared to those who had not (e.g. Fitzroy & Geelong).

Observation

Our observation for the Trentham & Red Hill communities' was that their resilience goals were very much anchored to their experiences. Therefore, it is possible that their goals might have been more aligned with a *prevention* approach in the absence of having experienced such an event.

Respond

The cure is more practical than prevention

- Communities who had experienced an event (e.g. Trentham & Red Hill) took a very pragmatic view to establishing resilience goals. This was based on the fundamental belief that extreme weather events are by nature unpredictable which makes it difficult to plan for.
- However, both communities had lived experiences of the worst-case scenario – which is being completely cut off and deprived of services to satisfy basic human needs (such as communication, food, sewerage and drinking water).
- Consequently the resilience goals of these communities tended to be strongly tactical and based on survival until services can be re-established.

"You can't plan for every scenario but you can prepare for worst-case and make sure that you have the bare essentials running at least"

- For those communities that had not experienced a major event (e.g. Geelong & Fitzroy), the resilience goals were much different.
- These communities tend to establish longer-term resilience goals which they call strategic. These communities tended to be more driven by two core needs
 - 1. Achieving Net Zero Targets;
 - 2. Ensuring continuity in a future where reliance on energy was likely to be greater.
- Consequently these communities were more focussed on avoiding set-backs, rather than responding to set-backs. As such their focus tended to be on larger-scale activities to build general resilience and not necessarily responding to meeting basic needs in an event.

"A resilient society doesn't wait till until it is on its knees - they move before that"

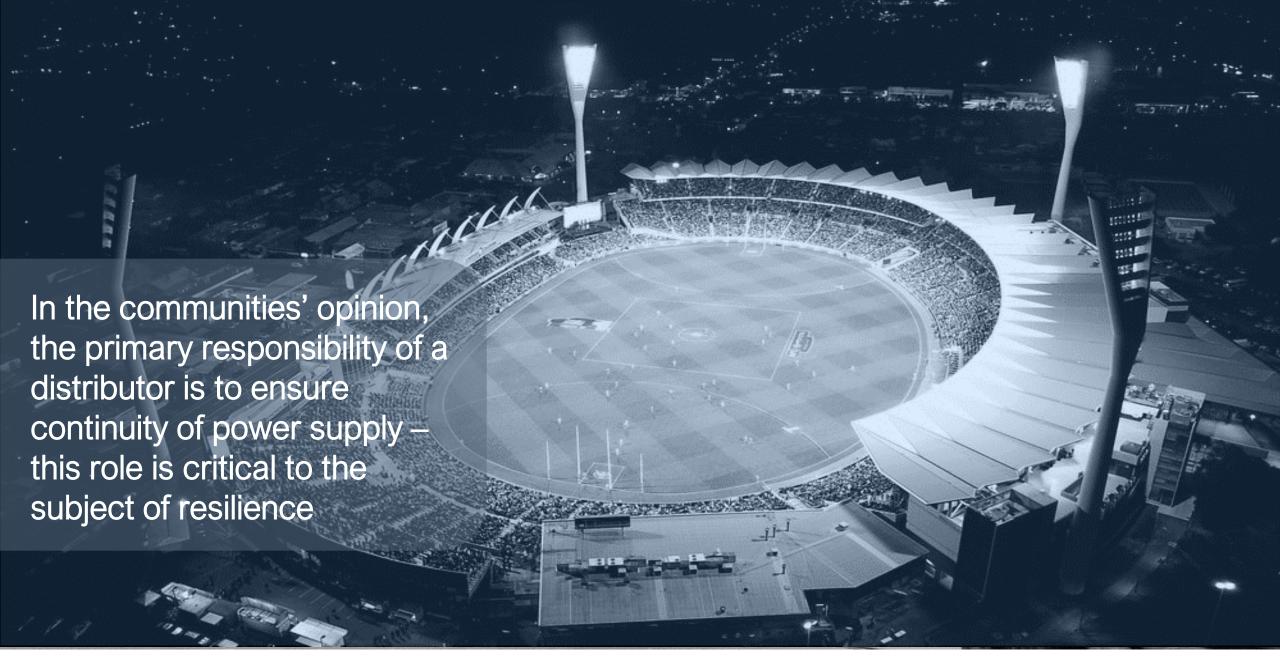
PreventPreparing for the future



















The communities we spoke with held very little optimism about the future of energy

COMMUNITY ENERGY CONCERNS Solutions Extreme Events Environment Electrification Costs Capacity Extreme weather Traditional generation Our reliance on Energy prices (gas & Our distribution There is no events are likely to methods are electricity is electricity) are network is not visibility of increase in number contributing to increasing, so more increasing, which optimised for solutions on climate change and and severity energy will be puts pressure on our Self generation the horizon need to be replaced needed in the future communities - Self storage with sustainable Increased especially the alternatives. vulnerable capacity









It was accepted that Climate Change is contributing to network resilience issues and pertinent to the discussion of energy network resilience

- Climate Change was on the agenda for all communities we engaged with, to varying degrees
 - For those communities who had experienced a major event, the resilience goals were focussed primarily on recovery planning. This was particularly pertinent in Trentham who for example, were solely focussed on developing disaster plans and activities to support their community to function when the next extreme event occurred (which they were certain was inevitable).
 - In comparison, tor those communities who had not experienced a major event, the resilience goals were focussed primarily on building an infrastructure that was not detrimental to the environment
- Whilst our engagements did not uncover any environmental sceptics, this was expected due to Social Desirability Bias – ie. participants were unlikely to demonstrate behaviours that indicated that they were against climate change action in a social setting.



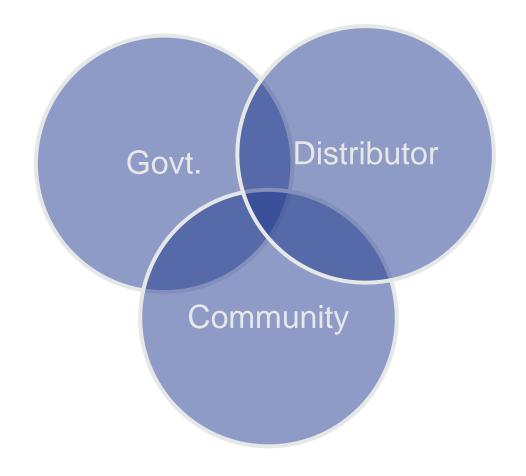






Communities believe that the responsibility of solving for their energy future does not lie with one single entity.

They believe that a solution will only be achieved if they themselves work with both government(s) and the distributor. The roles of each are outlined on the following pages.









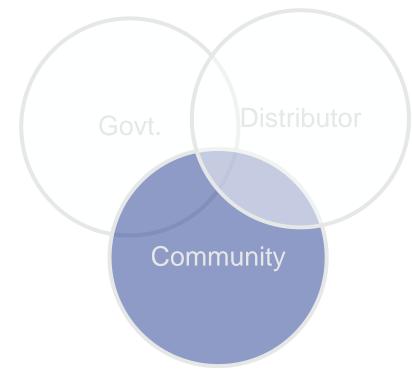
Communities have taken a position that they <u>must</u> take responsibility for <u>leading</u> change

Many participants felt that planning for the future of energy and responding to many of their concerns as outlined on slide 12 should have been started decades ago.

There was a general belief that, as a result of non-action, they must step up and take a leadership role to solve the resilience problem themselves.

It is important to note that the participants believed their responsibility also extended to funding. Communities were mindful that their ideal solutions may not be financially viable (refer to discussion on Trade-Offs on pages 26-31). This meant that they did not expect the distributor to fully fund the solution and they therefore believed the responsibility for raising funds (fund raising, applying for grants etc) did lie on their own shoulders.

Each community was aware that the solution in of itself was not easy. Nor was there a "one size fits all solution". Therefore they believed they also had a responsibility to "partner" with the distributor to jointly design solutions.



"We are all passionately concerned about the future, we are aware of energy's role and Powercor has a role to set up the future state so we can do our part to bring people to that grid in a way that meets the vision





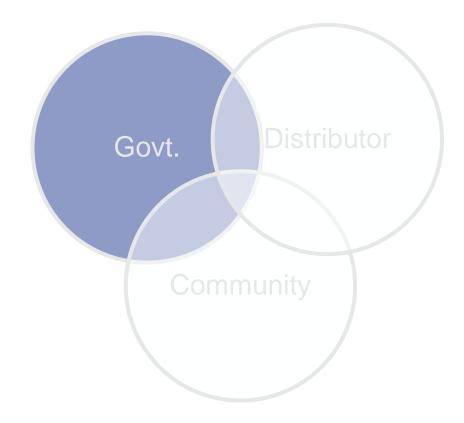




The role of government is to set the agenda

Government's Roles & Responsibilities

- Responsible for setting the climate change response agenda and of course, governance.
- Many community members expressed frustration with the lack of government action in the past. They placed a large portion of blame for climate change on the government due to their lack of focus. Many individuals were very hopeful, that with the change in leadership, things would 'get back on track'
- They saw the Government (Federal/State) as being a key driver of change with respect to policy setting as well as funding net-zero target initiatives and policy setting.
- Local Government was perceived as far more advanced at working towards a net-zero future.







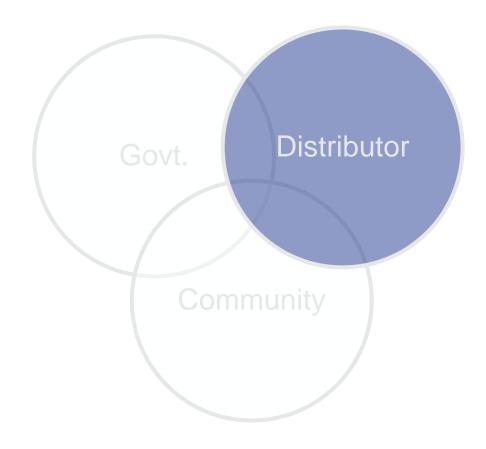




However, the distributor is seen as the most critical partner in this relationship

Distributor's Roles & Responsibilities

- Due to the complexity of the network, the distributor was perceived to be an
 essential piece of the solution. This is because they had the knowledge and
 expertise. They were therefore seen as being able to advise communities on their
 "options" to achieve the desired outcomes.
- However, there is also an expectation on the distributor which is born from the fact
 that communities believe they have a monopoly. For example, communities
 cannot choose which distributor they wish to work with and they are forced to deal
 with the distributor responsible for the network in which they live.
- The perception of the distributor monopoly was amplified by fact that the
 distributor had access to important data which the community believed they could
 not access otherwise. This data was perceived to be critical in the development of
 feasibility studies in the creation of next-gen solution(s).
- Whilst the community believed it was their responsibility to "lead" the development
 of the solution, the presence of the perceived monopoly of the distributor meant
 that the distributor had a social responsibility to support the community to develop
 a suitable next-gen solution. This meant they also expected the distributor to be
 highly accountable and not shift blame onto other parties in the electricity industry
 value chain.











Their specific expectations of CPPALUE is nuanced depending on the their own experiences and ambition to reduce carbon emissions

Specifically, communities that had experienced extreme weather events had significantly different expectations of you as their distributor, compared to those who had not.

Experienced significant weather event

Core expectations of distributor: Collaboration to **prepare** for extreme weather events.

Prepare: Many of these communities were scarred by a lack of communication during prolonged outages and as such were prioritising provision of communications and resources prior to prolonged outages. Residents in Red Hill and Trentham were satisfied with the previous response to outages from United Energy and Powercor, respectively and focussed on greater collaboration between community groups, essential services and distributors in future.

Adapt: These communities were focussed on proactive support to ensure the community was less grid-dependent to stabilise supply in the event of extreme weather events. Communities were already developing business cases and plans for community batteries, standalone power systems and microgrids and required support from their distributor in the form of data provision and feasibility analysis for their plans.

Have not experienced significant weather event

Core expectations of distributor: Collaboration to **respond** to outages and **reduce** carbon emissions by their distributor.

Respond: For those who hadn't experienced severe weather events, response to outages was critical. Communication to prioritise the safety of vulnerable cohorts by communicating vulnerable community members to the appropriate authorities in an event so that they can direct the appropriate supports as required.

Reduce: Communities expected their distributor to play a key role in emissions reduction in the electricity industry. As such, communities were looking for their distributor to upgrade infrastructure to withhold the future electrification of households and industries and collaborate with them to invest in community batteries and microgrids that would mitigate carbon emissions.

In our conversations. we explored whether **CPPALUE** was expected to contribute to community disaster recovery planning. This was not seen as necessary and preferably left to the communities themselves best achieved by a coordinated community approach, led by local emergency response services.









And the most critical role they want you to play in this partnership is through the sharing of your knowledge, expertise and advice

TECHNICAL SUPPORT

- Securing emergency generators
- Community battery programs
- Community generation (micro solar) and Virtual Power Plants (VPP)
- Micro-grids
- Government funding
- Cost analysis and data provision

HUMAN SUPPORT

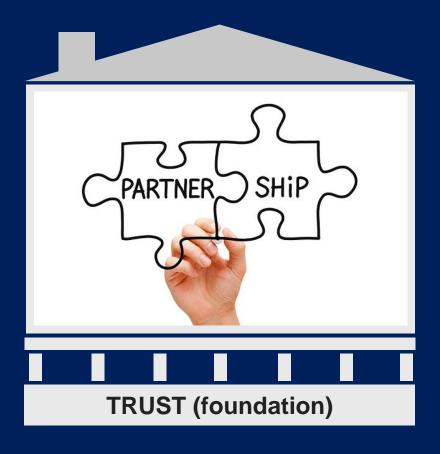
- Obtaining data for feasibility studies
- Advice on where infrastructure needs to go
- Support/advice on decision making
- Alternative solutions where the existing thought process is flawed
- Provision of ideas
- Education
- Technical advice
- Project facilitation
- Being able to translate technical into everyday language
- New ideas
- Help remove barriers
- Advocacy support for dealing with regulator & government











Given communities are seeking to establish a partnership with CPPALUE, we believe it is pertinent to highlight that the two tenants of Partnership & Trust are strongly connected.

It is difficult to imagine a genuine relationship flourishing between CPPALUE and the community without trust – it should be thought of as a key foundation.

Trust is build on three components. Presently, your strength is your capability, however you are currently not perceived as being benevolent

You're strength is your capability and your character is not in question. However Benevolence is the key issue that must be overcome in order to build a strong partnership with communities. By leveraging your capability in the right way, you have the ability to become the most trusted partner for communities who are attempting to become more resilient.

Capability

You are perceived as the only organisation that is positioned with the relevant expertise to help communities achieve resilience. Communities described you as almost holding a monopoly on knowledge and expertise in this area. They are unable to think of where else to go to for support.

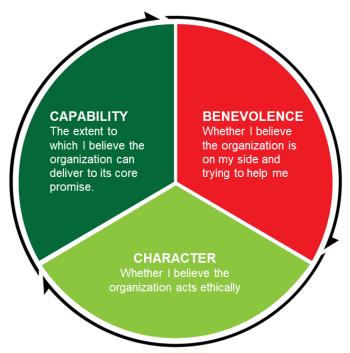
Character

Whilst the communities would not naturally say you are of high character, they are unable to point to any evidence to suggest that you are not acting ethically. In many cases, this is due to the highly regulated environment in which you operate. The government in effect regulates you strongly such that it is not possible for you to be unethical.

Benevolence

Benevolence is the area that requires the most attention by CPPALUE. The organisation, particularly with the change in structure that removed engagement managers, is perceived as <u>unwilling</u> to provide the necessary support. Communities believe that:

- You are making it deliberately difficult to speak to the correct person for information
- Even when they can get to speak to the right person, you are perceived as making it unnecessarily onerous (effort & time) to get the right data to help with business cases
- You will readily tell communities that something cannot be achieved but you are not interested in working with them to help find an alternative solution.











In the communities mind, there are some signs of CPPALUE behaving in a benevolent fashion but it is important to continue what you have started

The simple investment in conducting these community roundtable discussions (which were attended by CPPALUE staff) were signs that you might be benevolent. This was magnified by the presence of a representative at each group. In every instance, community members made a point of thanking the organisation for making the effort.

There were other signs of benevolence

- In Trentham, CPPALUE had made a number of efforts to come into Trentham and explain REFCL issues and had also attended town meetings post the recent event.
 - "Can we have Richard (Powercor team member who attended Trentham) on speed dial?"
- One participant (Geelong) was able to connect with Jo Parfumi who had in turn, connected them with someone who had the required technical expertise. However other community members felt that Jo was only one person and she could therefore not possibly play that role for everyone who had a question.

Observation

These consultation(s) were greatly appreciated and could be leveraged to build longer term relationships with this community. The strengthening of these relationships are likely to be extremely helpful in the longer-term, particularly in moments of outages.

Ideally, each participant would receive an email thanking them for their time and if possible, providing them with a report summarising the findings of this engagement with actions.









The introduction of the Community Partnership Manager role would go a long way to demonstrate Benevolence

Would be able to pivot to respond accordingly in a prolonged event (eg. emergency communications vs everyday)

Have deep relationships with community leaders e.g. be a Partner

Be willing and able to follow-up to ensure that requests don't disappear

Have a long-term view to the relationship as opposed to being transactional

Really good **listening** skills and be able to demonstrate empathy

"Community engagement person to build relationship with a regional focus...that would go a long way"

Be an expert on the organisational structure at CPPALUE so they can connect community leaders with relevant sub-matter experts

> Be able to connect communities to other communities who have similar needs

Be an extended part of the broader community. Someone who understands the community and is visible









The Community Partnership Manager would ideally have deeper relationships with fewer community members, relying on the community network to spread the word where necessary

Community members do not require the Community Partnership Manager to have broad connections. Instead, they believe that it would be better to have deeper relationships with fewer people, leaving the community network to spread the word to their individual communities. This way, the Community Partnership Manager would have the capacity to genuinely support the community in the required way.



Groups that might be approached by CPPALUE

- Environment Special Interest Groups
- Sustainability Special Interest Groups
- Local Businesses (particularly hospitality)
- Chamber of Commerce
- Connected Communities
- Established community groups (e.g. RSL, Lions Club, Vinnies, Masonic, Mens Shed)
- Community Health
- · Community District Nursing
- Water Catchment Organisation
- Environment Protection Authority
- Landcare
- City Council (incl. shire council)
- Friends Of....community suburbs
- Religious Communities (eg Uniting Church)
- · Senior Citizens Clubs
- Ratepayer Groups
- Sporting Clubs
- Gardening Groups









And these communities would rather work with each other in concert with CPPALUE, rather than individually 1 on 1 with you directly.

This was important because each community acknowledged that there might be necessary Trade-Offs within their own communities (ie. resolving resilience issues for a specific area that was in need, above solving for another area that was not yet a priority) – it was thought that by having an entire picture, the community needs as a whole could be understood by everyone and decisions could be made based on priorities. They also felt that they would benefit from each other's knowledge in a group setting.



One of several emails sent by Peter (one of the attendees at the Geelong Roundtable) to the other attendees. At the Roundtable, it was discovered that he had access to information that the rest of the group were interested in reviewing.











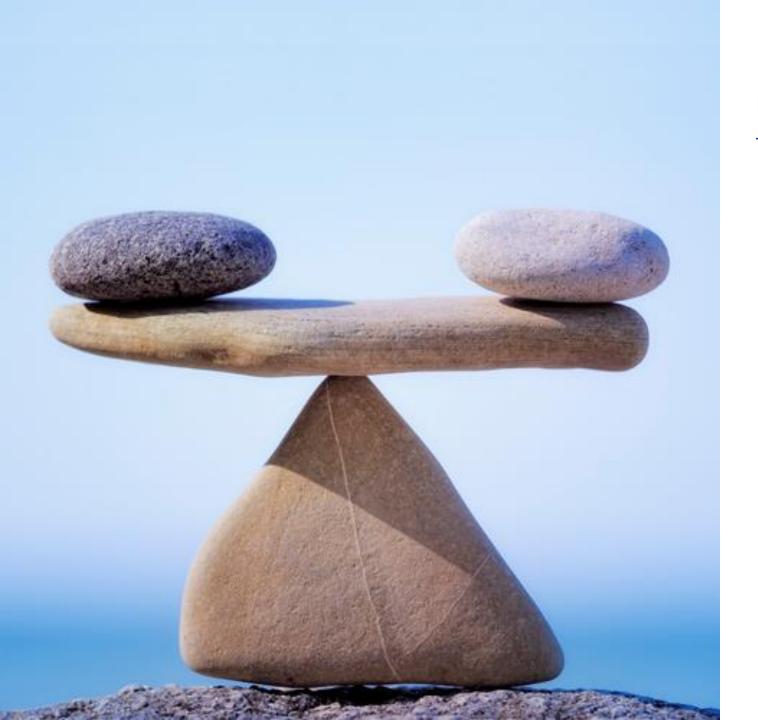
Trade-Offs











Before we dive into the subject of trade-offs....

Pragmatically community members understood that trade-offs exist to grow in energy resilience.

However, when forced to make these trade-offs, they became extremely uncomfortable and were largely unprepared to make them.

This was largely expected by Forethought. Humans often find the process of making trade-offs particularly difficult and are therefore difficult to uncover qualitatively. Often the most appropriate way to identify them is by utilising quantitative modelling.









Some trade-offs were easier to make than others – for example Safety is one that no community was willing to make

- Safety was the #1 mandate for all communities and any activity undertaken to improve reliability at the expense of safety was passionately rejected by all communities.
- It is noteworthy that even the Trentham community (which impacted by REFCL sensitivities) remained resolute on the importance of safety as the priority – no matter what.
- The Trentham community is particularly noteworthy in this discussion. Many initially attended the roundtable, prepared to take Powercor to task on reliability issues caused by REFCL and time was spent with this community to educate them on how the reliability issues came to pass. This increased knowledge changed the mood of the room substantially, with many changing their combative stance to one of gratitude.

So what can we learn from this?

- Transparency and communication relating to the causes of reliability issues is paramount in gaining community support. There are nuances as to how this information might be disseminated which will be covered later in the report.
- From an organisation reputational perspective, communicating outages that are relevant to safety will actually garner positive sentiment for you. We found that the community are not only forgiving when they understand, but they are grateful as it signals that you are looking after their best interests.



No community was prepared to make REFCL less sensitive in order to have a more consistent supply.









Only when explained, the community could accept the trade off on vegetation management. However, communication was critical to this acceptance

The initial reaction of the subject of vegetation management was almost entirely visceral and any action that involved the reduction or removal of vegetation was vehemently rejected. There were two key reasons for this

- 1. Any removal of vegetation is bad for the environment;
- Removal of vegetation impacts the visual environment and pleasure that community members derive from their surroundings.

Only when the trade off was explained (e.g. safety & continuity of supply), were community members more prepared accept, and discuss it.

Communication around vegetation management is not an area that is perceived to be well managed by CPPALUE. Specially they were seen to be poor communicators and uncaring about the process of vegetation reduction. Community members described their ideal state as follows:

- Communicate what vegetation will be managed (one member spoke about wanting to be told specifically about the tree out the front of her house).
- Communicate why it needs to be managed (e.g. safety & reliability).
- Give community members an opportunity to have a conversation about it if they desired (ideally, a contact name and number to ring if they had questions)
- o And... most importantly, do not remove more than you need to.











It was difficult to find any support whatsoever for the promotion of Time of Use behaviours which was largely driven by trust issues

I don't trust the Energy Industry (retailers & distributors)

This discussion very quickly moved to a conversation about Time of Use Tariffs. Rightly or wrongly, community members connected the two ideas.

The introduction of these tariffs was viewed quite negatively and described as unfair. Many community members called for its cessation

- "Retailers are not passing these on
- "Many consumers don't understand it and it doesn't change behaviour" Therefore it is profiteering.
- It's not connected to the price that the retailer or distributor pays for the power production – seen as double dipping

These communities would rather have an increased focus on education - why this is critical and try other ways to behaviour change

I don't trust other community members

Speaks to the area of fairness and the belief that this solution only works if everyone is on board with it.

Interestingly, most community members said that they would participate in such a scheme. However, they imagined it would be inconvenient to do so. They imagined this would not be policed and therefore relied on the honour and integrity of others to do the same.

They imagined that it was highly probable that many others would <u>not</u> do this and consequently, that they would suffer the inconvenience of using less energy throughout the day, only to also experiences outages because only a small proportion of people would do the right thing.

For some, there were also concerns about the vulnerable community and front line workers. When taking these cohorts into consideration, there were some important questions that needed to be answered

"What about those people that are reliant on certain things? We would not want to see them not using important health care devices because they are trying to do the right thing"

"What about the elderly? You don't want to see an elderly person suffer heat exhaustion because they are too frightened to put on their air conditioner"

"What about shift workers? They might need access to energy during the day because they are working at night"











An acceptable Trade-Off

Those participants who had aspirations towards full or partial community self-reliance were exasperated when the focus of discussions were purely financial - relating the exploration and potential adoption of future-gen solutions (both network and non-network).

Many participants acknowledged that these solutions are likely to fail the balance sheet test. In response to this, they believed there was a need to reframe the conversation on new investments to incorporate the non-financial benefits such as environment, social and economic utility to community.

It is important however to note that this did not fully translate to an expectation of the distributor to fund a non-viable solution. They expected that they, as a community, would need to contribute both financially and effort if they were to achieve their goals.











Priorities

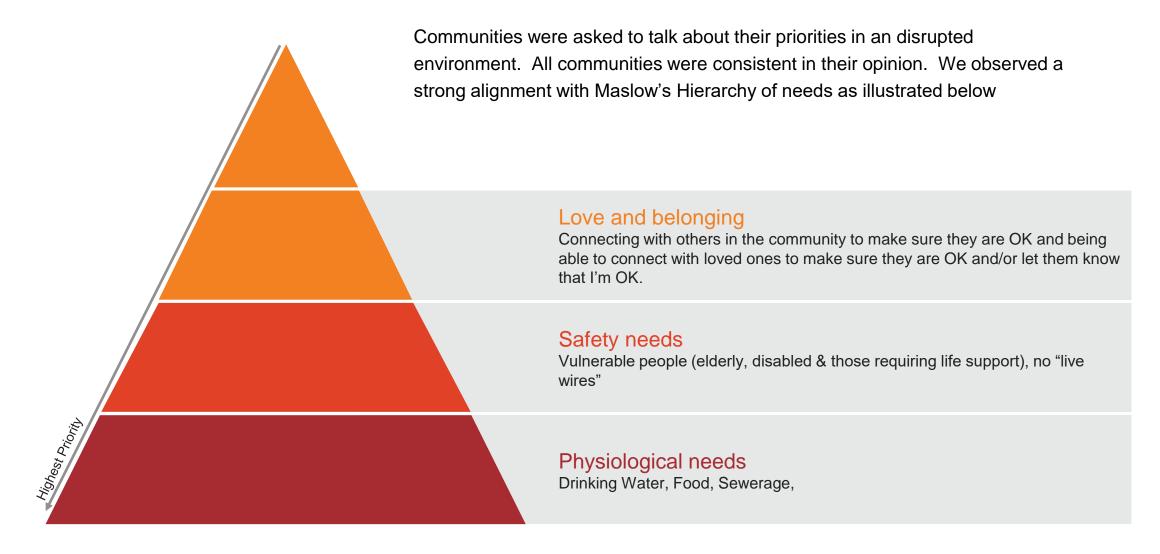








Priority Of Needs









Essential services to support in an event.

Power facilitates a number of essential services and when the power is disrupted, there are major negative flow-on affects, as these other essential services cannot operate.

In the experience of an outage, the ability for the community to establish any form of energy supply was considered critical.

The essential community services include:

- Energy
- Water

Quality & supply

- Internet
- Telecommunications
- Mobility
- Emergency services
- Petrol stations
- Supermarkets
- Pharmacy's (unable to print pharmaceutical scripts)

For Trentham who experienced recent storm and power outage in June 2021, some of these issues were areas that CFA could not inform the community about.

This included the danger of septic water as trees had fallen into the town's water supply and was contaminating the drinking water. Without the power returning, the town's water may have become septic and too dangerous to drink.











Brand Strategy
Creative Efficacy
Customer Experience
Offer Optimisation
Engagement
Analytics
B2B

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







