



# Jemena Electricity Networks (Vic) Ltd

## 2021-26 Electricity Distribution Price Review Regulatory Proposal

Attachment 02-04

Reconvening the Jemena People's panel





RECONVENING  
THE JEMENA PEOPLE'S PANEL  
ENGAGEMENT SUMMARY



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Unless otherwise stated, all feedback documented by Capire Consulting Group and any person(s) acting on our behalf is written and/or recorded during our program/consultation activities.

Capire staff and associates take great care while transcribing participant feedback but unfortunately cannot guarantee the accuracy of all notes. We are however confident that we capture the full range of ideas, concerns and views expressed during our consultation activities.

Unless otherwise noted, the views expressed in our work represent those of the participants and not necessarily those of our consultants or our clients.

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# 1 INTRODUCTION

**In August 2018, a People's Panel of 43 every day citizens came together to represent the customers of Jemena's Electricity Networks**



Together they created a set of recommendations, that described customer's preferences for future electricity distribution, reliability and cost. These recommendations will guide Jemena's Electricity Pricing and Services Plan (2021-2025) submission, their vision for the future of energy, and vision for working with customers.

In March 2019, Jemena reconvened their People's Panel. The Panel was reconvened for two sessions, an evening session on Thursday 14 March and a full day session on Saturday 23 March.

## **The purpose of the sessions was to:**

- share with the Panel how their recommendations impacted Jemena's Draft 2021 – 25 Plan (the Draft Plan),
- seek input into several final decisions
- create a submission on the Draft Plan from the Panel members.

This report details how the Panel was reconvened, the topics explored and the findings from the discussions. The report has been prepared by Capire Consulting Group (Capire), who have supported Jemena to design and deliver the People's Panel process from the beginning.

## WHO IS JEMENA?

Jemena is the company who transports electricity to homes, businesses and public places in Melbourne's north-west. They build and manage infrastructure including the power poles and wires that transport electricity. As a distribution company, Jemena's services make up approximately 34% of a typical household electricity bill.

Jemena's customers include all electricity consumers who currently are or could be connected to their electricity network in the future. They also provide services to other groups such as property developers, landlords and local business (both large and small), who make energy supply choices on a customer's behalf.

The Jemena Electricity Network is one of five electricity distribution networks in Victoria. They are the sole distributor of electricity in north-west greater Melbourne, servicing more than 330,000 households and businesses.





**‘It feels like a complete process now that we get to see outcome of our time and contribution.’**  
People’s Panel member

## 2 PROCESS

Capire reached out to Panel members in late January 2019 inviting them to participate in the reconvening of the Panel.

Altogether, 31 people of the original 43 were able to take part in the sessions. Of the 12 people who did not attend, seven were not available due to work commitments or holidays, and five did not respond to the invitation.

People were supported to attend the reconvening sessions through help with transport, childcare, and translation services. Remuneration for attending the Panel was provided in the form of Eftpos gift cards.

### WHAT IS A PEOPLE’S PANEL?

A People’s Panel is a group of community representatives coming together to learn about and discuss issues in detail over several sessions.

A core component of a People’s Panel is creating a sample that represents the diversity of experiences, values and voices within a community. This sample should also be randomly chosen according to demographic and other factors.

This approach provides a way for ‘everyday citizens’ to work through complex matters, including difficult trade-offs that are involved in policymaking.

### TOPICS OF DISCUSSION

Reconvening the Jemena People’s Panel was conducted over two sessions.

The focus of the first session was to share with the Panel how their recommendations had influenced the Draft Plan.

**They also explored some of the complexities of the Draft Plan and its costing estimates, including:**

- Price predictions and assumptions for the period 2021-2025.
- The industry Energy Charter and its principles.
- Short term cost increases for long term savings; investing in efficiency improvements, incentive schemes and treating overheads as operating expenses.

At the conclusion of the first session Panel members were asked to indicate their preference for how the predicted price reduction would be provided to customers; gradually over the five years, or a greater decrease in the first year. Panel members individually voted on this topic.

**With a good understanding of the Draft Plan, Panel members were asked to give feedback and input on several topics in the second session.**

**The topics were:**

- A proposed customer satisfaction incentive scheme.
- Options for implementing a Time of Use pricing structure.
- Options for how Jemena should engage customers on an ongoing basis.



**To conclude the reconvening sessions, Panel members prepared responses in the form of key messages to the following questions:**

1. Does the Draft Plan strike the right balance in the energy trilemma for Jemena's whole customer base?
2. How does (or does not) the Draft Plan sufficiently consider the long-term interest of Jemena's customers?
3. How well has Jemena listened to and reflected the People's Panel's recommendations in the Draft Plan?
4. What other key messages do you have for Jemena about their Draft Plan?

Their key messages were reviewed by the Panel over two rounds, once on the day and once online after the Panel. The final key messages in response to the above questions have been received as a submission to Jemena on the Draft Plan.

In the second session online polling software 'Poll Everywhere' was used to collect individual responses to key questions. This was to enable people to vote independently and not feel pressured or lead by other Panel members.

**'A great opportunity to revisit our recommendations and see how they influenced the Draft Plan. Absolutely was also a great social experience. Wonderfully organised, great people attending and intellectually stimulating.'**

People's Panel member

## LIMITATIONS OF THIS PROCESS

**There are several limitations regarding the engagement methodology and analysis of findings that should be acknowledged when reading this report. These are outlined below.**

- Participants came from a range of different backgrounds and had varying degrees of knowledge regarding energy, energy distribution, regulated business models, and governance. Therefore, their ability to understand and interpret information varied.
- Significant effort was made to ensure that all participants understood the information presented by Jemena and guest speakers, as participants had opportunities to ask questions and request further information. However, factors including English not being a first language and professional experience with the energy industry may have meant that some information was better understood by some participants than others.
- Discussion and outputs in the People's Panel sessions were largely participant led and as such some participants may have chosen to contribute in some activities and topic areas, and not others. This practice may have resulted in a varied number of recorded activity responses. To counter this variation, some results have been reported as a percentage of the total responses received.
- The original 43 Panel members were a close demographic match for the customer base. However, not all 43 people were able to attend the reconvening sessions, so the 31 participating Panel members cannot be considered as closely representative as the original panel.

# 3 FINDINGS

The following section details the activities undertaken to seek feedback and the resulting findings. For most activities results were shared in real time with Panel members during each session.

3.1 PRICE PATH

Price path refers to the way electricity distribution charges are billed to customers over a five-year period. Jemena’s forecasts are based on receiving a lump sum over five years, but they are flexible to how much they collect per year. Therefore, Jemena were able to empower Panel members with the decision about how the predicted price decrease would be shared with customers.

Panel members were presented with two options:

- Spreading the decrease equally across the five years (‘steady as you go’); or
- A greater decrease in the first year and then the price gradually moved upwards across the 5 years (‘pressure off early’)

After a discussion about the implications of both options Panel members were asked to individually respond the questions ‘If electricity prices were to decrease over the next five years, which would you prefer?’

Figure 1 illustrates that there was a clear preference for equally spreading the bill decrease across five years (23 votes) compared with a gradual decrease (6 votes).

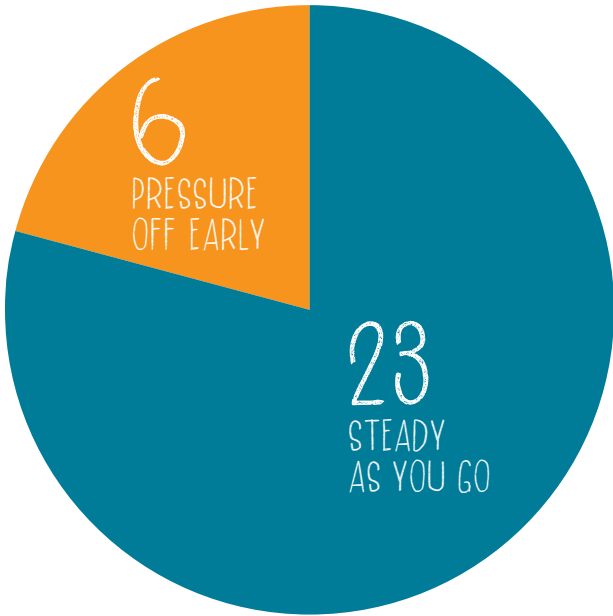


Figure 2: Graph shown to Panel displaying the price path option for spreading the price decrease equally across the period.

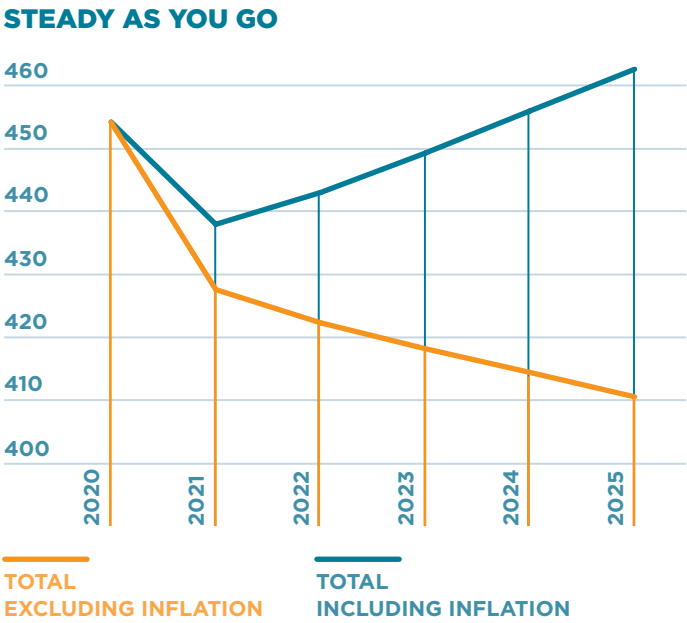
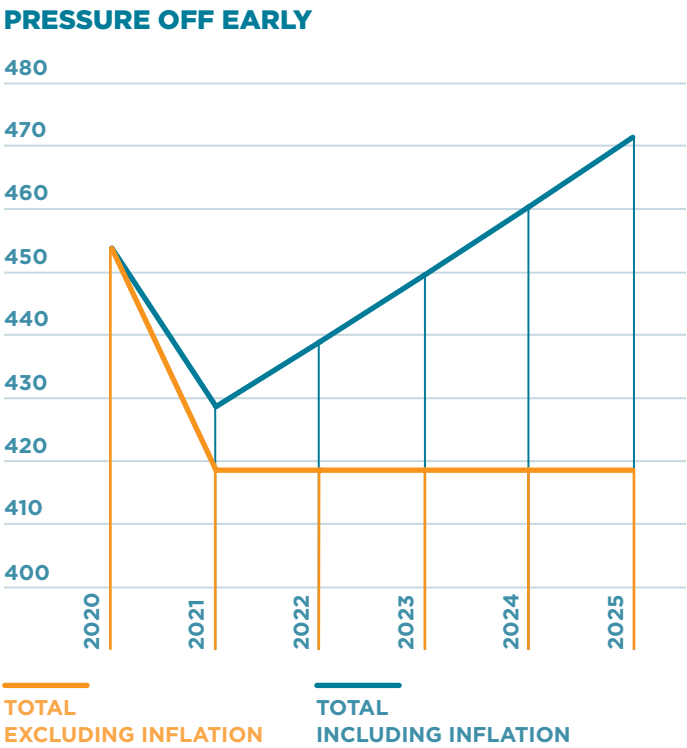


Figure 3: Graph shown to Panel displaying the price path option for decreasing the price more in the first year.



3.2 CUSTOMER SERVICE INCENTIVE SCHEME

Electricity distribution in Victoria is a monopoly service where different companies each have distinct distribution areas and customers cannot choose their supplier. As a result, the Australian Energy Regulator (AER) create artificial mechanisms to encourage efficient and fair pricing practices in the long-term interest of customers.

One of these mechanisms is incentive schemes, where distribution companies are rewarded for meeting a standard set by the AER. The reward is received within a five-year pricing period, but the benefit for customers is felt for a longer period. However, as the reward is collected through distribution prices it can put short term pressure on prices.

There are many incentive schemes that exist for different elements of distribution including efficiency. A new incentive scheme based on customer satisfaction is being proposed for the next pricing period. To support discussions with other distributors about this idea, Jemena sought feedback from the Panel.

The questions posed to the Panel were:

1. What do you like or dislike about a customer service incentive scheme?
2. Should there be an incentive linked to customer service in the next pricing period?

Participants shared what they liked and disliked about the customer service incentive scheme. The key ideas are summarised in the table below. Overall, there were more things that Panel members disliked than liked.

Table 1: Participant feedback on a customer service incentive scheme

Likes	Dislikes	Suggestions
The concept of simulating the market for distributors	Good service is expected, and should not be considered an additional or exceptional financial benefit	The goals need to be strict
Jemena striving to improve their customer service	Progress and improvement should be guaranteed, and not require incentivising	There needs to be strong disincentives
The potential for Jemena to be more responsive to customer messages	Benchmarking is unclear	
Positive feedback to the call centre staff at Jemena	Customers are paying more for something that should be expected	
Having a double-sided reward and penalty	The possibility of being lied to, cheated or gamed through data mismanagement, or a system ‘like the banks’	
Everybody gets the reward	The level of trust and transparency required	



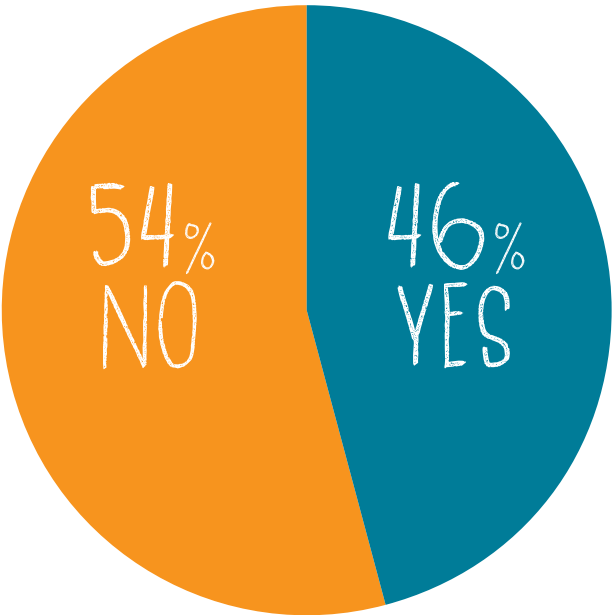
Participants also commented on whether they thought the customer service incentive scheme should follow the stretch target for network businesses to go above and beyond.

**The key points were that:**

- Penalties should be more than the rewards, so the risk of not meeting the target is harsher than the reward for meeting it.
- Reliability should be a higher priority than calls answered.
- 'Downslide slipping' should not be allowed.

To complete the discussion about the proposed Customer Service Incentive Scheme, participants were asked to individually respond to the question 'Should there be an incentive linked to customer service in the next pricing period?'. This vote was done using online polling software, 'Poll Everywhere'.

**Figure 4: illustrates that the vote was close, but the majority of Panel members ultimately indicated that they do not support a customer service incentive scheme.**



**3.3 TIME OF USE PRICING STRUCTURE IMPLEMENTATION**

Pricing structure options were explored in the original Panel sessions in 2018. The result of this deliberation was Panel members supporting pricing structures that were based around when people use electricity, particularly the Monthly Maximum Demand pricing structure.

During the second reconvening sessions, Jemena explained that this was a Panel recommendation they have not been able to strictly adopt. In collaboration with other distributors the decision was made that the Monthly Maximum Demand pricing structure was too complex and instead they were going to advocate for a Time of Use structure.

There are still many questions remaining about how this pricing structure is implemented which Jemena sought the Panel's input into.

**There were three key questions explored on this topic:**

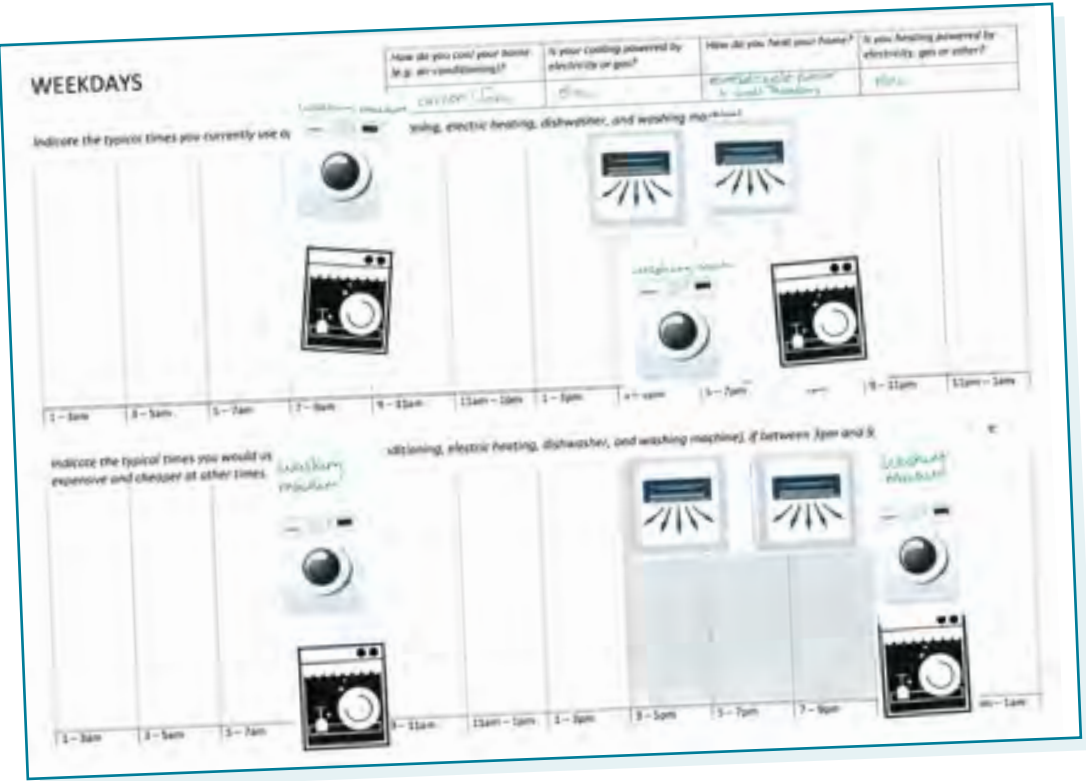
1. How would you manage your electricity consumption during peak times (3-9pm) on the weekday and weekend?
2. What would constrain you or encourage you to change the time you use major appliances?
3. When should Time of Use pricing apply?

To understand how they would manage their electricity consumption during peak times, participants showed visually which appliances they use at what times. They did this for weekdays, weekends and did a separate time graph for if additional peak charges applied. See Figure 5.

The type of cooling participants used did not impact whether they changed their peak and non-peak use. Most participants (14) did not change their habits during extra-charged peak times. Some (4) partially avoided peak times by changing use of some appliances (such as washing machine and dishwasher). Very few participants restricted heating or cooling to reduce use during peak times. The findings were the same across weekdays and weekends, though slightly fewer (12) selected that they would not change their habits on a weekend.



**Figure 5: Participant example of peak and off-peak appliance use when Time of Use charging does not (above), and does (below) apply**





Participants were asked ‘what would constrain you or encourage you to change the time you use major appliances?’. The constraints preventing people from limiting use of major appliances largely related to:

- Household size and needs: including the times that family members are home, the times they usually cook, wash and eat; how vulnerable they are and if they rely upon heating and cooling; if they have children, and the number of people in each home.
- Dwelling type: for some, living in apartments meant that using appliances such as washing machines in off-peak is not an option; also, the energy efficiency of homes determines whether people need to use cooling.
- External factors: such as the weather (determining how many hot days a year require air conditioning), and an ageing population who require moderated climates.

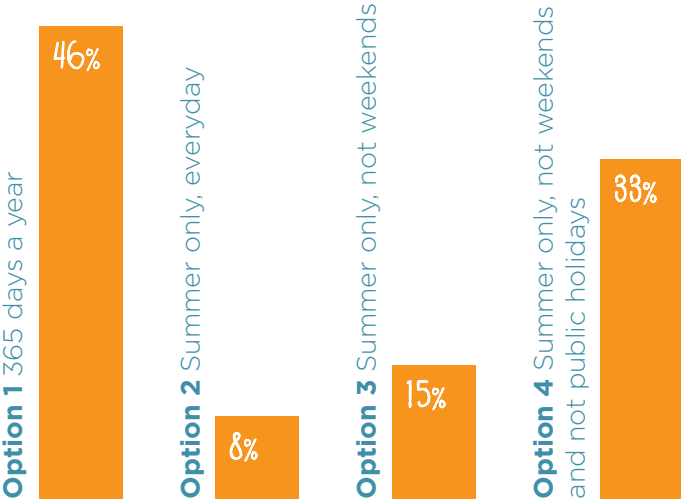
Participants said that the following might encourage them to change the times they use major appliances:

- Cost: if price becomes prohibitive, then some low-income households may be forced to use major appliances outside peak times.
- Education: some people said that challenging habitual behaviour, and knowing which appliances are most energy intensive could help drive behaviour-change.
- Technology: advances such as the ability to:
  - see energy use and costs in real time, and observing increases depending on the appliances used
  - use timers and smart-technology to delay-start appliances.

Participants voted on when ‘Time of Use’ pricing should be applied. Almost half (46%) said that time of use pricing should always be applied. The second most popular choice was to apply the Time of Use pricing as little as possible (Option 4- summer only, not weekends and not public holidays) with a third of participants choosing this option.

This vote was done using online polling software, ‘Poll Everywhere’.

Figure 6: Panel responses to the questions ‘When should Time of Use pricing apply?’ (n=24)

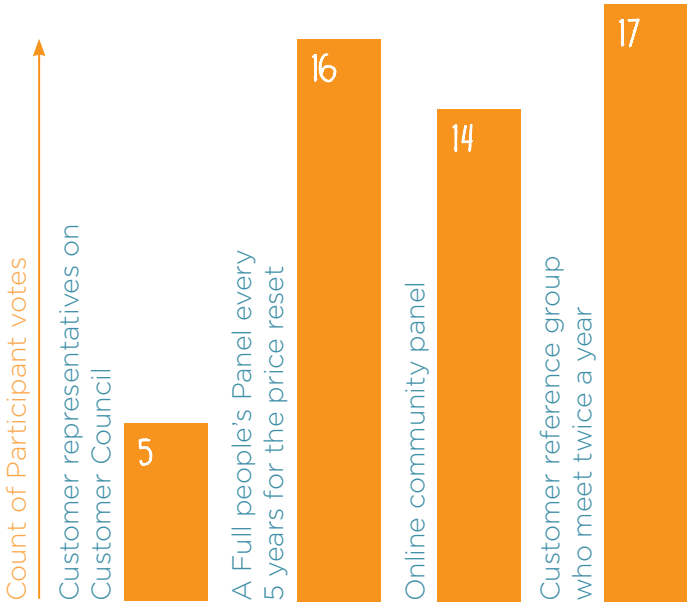


3.4 ONGOING CUSTOMER ENGAGEMENT

Participants gave advice and insight into how they would like Jemena to engage with customers in the future. They were given case studies and asked for feedback and to vote for the ongoing engagement type they support the most. These case studies are included in Appendix A of this report.

The level of support for each idea is shown in Figure 7 below, participants were given two votes each, and were permitted to vote for one idea twice if they chose to do so.

Figure 7: Ongoing customer engagement preferences (n=52; two votes per participant)



CUSTOMER REPRESENTATIVES ON THE CUSTOMER COUNCIL

5 VOTES

Customers were presented with the option of having five customer representatives on the Jemena’s Customer Council. There was minimal support for this idea (5 votes).

Some participants said that they did not support this idea because they did not feel it was representative of the community, or the diversity of views. Of those who liked it, they said that it was because of regularity and having a voice.

‘[this idea] has merit but does not cover diversity’

People’s Panel member

‘Five people is not a true representation of customers’

People’s Panel member

ONLINE COMMUNITY PANEL

14 VOTES

There was a high level of support for having an online panel (14 votes). Participants who liked this idea said that it was because it:

- Reaches a wide audience and is flexible.
- Does not require a significant time commitment of members.
- Is cost effective.

Those who did not support this idea said they preferred face-to-face, and felt that some members of the community would be excluded if only online engagement was offered. Several participants said that the interaction with other panel members was important. Some suggested that the additional reading would be arduous.

‘I don’t like not hearing others’

People’s Panel member

‘Might be too time intensive to get through all the reading material’

People’s Panel member

OTHER IDEAS

Participants were asked for their other ideas. The key themes that were raised included:

- Hosting a full Panel every two years, rather than every five.
- Using other engagement tools such as a mobile app, or online forum (with assessment tasks).
- Hosting focus groups.
- Having a smaller people’s panel annually and a full Panel every five years.
- Establishing a hybrid online community panel and a Customer Reference Group.

One participant suggested that all the ideas should be implemented. Throughout all the options, participants expressed a desire to continue to be involved with Jemena.

‘Keep existing People’s Panel members and re-engage into future activities. A valuable knowledge base’

People’s Panel member

A FULL PEOPLE’S PANEL EVERY FIVE YEARS FOR THE PRICE RESET

16 VOTES

There was widespread support for having a full people’s panel every five years (17 votes). Participants said that they liked this option because:

- The Panel experience was valuable and useful and they would recommend Jemena undertake it again.
- A Panel is representative of the community.
- A Panel is efficient use of money.

The things that people did not like about this idea was that:

- Five-year periods are not frequent enough.

One participant suggested that this Panel remain, and half of the participants change every five years. Another suggested that if there are issues within the five-year period, that Jemena call upon the existing Panel until a new Panel is appointed.

‘I like this idea of a new set of 43 people each time. This will make it truly representative.’

People’s Panel member

CUSTOMER REFERENCE GROUP WHO MEET TWICE A YEAR

17 VOTES

Establishing a customer reference group that meets twice a year was the most popular suggestion for ongoing customer engagement (17 votes). Panel members said they liked the idea because of its regularity, the possibility for their own continued engagement, the relationships this fosters between Jemena and customers and that it is an appropriate solution to discuss complex issues.

The reservations about this idea related to:

- Concern at only having 24 people.
- Participants feeling this sample size may be unrepresentative.
- The resource intensity for Jemena.

‘Not cost effective and can be biased and hijacked by a few minority’

People’s Panel member

‘More than 24 may be needed for broad representation’

People’s Panel member

ENGAGING WITH THE LEAST ABLE

Engaging with vulnerable customers was commented on by six participants. They said that considering the least able could be done through:

- Having a specific group of vulnerable customers to attend engagement activities.
- Choosing people who are long-term vulnerable (over ten years).
- Include people as they are willing.
- Use representatives from existing community groups.



# 4 PANEL SUBMISSION ON DRAFT PLAN

Jemena's Draft Plan was publicly available from January to April 2019, and all customers, advocacy and representative groups were encouraged to provide feedback. Jemena requested that the People's Panel provide a collective submission on the Plan through the reconvening process.

**To address the core elements Jemena was looking for feedback on four questions that were posed to the Panel:**

1. Does the Draft Plan strike the right balance in the energy trilemma for Jemena's whole customer base?
2. How does (or does not) the Draft Plan sufficiently consider the long-term interest of Jemena's customers?
3. How well has Jemena listened to and reflected the People's Panel's recommendations in the Draft Plan?
4. What other key messages do you have for Jemena about their Draft Plan?

In three groups of eight to ten people, Panel members discussed the four questions and drafted their responses into key messages.

These key messages were then summarised into a single set and presented back to the whole group. Each person was asked to indicate their level of comfort with the key messages under each question, and what changes they would like to see to improve their comfort level.

This process was conducted twice, once during the final session and once online the week after. After the first round of feedback the key messages were edited to respond to the feedback. The original notes and edits were shared with Panel members.

The final key messages in response to each of the above questions are detailed on the following pages. The key messages were supported and endorsed by over 90 per cent of Panel members which is a super majority (80 per cent or more).

The results of the second round of feedback are detailed in Appendix B in this report.

## Does the Draft Plan strike the right balance in the energy trilemma for Jemena's whole customer base?

### The Panel's response:

- We feel the Draft Plan has struck the right affordability balance with short-term pricing increases balanced by longer term decreases.
- We feel the Draft Plan has struck the right sustainability balance by investing in upgrades to facilitate sustainable and renewable technology in the grid.
- We feel the Draft Plan has struck the right reliability balance by investing in strategic maintenance and upgrades to maintain current reliability levels.
- We feel that the Draft Plan could have been strengthened with additional consideration for investing in new technologies and further enabling renewables and supporting the most vulnerable members of the community.
- We want to see Jemena and other distributors have more influence over retailer behaviour, to ensure the cost reductions are passed onto customers.

## How does (or does not) the Draft Plan sufficiently consider the long-term interest of Jemena's customers?

### The Panel's response:

- We believe Jemena more than sufficiently considers the long-term interests of its customers by focusing on the long-term benefits of investment decisions, striking a good balance of when to invest to minimise risks, and by listening to the interests of all customers through representative and informed panel.
- We think the Draft Plan could be strengthened by looking beyond five years for key challenges including solar and batteries, electric vehicles and new technologies. It is important to understand how the grid is being prepared for the future.
- We think the Draft Plan could be strengthened with more incentives for household investment in renewable energy.
- We want to see the implementation of the Plan, understand how it will be monitored and have the outcomes shared with customers.

## How well has Jemena listened to and reflected the People's Panel's recommendations in the Draft Plan?

### The Panel's response:

- We feel that Jemena did very well to adopt the People's Panel's recommendations.
- We feel that the process was respectful, an opportunity to gain knowledge, and was a significant investment.
- We feel that the process was a conversation, rather than being one-sided, and that Jemena trusted in the ability of this diverse group of people.
- We feel the future People's Panel processes could be improved by providing more time for Panel members to consider the statistics and information provided and allowing the Panel to suggest options for consideration.
- We feel the Draft Plan could be strengthened with the inclusion of all options discussed during the People's Panel process.

## What other key messages do you have for Jemena about their Draft Plan?

### The Panel's responses:

- We feel the Draft Plan presents a lot of comprehensive information.
- We believe that you engaged in a transparent and honest way – educated when we requested and accepted our responses.
- While there are topics in the Draft Plan that we did not discuss we are glad that they are there because they are important.
- We feel that the Draft Plan could be more outward focused, could include more financial information particularly about investment, and could include strategies to work with retailers.
- We would like to be able to explore new developments, planning and technology in the future.

# 5 EVALUATION

Altogether, 100% of participants who completed an evaluation survey (29) said they believed that reconvening the panel was a valuable exercise.

The reasons that participants found it worthwhile was that they valued learning what became of their 2018 recommendations, they gained insight into a larger picture, and that they enjoyed meeting again with their fellow Panel members and Jemena staff.

The level of understanding about Jemena, electrical distribution, and confidence in the process grew significantly from the pre-poll panel survey in July 2018 (undertaken at the start of the first session) to the close of the reconvened Panel in March 2019 (See Figure 8). The largest changes related to understanding electrical bills, understanding the electrical industry; and Jemena’s care for their customers.



**‘It was valuable to explore and respond to the draft plan and see how the People’s Panel input has been incorporated into it.’**

People’s Panel member

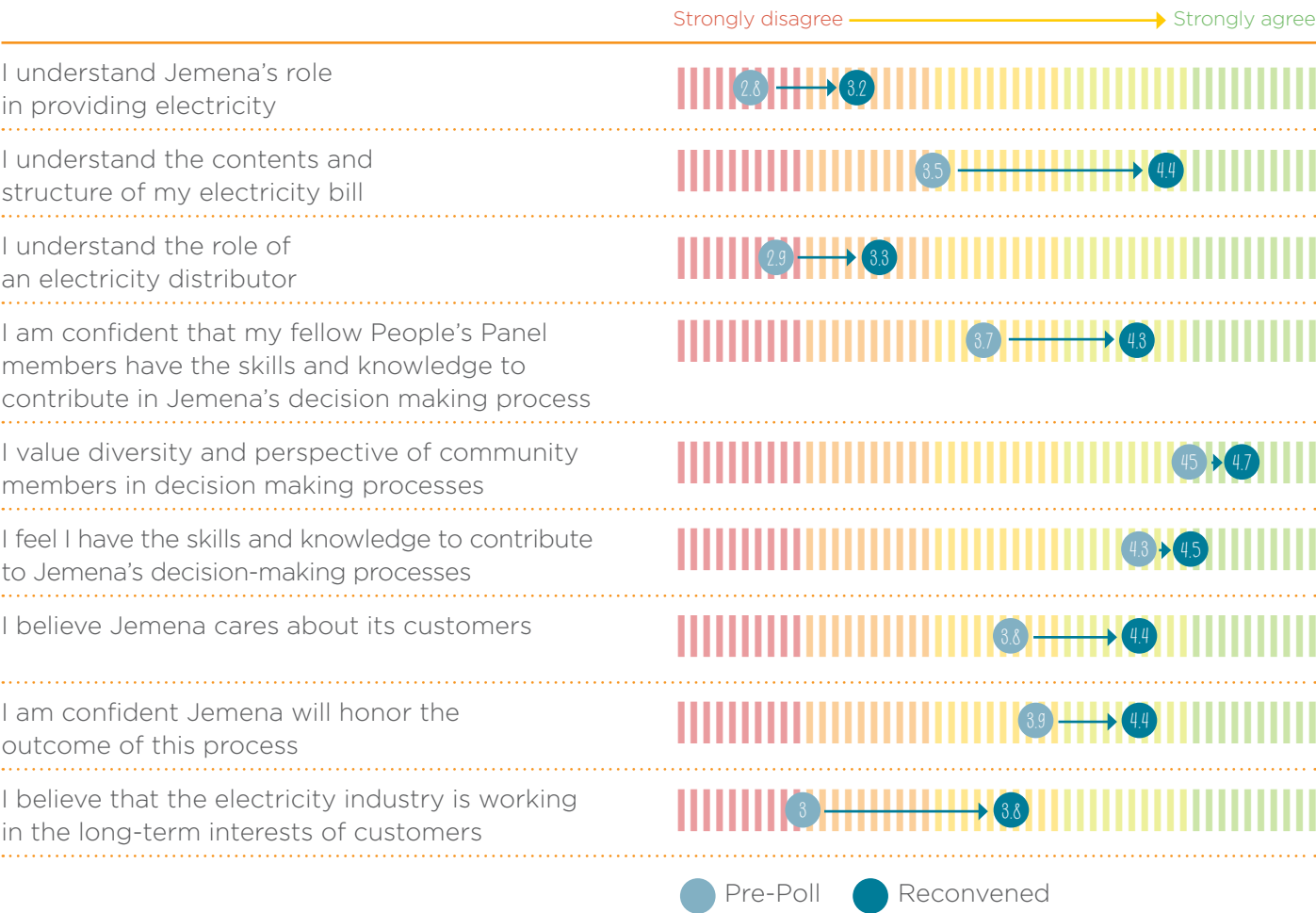
**‘It was a respectful way to advise us of the results of the Panel and ensure we were happy with the result.’**

People’s Panel member

**‘I learnt a lot. I believe we had input into the plan for the future.’**

People’s Panel member

Figure 8: Evaluation results: pre-poll compared with reconvened panel results







# APPENDICES



# APPENDIX A

## Ongoing engagement case studies

### CUSTOMER REPRESENTATIVES ON THE CUSTOMER COUNCIL

#### How many people – 5

##### Description:

The Customer Council is a consultative body who regularly meets with Jemena to discuss how to achieve better outcomes for customers. Most of the council membership is made up of organisations that represents customers, but not actual customers.

Five customers could be nominated/selected to attend Jemena's Customer Council regular meeting and represent the interests of everyday customers. The members will be notified of the topics for discussion before each meeting and will be able to choose whether they can attend or not. They would represent everyday customer interests in the discussions and activities at the meetings. These five customer representatives could also be invited to attend some meetings for developing the Industry-wide Customer Charter.

Each year the five customer representatives would be reviewed, and if people want to be replaced, they will be.

##### Pro's:

- Does not require many additional resources because the Customer Council meetings will be occurring anyway.
- A range of stakeholders and advocacy groups will hear the customer perspectives.

##### Con's:

- The five people will not be a comprehensive representation of the customer base.
- Many Customer Council meetings focus on sharing information, there is limited opportunity for consultation.

### A CUSTOMER REFERENCE GROUP WHO MEET TWICE A YEAR

#### How many people – 12-24

##### Description:

A group of 12-24 people will be selected through an expression of interest process. They will closely demographically represent the Jemena customer base. This could include current Panel members.

This group will receive a day of induction at the start of the year, sharing with them how the electricity distribution system works. The group will then meet twice a year, for a day session and provide input into Jemena's ongoing decisions.

The group could be reselected each year.

##### Pro's:

- Demographic representative group
- Training opportunities
- Can regularly bring new people and therefore perspectives into the conversation

##### Con's:

- Jemena may not have topics they can genuinely engage on within the time frame (Jemena is limited in their ability to change decision outside of the price reset process)
- This approach does not allow Jemena to reach out to customers when they have something to consult on, sometimes they will need a response before the next meeting.
- More resource intensive to regularly recruit, design and deliver workshops and provide support such as taxi's and child care.

### ONLINE COMMUNITY PANEL (COMMUNITY VOICE)

#### How many people – 100

##### Description:

An online panel of 100 people will be selected through an expression of interest process. They will demographically represent the Jemena customer base. This group will only participate and contribute online.

Online training videos and documents will be created to share information about how the electricity distribution works. This group would be asked to provide their feedback and input whenever Jemena had a topic or issue, they wanted customer input on. The number of engagement activities would vary year to year, but people would be provided with \$25 (approximately) gift voucher each.

People will be replaced on the online community panel as others drop out.

##### Pro's:

- Demographic representative group
- Not very resource intensive
- Engage people as issues and topic come up.

##### Con's:

- Participants do not hear opinions and experiences from others, just providing their perspective
- Cannot guarantee that people watch and read all the educational information, participants may not have the same level of engagement and knowledge as the current Panel members.

### A FULL PEOPLE'S PANEL EVERY FIVE YEARS FOR THE PRICE RESET

#### How many people – 43

##### Description:

Every five years Jemena recruits a People's Panel of 43 people that represent the Jemena customer base. This group will go through a journey of five or more sessions to learn about how the electricity distribution system works, and to collaborate with Jemena on topics for the pricing reset.

Each time the 43 people will be a new set of people.

In the time between the pricing reset, Jemena would communicate and engage with community members in the current ways, through the website and apps.

##### Pro's:

- Demographic representative group
- Resource intensive but only every five years
- Significant time with participants to empower and collaborate with them

##### Con's:

- Customers only engaged every five years
- No chance to address issues that arise through between price resets



# APPENDIX B

## Detailed results of feedback on the Panel submission key messages

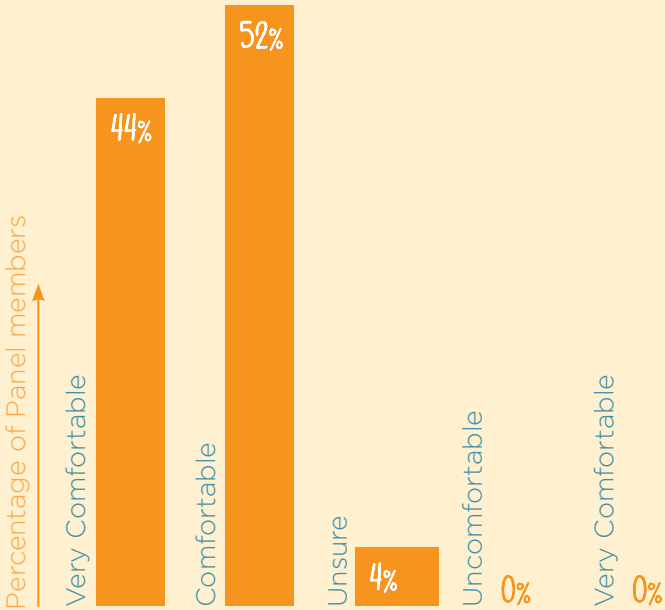
DOES THE DRAFT PLAN STRIKE THE RIGHT BALANCE IN THE ENERGY TRILEMMA FOR JEMENA'S WHOLE CUSTOMER BASE?

**The Panel's response:**

- We feel the Draft Plan has struck the right affordability balance with short-term pricing increases balanced by longer term decreases.
- We feel the Draft Plan has struck the right sustainability balance by investing in upgrades to facilitate sustainable and renewable technology in the grid.
- We feel the Draft Plan has struck the right reliability balance by investing in strategic maintenance and upgrades to maintain current reliability levels.
- We feel that the Draft Plan could have been strengthened with additional consideration for investing in new technologies and further enabling renewables and supporting the most vulnerable members of the community.
- We want to see Jemena and other distributors have more influence over retailer behaviour, to ensure the cost reductions are passed onto customers.

Results of the online vote are illustrated in Figure 9, 96 per cent of the group were comfortable or very comfortable with the key messages presented.

**Figure 9: Results of the final feedback on the key messages for question 1 (n=25)**



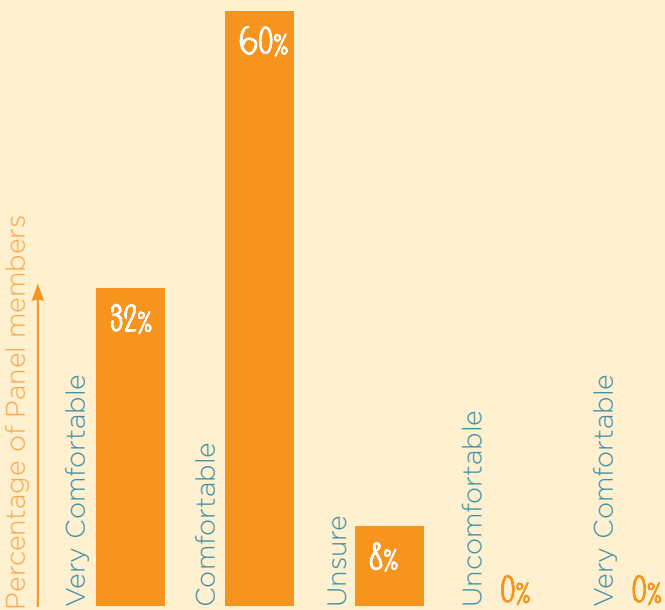
HOW DOES (OR DOES NOT) THE DRAFT PLAN SUFFICIENTLY CONSIDER THE LONG-TERM INTEREST OF JEMENA'S CUSTOMERS?

**The Panel's response:**

- We believe Jemena more than sufficiently considers the long-term interests of its customers by focusing on the long-term benefits of investment decisions, striking a good balance of when to invest to minimise risks, and by listening to the interests of all customers through representative and informed panel.
- We think the Draft Plan could be strengthened by looking beyond five years for key challenges including solar and batteries, electric vehicles and new technologies. It is important to understand how the grid is being prepared for the future.
- We think the Draft Plan could be strengthened with more incentives for household investment in renewable energy.
- We want to see the implementation of the Plan, understand how it will be monitored and have the outcomes shared with customers.

Results of the online vote are illustrated in Figure 10, 92 per cent of the group were comfortable or very comfortable with the key messages presented.

**Figure 10: Results of the final feedback on the key messages for question 2 (n=25)**



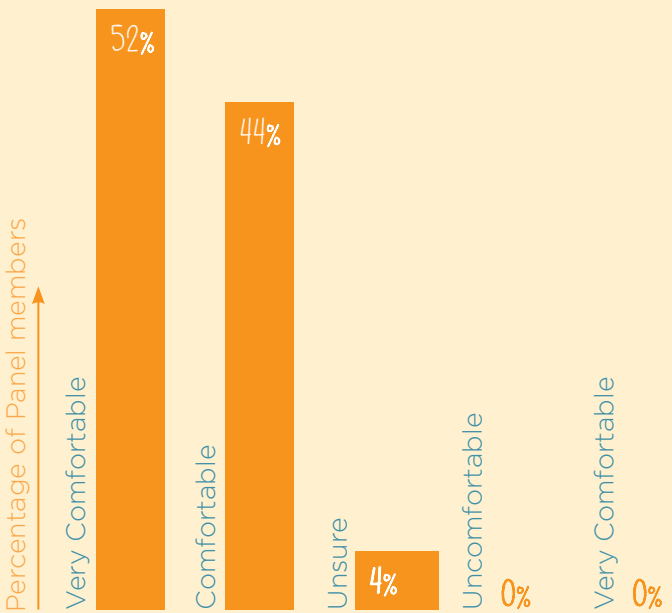
HOW WELL HAS JEMENA LISTENED TO AND REFLECTED THE PEOPLE'S PANEL'S RECOMMENDATIONS IN THE DRAFT PLAN?

The Panel's response:

- We feel that Jemena did very well to adopt the People's Panel's recommendations.
- We feel that the process was respectful, an opportunity to gain knowledge, and was a significant investment.
- We feel that the process was a conversation, rather than being one-sided, and that Jemena trusted in the ability of this diverse group of people.
- We feel the future People's Panel processes could be improved by providing more time for Panel members to consider the statistics and information provided and allowing the Panel to suggest options for consideration.
- We feel the Draft Plan could be strengthened with the inclusion of all options discussed during the People's Panel process.

Results of the online vote are illustrated in Figure 11, 96 per cent of the group were comfortable or very comfortable with the key messages presented.

Figure 11: Results of the final feedback on the key messages for question 3 (n=25)



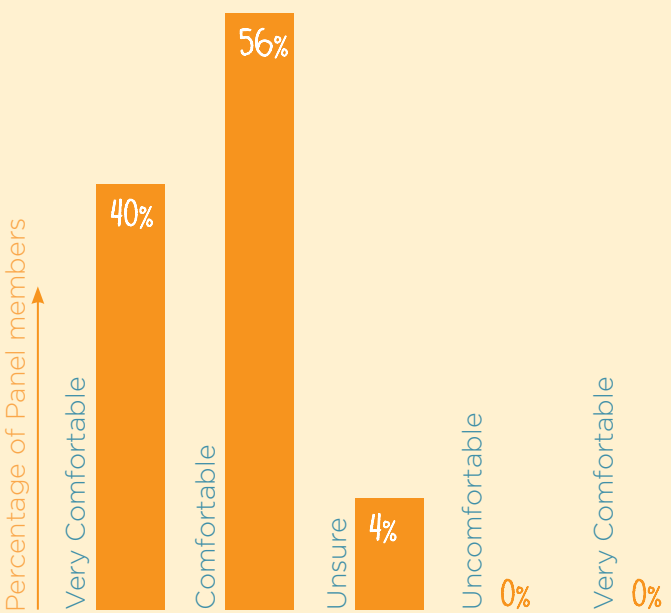
WHAT OTHER KEY MESSAGES DO YOU HAVE FOR JEMENA ABOUT THEIR DRAFT PLAN?

The Panel's response:

- We feel the Draft Plan presents a lot of comprehensive information.
- We believe that you engaged in a transparent and honest way – educated when we requested and accepted our responses.
- While there are topics in the Draft Plan that we did not discuss we are glad that they are there because they are important.
- We feel that the Draft Plan could be more outward focused, could include more financial information particularly about investment, and could include strategies to work with retailers.
- We would like to be able to explore new developments, planning and technology in the future.

Results of the online vote are illustrated in Figure 12, 96 per cent of the group were comfortable or very comfortable with the key messages presented.

Figure 12: Results of the final feedback on the key messages for question 4 (n=25)





To finalise the submission process, participants were asked the question ‘Do you endorse these key messages from the People's Panel?’. As Figure 13 illustrates, 92 per cent of Panel members endorsed the key messages.

**Of the three people who were unsure, two provided reasons. They were:**

- ‘[People] value technology so highly for the future but I personally do not believe so. They key to success in every business primarily lies in honesty, transparency, accountability, integrity and trust in relationships. I would rather endorse Jemena the message of focusing on building moral strength and trust with all stakeholders more than relying on technologies to compete or outdo other players.’
- ‘The draft plan was vague and if more info was sought then there was no page numbers or reference to where it is discussed in the final plan. Additional topics were added to the final plan which were not discussed or explored, so some doubt lies there also.’

**Figure 13: Results of the question ‘Do you endorse these key messages from the People’s Panel?’ (n-25)**

