

Describe your vision of a consumer-driven future as

- A tweet with hashtag
- A haiku
- A 'day in the life' paragraph
- A song

## Tweet

(Single parent, Teenage Kids, Low Income 5 Year)

No more spikes for me  
Then I will feel glee  
I want to pay, so make it so I can  
Then I will think you are 'the man'

(Consumer friendly energy alert owner)

Expecting amber 5pm today – minimise power consumption where possible. Reduce aircon & running of appliances. More tips here:

<http://URL> #⚡Alert

(Family 2027)

A house we don't own  
Our street supports green power  
Future for our kids  
(#stillongrid)

#futureworkingfamily: give me energy that suits me – simple, affordable, there when needed

Tweet

Did I get a power bill? Didn't notice, SIRI takes care of that #No Hassle

(single parent teenagers, low income, 5 years)

Just got my bill, ain't got time for this  
#stopbillshock

It's amber today: @mom turn down your aircon @dad leave yours on or you'll collapse!  
@brother check gen fuel at work! #⚡Alert

(Single parent, teenage kids, low income, 5 years)

I'm not earning any more, why does my bill keep going up? #stopbillshock

(The Kerrigans go Jetson)

Castle for Rent. Rosie Robot personally tailored to your household needs  
#CostsUnderControl

## A Day in the life

(Mother & Son (ABC TV), Melbourne, Summer)

Carer has gone to work, but receives an alert from network provider of an unplanned outage and so can make alternative arrangements for care until notification that power has been returned.

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## Haiku

Electricity  
Trust lights come on  
My kids fed; need solar

Easy energy  
Decarbonisation rules  
Price always matters

(Primary Children 20 year horizon)  
Flexibility  
Energy an enabler  
Home tenure, neutral

Power on desire  
No worries. Cheap. Good. Safe.  
Options. Choice. Simple

Too much rubbish said  
About time polities step up  
No one really cares

Energy is cheap  
I do not think about it  
Simple options suit

(10 year horizon)  
Power costs are down  
Simple now for all to choose  
Store the sun to share!

(10 year horizon)  
Easy choice for all  
Path to low carbon is clear  
No one left behind

(10 years – young family)  
Choice? Total bullshit  
Change national objective  
Fair, simple, secure

Before:  
No Google no choice  
My acts make no difference  
Too bad and too sad

After:  
Offline doing fine  
My acts make a difference  
Energy pubs now

From discussion of DRIVERS that could help lead to more effective collaboration and BARRIERS to effective collaboration – table list Top 5 drivers and barriers

<b>Drivers</b>	<b>Barriers</b>
Cool (modern) collaborative tech	Protection of self-interest
Executive Commitment	Conflicting interests
ALIGNED OBJECTIVES	Complexity of the subjects
Authentic information sharing	Complexity of the consultation documents
Responsive' Regulation	Disparate systems, technologies and information sources
	Limited resources to get involved
	Competition (unwilling to share)

<b>Drivers</b>	<b>Barriers</b>
Energy Consumers Australia hosted collaboration app - possible link to Energy Consumers Australia Calendar	Multiple small groups - Everyone is busy - different priorities
Independent source of background information on technical topics for consumers & industry	Current tools not working well
More effective consultation processes	Complexity of the issues
Effective forums	IIIIII Easier to focus on own issues
	Multiple reviews & processes initiated by Govt & Regulators with short timeframes

<b>Drivers</b>	<b>Barriers</b>
Shortage of resources	Conflicting organisational and representative interests
Opportunity to build relationships	TIME
Use existing structures - e.g. roundtable	Cost of physical meetings
Cost - may be cheaper to do national solutions	Rigid views - entrenched positions
Need to create evidence for the need for something to change	Lack of clear objectives - e.g. cost reflective tariffs

<b>Drivers</b>	<b>Barriers</b>
Identifying the 'Who' is 'we'	Federation! Lack of Bi-partisanship
Clear understanding of what everyone wants	Navigating through the network of people & contacts
Making it easy for those who can make change (Shared outcomes)	Information & transparency
Improved Outcomes	Lack of trust (Between groups, providers, govt and regulators)
Changing environment (In every sense)	Continuity

<b>Drivers</b>	<b>Barriers</b>
Consumer behaviour	Complexity - no one decision maker - Federation
Peak Demand	Uncertainty - Managing the transition
New Technology	Data access
Tariff Reform	Too much information
	Decisions not driven by consumer

<b>Drivers</b>	<b>Barriers</b>
More flexible, adapted & less administratively burdensome	Resourcing and time
More creative and less expensive	Duplication - e.g. network by network rather than single national process
More responsive e.g. joint letter underpinned by extensive informal engagement	Territorial across sectors - institutions, consumers, governments and businesses.
Implied in NEO - don't use NEO as a weapon	Territorial priorities
Builds trust	Language

<b>Drivers</b>	<b>Barriers</b>
shared language - understanding	acronym driven conversation – 'technobabble'
empathy - authenticity	pre-determined outcomes
transparent decision making	lack of trust - cynicism
diversity of views BUT acknowledge silent majority	Access - geography, disability, language
evidence data - informed	Poorly targeted consultation processes and issues
	Bias - undeclared, unacknowledged

<b>Drivers</b>	<b>Barriers</b>
Resources (in both)	Resources (in both)
Leadership commitment (in both)	Leadership commitment (in both)
Short-term deliverables	Risk
Conditional grants	Fake Consensus (news)
Shared goals	
Regulatory sandboxes	
Enabler Digital comms (e.g. Bang the table)	
Enabler - Contact lists	

<b>Drivers</b>	<b>Barriers</b>
Common, shared, agreed, current DATA	'Confusopoly'
Open Minds for all Stakeholders	Complexity
Real consumer experience in all processes	Politics
Community Connection	Mis-trust
Good Regulation	Limited Merits Review
Trust, trust, trust	Ground Hog Day - Same old debates; too many pointless reviews

<b>Drivers</b>	<b>Barriers</b>
Consumer Detriment	Vested Interests
Better knowledge Sharing	Resources & Cost of Collaborating
Shared Belief in the Criticality of Collaboration	Competition for Leadership Kudos
Communicating Change to Consumers Clearly	Disconnect in the Supply Chain
Shared Understanding of the Problem	Disconnect Between Levels of Hierarchy within Each Org
Getting the Right People in the Right Conversation at the Right Time	
Build Trust through Reliable Value Delivery to Consumers	
Education and Collaboration Throughout the process of Reform	

<b>Drivers</b>	<b>Barriers</b>
(Bad) Politics - Both	(Bad) Politics - Both
Regulatory movement	Current regulatory construct
Emerging technology driving transformation	Not cohesive across industry
Climate change	Conflicting interests (real or perceived)
Community frustration - rising electricity prices	Organisational transformation - cultural transformation
	Market Governance

<b>Drivers</b>	<b>Barriers</b>
Common goals	Politics
Burning platform - need a fast fix	Lack of Accountability - Ownership
Pragmatism	Old/Current Process
Problem Needs Diversity of Thinking	Supply Side Focus
"Crisotunity" - don't let a good crisis go to waste	Complexity - Noise
	Time
	Perfection
	Engineers

## Actions I could take to make collaboration more effective

Individual	Organisation	Sub-Sector	Energy Sector
Don't Assume you know the perspective just because of who the person/org is - no judging in advance	Have regular reporting on the collaborative "infrastructure" and outcomes	Challenge and rediscuss (and understand) our assumptions and perspectives	Use more formal outcome/results methods for collaboration - people signed on to stand by the outcomes agreed.
Lead my teams by example (in our engagement initiative)	Culture change - customer-centric, empowerment, agile	Proactive engagement - taking a <u>partnership approach</u>	Energy sector finding common ground
Anticipating change/ potential outcomes	Challenging Status Quo	Better define our engagement KPIs, and measure against them	Encourage our spokespeople to engage more in the wider public energy debate, at key junctures
TWEET IT: Put more energy into social media and read other's output more often. Spark conversations.	Ask our stakeholders what they would like to engage/collaborate on with us	Actually come together where opportunities to address common issues/challenges/opportunities (sic)	Draw in diversity of organisational/(NGO) sectoral expertise
Dedicating time to collaboration within and outside organisation on key programs/initiatives	UN-SILO EVENTS: Hold more energy events with members and get more internal staff attendees to widen conversation	Shared efforts on common priorities	Agree on key areas where can come together where commonality to agree next steps forward
Re-prioritise/re-focus to make more time for it.	Focus senior management efforts - prioritise and go hard on what matters most	Cultivate a partnership approach	EC COLAB PROJECTS Form cross-sector groups to develop projects and report to COAG EC e.g. project to identify & resolve barriers to TOU network pricing with networks, retailers, vulnerable, households, business as equal partners.
		EXTEND GAS GROUP - Broaden the agenda of the existing energy user collaboration from gas to electricity. Share (eg) Finkel inputs	

## Actions I could take to make collaboration more effective

<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Listen better, learn more talking with people in industry to understand concerns & work with them	Regular meetings with related teams to identify shared interests and opportunities for joint work	More informal sharing & work with AEMO+AER+Energy Consumers Australia	More public engagement & transparent processes
Expand connections/relationships with industry, community groups, small business	Leveraging expertise better across teams to understand overlaps	Build relationships outside established formal processes - informal regular contact	Work on delivering complementary housing & social policy
Further work on coinvestment programs for high consumption customers on hardship programs	Being open to others letting us know interests, preferences, proposals. Being a catalyst for bringing people together.	Voluntary industry codes of conduct (or other mechanism) where retailers can opt to go above minimum standard	Whole energy sector 'open mic' on major issues. Finding and sharing lessons from good practice
Prioritise consideration of 'how to best collaborate' - make it a high priority	Improving customer experience through digital transformation (across all business units)	Consumer advocates working to shared approach to tasks: teleconferences	Talk to consumers clearly and listen to concerns then respond
Continue working to understand interests, drivers of others in the sector	Plan with staff collectively - draw on experience (& also use 'fresh eyes' as an asset!)	Reach out to regulators and government to share, where possible, valuable data	More proactive engagement with 'people on the ground' to better understand what is really going on

## Actions I could take to make collaboration more effective

<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Practice Core collaboration skills (like empathy)	Open up your data & strategies	Integrate & align your strategies	Less is more. Some things don't need collaboration and discussion. Effective leadership would recognise this and push them through.
Put customers needs first - what would deliver the best outcome	Put customer needs first	Recognise shared interests and where we diverge. Concentrate on the former.	Put customers needs first
Challenge myself to genuinely understand all perspectives	Prioritise. What shouldn't we engage in?	Put customers needs first	Make collaboration the preferred approach for industry change projects
Explicitly identify collaboration opportunities & pursue with specific targets	Less techie	Build energy advocacy capacity	Convene an Energy Industry Leaders Summit
More knowledge of all components of retail price & the drivers to lower each component	Build energy advocacy capacity	community of practice on engagement/collaboration	Patience
Prioritise resources - internal and external needs balancing	Develop stakeholder engagement implementation plan & tools	De-clutter	Diversify the voices
Find resource efficient ways to collaborate and don't over commit	Tele & Video Conference	Those who can change National Electricity Rules	Less submissions - more teleconferences
Engage more	Consistently advocate the value to the organisation	Better information Sharing	Long term focus on end objectives

## Actions I could take to make collaboration more effective

<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Take time to think about our unique perspective & value propositions (what can we offer/contribute that no one else can)	Reinforce constructive action of collaboration undertaken by energy businesses	Catalyse discussion about consumer sector approaches to collaboration	Shared Comms Strategy: Shared simple messaging to community saying "We hear your pain, we understand it and will respond."
Provoke Ideas and Discussion by creating consumer-centric tools using available data	Share data to improve consumer insights	Help engaged consumers help other consumers	Bring an open mind to opportunities to collaborate - be aware of my own self-interest
Share notes from this forum within ATA	Think about impact of others & use best opps for collaboration - to avoid over consultation/collaboration	More regular dialogue to build shared view/consensus on agenda & issues	Agree agenda or issues to focus on as opportunities for collaborative work
Leverage network opportunities from industry events	Assess impacts of projects & decisions on other areas of the organisation & engage earlier	Set up videoconference e.g, Skype ready for 'Crisotunity'	Find shared interest that will bring together key decision-makers
Learn effective collaboration. Bring it to my engagement.	Facilitating effective & efficient collaboration in the best interests of outcomes or consumers	Develop (& encourage) relationships at various levels to drive common outcomes	Publish robust models of future NEM eg Solar/ Wind/Pumped hydro/ interconnector
Try to be solutions focussed at all times	Invite other consumer advocates -> gas advocacy (heat with aircon)	Find ways to collaborate without too much duplication and reinvention	Truly try to address the fundamental underlying root causes of current dilemmas
Have a broad and deep understanding of Energy Consumers Australia's stakeholders and their 'drivers'	Identify opportunities to collaborate across work streams - share	Use forums & consultations as collaborative opportunities not just engagement	Encourage consumer focussed outcomes to be integrated in regulatory and policy discussions

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<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Be open to opportunities	Customer centric website & engagement specific webpage	Retailers and DB roll out energy literacy program across the State	Prioritise energy issues for customers
More small group catch-ups	Recognise value of cross-sectoral collaboration	Determine common pain points	Look for common goals
Participate on collaborative working group	Discuss & determine shared objectives	Encourage more cross agency initiatives - i.e. platforms where AER/AEMC/AEMO get together so industry can ask all parties Q's	Develop central information hub
Commit to having more organisational awareness (of initiatives/priorities)	Make our information more transparent/accessible	Consumer groups email out their research to entire industry	Build an engagement matrix for ideas. Sign up if you are interested.
Meet regularly with consumer reps	Informal and formal discussions at all levels - general/detail; strategic/operational; short-term/long-term	Retailer/DB staff consumer advocates do 'work experience' across organisations	Open textured/ less structured conversation opportunities
Cultivate a brains trust	Executive leadership attend customer centric forums present/participate	Establish working groups	Provide current up to date contact lists & have a procedure in place for updating them
Be more aware of potential collaborators	Make available information more accessible	Regular conversations about overlapping concerns - e.g. housing - energy	
	More beer	Align our conversations	

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<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Establish a consumer group to use for input on consultations	Ensure organisation members are well informed re issues with data and background to issues	Participate in online discussion and forums as much as possible	Encourage a long term less political approach to solutions
Improve listening & communication skills to be a better group collaborator	Prioritise time to allow group to collaborate	Participate in multi-disciplinary working groups	Energy literacy to give more people the skills to collaborate effectively around energy issues
Seek more diverse views	Improve type/forms of collaboration	Provide better access for diverse views to be captured	Feedback loop
Build network	engage - go where the collaborators are	distil & communicate essentials	agree to disagree - find common ground

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One on ones	Set clear goals and priorities for the biz, to then collaborate on	Formal/Informal industry body meetings	Pool related consultation processes
Engage informally (outside formal processes) with other stakeholders	Transparency	Regular telecons on key issues	Put individual agendas and develop a clear plan for energy - for People
Think about who else will need the information and get it to them "Share"	Share thinking early before finalising/going public	Focus on big issues	Learn from each other on success and failures
Get out more for informal conversations to understand issues and discuss alignment	Be authentic in all its engagement - listen!	More collaboration	Reform COAG-AEMC-AEMO-AER-COAG
Make effort to understand woods & trees	Improved sharing of data and intel - real and current issues as occurring	Focus on the reason we are all here "People of Australia" NEO	Networking. Set accountability for areas to work on.
Learn more and understand emerging/future markets to understand and share	Pre-emptive "big picture" policy consultation with sector NOT consultation driven piecemeal thinking	Informal industry body meetings	Consolidate processes
Stop, think - who needs to understand what & when then communicate it in an appropriate language			

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<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Consciously consider when & how collaboration should be part of a given process	Invest in consumer driven outcomes	Benchmark service levels	Develop agreed (or shared/settled) areas for collaboration
Share consumer research	Work with Network Business re WOB Vulnerable Customer Capabilities	Be better at understanding each other's priorities	Participate in energy Industry Forums & Working Paper
Exchange ideas & develop capabilities of Energy affordability strategies with Own group	Training in collaborative technology	Plan & dedicate resources. Set priorities at the beginning of the year.	Build the Evidence Base together Collaborate on research
Reach out to advocates/consumer groups beyond agriculture - forward planning	Talk to individuals in my organisation about their work	Invest in technology collaboratively to save money (monopolies can do this)	Include industry perspectives to issues/reviews [i.e. review of Water Act]
Identify where my work is of relevance to others	Identify opportunities for collaboration	Participate in Electricity Retailer Forums	Briefing on work to Depts, other org's and industry groups
Learn more about what my colleagues are working on	Give greater visibility to the things my area are inclined to prioritise	More meetings with consumers & firms we regulate	Work to one vision around meeting customer needs
		Collaborate on strategic planning - what are priorities? How to reduce duplicated effort?	

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Individual	Organisation	Sub-Sector	Energy Sector
Work with other sectors (e.g. retail networks, providers, consumers) to provide solutions to policy and rule makers	Make time for stakeholder discussions	Strategically guided collaborative processes (eg masterclass + deliberative process + people's jury) with focus on resolving <u>pre-identified priority issues</u> with all types of consumer advocates	Identify & real partnerships (sic). Better listening. Focus on areas where we can have greatest impact -> prioritise
Increase my knowledge and contacts in the emerging technologies sector and advocates representing vulnerable consumers	Lead engagement with Jemena's external stakeholders to inform what ENA NTR initiatives Jemena takes the lead on.	Share findings and insights that can lead to shared outcomes	Try & think about how to make it easier for government to make decisions which are in the best interests of consumers
Talk to people who think differently not just the same	Champion good engagement & collaboration	DBs Deeper collaboration on key issues & initiatives. Focus on Areas of Alignment. Formalise current process.	Provide solutions to policy makers and rule makers
Share knowledge better	Move beyond 'group think' and challenge each other	Utilise skills of advocates more cleverly and wisely	Think <u>outside</u> the sector
Prioritise stakeholder discussions "Make Time"	Try and engage broader input and collaboration on energy issues both from staff and our members	Work with fellow Vic Network businesses and stakeholders to explore any key issues to do joint consultation on	Identify & document areas of agreement so we can concentrate on areas of difference
Build strong and <u>lasting</u> relationships	Contribute experiences to enable better understanding of outcomes	Try & find a project to collaborate on with other organisations/companies which can have mutual benefit	Advocate for improved customer & stakeholder engagement by key regulators, policy makers and industry
Try and understand the drivers of organisations of which I am not familiar with (sic)	Identify and nurture collaborative opportunities presented by the organisation	Quarterly review of consumers nationally with AEC	Priorities for each sub sector and honest discussion on what can be achieved together
Pick up the phone more - informal communications	Better communication between directorates/divisions	Identify & document areas of agreement so we can concentrate on areas of difference	Lock CEO's in room with commissioners until problem solved. Then feed.
Get out more	Bring together relevant people & business units regularly to examine what is important & priorities for consumers		

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Bring different players sector together (sic)	Work through issues on individual basis with stakeholders that are not 'traditional' and may require additional information	Meet with regulators	Choose on major "review" & deliberately use a different model to paper-submission-report (see Gov 2.0)
Actually drive the projects I've already got	Tools to cut through technobabble	Have ongoing IDC group work through strategic issues	Create CEO level group from all parts of chain that can come together to work through strategic issues/reforms - figure out how to 'sell' it
ownership	Develop formal internal network	Regular engagement with working groups & jurisdictions/agencies bilaterally	Tripartisan approaches
Involvement in Standards	Closer links with policy makers	Working groups sharing ideas/innovations	Regular issue-focussed workshop
Actively build personal networks of trusted colleagues	Commitment	(Advocacy) regular & frequent engagement on current issues	Connect with service providers

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Use social media	Join CANA (we've been kicked out)	Encourage stronger working links between AEC & Energy Consumers Australia	Forum? Marketplace - who is doing what
Share my priorities in advance	Align goals & collaborate on workload	Host teleconferences on key submissions or research	Provide feedback and ideas to regulators, govt, Energy Consumers Australia etc who run whole sector wide reforms
Reach out and drive activity	Communicate activities & research findings to key contacts from Energy Sector	Strengthen and enhance partnerships	Common goals with a consistent & continuously driven message
Spend more time catching up with people outside my organisation	Regular research bulletins	Regularly/schedule Engage with each other	Utilise existing networks
Liaise with University. Low Carbon Living CRC	Host roundtables on topics of interest to external organisations	Investigate consumer response to specific sector needs	Disseminate clear & concise research findings to inform policy & practice
Be specific about consumer needs when developing/implementing policy	Strengthen and enhance partnerships	Disseminate clear concise messages re Market Reforms	

## Actions I could take to make collaboration more effective

<b>Individual</b>	<b>Organisation</b>	<b>Sub-Sector</b>	<b>Energy Sector</b>
Communicate opportunities to collaborate with peers	Directorates/working groups consider "Kellogg" institute approach. List * what agree on * what disagree on - release a public paper/outcome	Renewable energy sector to increase their involvement with consumers	Finkel Review
Meet & speak to as many different people from diff orgs and sub sectors as possible to build understanding of diff priorities/perspectives etc	Executive commitment	Establish collaborative problem solving teams	Get all stakeholders together and agree on a clear objective for the energy industry
Be open minded to other's objectives	Deliberately create open ended policy problem discussions	Broaden list/guest list of RT beyond sub sector & reg, gov to other sectors	Establish collaborative problem solving mechanics like "Kellogg" Institute
Inf share more often with other Australian and International counterparts	Increase effective communication towards aligned outcomes	Govt - cross-agency policy development e.g. energy/housing	Input our members opinions relating to the various reviews
Clear Priorities. Listen	Set a positive example of reaching out across subsectors & building trust & relationships	Promote organisations with shared goals	More proactive and less 'crisotunity' (or not just)
Set up cross collaboration discussions	Endorse open collaboration with non-govt and private sector organisations	Set up a national energy sector 'nudge' community	Commit to making consumers centre of energy market

# My No. 1 individual commitment to a single action to engage in more effective collaboration

Contact collaboration group re how to engage more easily restart

Listen to understand

Put customer interest first  
shared problem  
reason to all work together (sector, supply chains)  
Measure to test ideas, to prioritise work

Learn more think more be more kind

Publish more content about how to collaborate

Establish a group of consumers who represent target groups, vulnerable clients, small business and community sector to provide input to consultation processes

More small group catch ups (open discussions)

More awareness of other org s collaboration initiatives priorities & to feed them through my organisation

Engage with consumers & networks for improved Standards

Encourage diversity in collaboration

Make time to think about our unique perspective & value proposition (what can we contribute that no one else can)

Solutions focused

Build networks

Open minded listening to others

Actively promote and bring to life my organisation s strategic engagement policy

Think more about collaboration opportunities

More teleconferences with action items reported at next teleconference i.e. not talk fest

Build networks to get a better understanding of the energy sector

Settle the areas of agreement & concentrate on areas of difference

Informal engagement

Work with network business re vulnerable customer capabilities

Identify opportunities for collaboration

Challenge myself to understand all perspectives

Deliver data portability without a rule change

Foresighting Forum 2017 – Day 1

Lightbulb Moments (Each paragraph is one person's contribution)

The constraints/limitations facing renters in today's markets.

Renter equity

Carly – Housing policy reform and removing barriers for renters

Thinking more about how renters (who are increasing in the market) are engaged in the energy market.

So many barriers for renters to access energy on their own terms – Housing policy should join the energy transformation

Challenge to be addressed – renters' access to energy products, services and choice

That there is considerable enthusiasm for exploring innovative ways to address the split incentives issues around rental/low income/investments etc

The need to focus on needs of tenants in all forms of rental – private, public and community/social housing

Renters – knew about split incentives. Did not realise how vulnerable, increasing in numbers, more families than singles, can be evicted with no grounds

Tenant issues are a bigger & more wide reaching issue than is being talked about by industry & Government right now

We talk “consumer-driven” and yet this is still a sector/industry driven sector!

Consumers compare their energy ‘experience’ to the best experience they have in general.

(Reinforcement of...) the reality that consumers are not comparing their experiences with ‘us’ to others like us...they are comparing to their best experience from any industry. And – I really like the simplicity of thinking of Lego – Vision/mission/Practice/Spirit statement --- How to apply ‘at home’

Other industries/sectors have encapsulated consumer interests better than energy is currently

That consumers compare customer experience across all products, not just against other energy retailers.

Customers compare business to their best experience, not against competitors in the same sector – Malcolm Alder

Need to raise the bar on a good consumer experience

Talk ≠ Do

So many good ideas but how do we make them happen

Our tendency to bounce from high level debate./analysis to the very ‘granular’ – not so good at bringing them together.

Choice – choice is great for those with the capacity to make/access it and the advantages it offers. What about those without the ability/time and finances/tech access?

(1) For all customers & especially vulnerable, disadvantaged & low income customers, choice can be confusing and disvalue, not a benefit (2) Issues for tenants need extra care & focus (3) Absent dispute resolution mechanisms, vulnerable consumers will always lose out.

30% of energy consumers may not be able to access 'choice';

Choice is multilevel & complex – monopoly customer models need to change to empower customers before they are 'unerved'

Chris Alexander's presentation was a concise summary of trying to address the issue of choice.

General view that choice is over-rated for an essential service – consumers don't necessarily want choice.

How can we 'crack the nut' to truly make energy choice simple & easy for all?

Discussion around 'making choice easier' -> 'choice is a means and an end'

Discussion about choice – For who? – about what? -- Highlight risk of focussing on change/action without maintaining clear focus on outcomes – what does success look like

The conference showed me once again that good people can come together to share and work towards good outcomes when the problems seem intractable

Opportunity to network with colleagues in separate, but related, industries

That just a financial incentive (reduced bill) isn't necessarily enough for a consumer to take up an option. Does it have to save money and be easy/no hassle as well???

(1) The different ways in which those of us intimately involved in this conversation articulate the choices and challenges, and how important it is to get a common language that we can understand (even if we don't agree on it) (2) Conversations over lunch where how we measure consumer engagement is still more about the vibe, rather than good measures of success or improvement

The need to bring everyone along & the complexity of the barriers holding people back -> financial and regulatory protections

Half of all energy consumers have NEVER changed electricity supplier (Josh Frydenberg) ----I ask why? Not bothered? Not educated enough in energy to know they can? Not engaged? Don't want to?

This is a dynamic market – but the dynamism of the market is not matched by the dynamism of the policy environment

Good work happening in the Ombudsman space & interesting concepts in the concession approach - -- Interesting point on language use in sector i.e. 'informed'/'empowered'/etc consumer.

"If you want to understand how animals behave, don't go to the zoo, go to the jungle." – Don't do focus groups, observe behaviour

Lots of useful work in different places – more to be drawn together

Table discussion – the urgency of the situation and the lack of time we have to solve it 5 years ↑ energy & gas 50% / 90%

Households need a co-ordinated response with Nat/State governments working together

"If you want to understand how animals behave you don't go to the zoo – you go to the jungle" quote from Malcolm Alder attributed to Lego

The difficulty of tariff reform for small to medium businesses

It's all about FAIRNESS \* Fair prices (> affordable) \* Fair transition \* I'll pay for communal infrastructure if networks act FAIRLY \* Fair sharing of costs

Revelation – still naivety that conventional “competition” will solve problems in an industry with regulated network infrastructure

You don't build trust by imposing your assumptions, views or values on others. Ask. Listen. Observe.

Have we all lost sight of the “why?” More focus on ends sought and not just means (or tools) to get there.

The lack of thought on system security & consumer choice

Don't just ask customers about their behaviour, get out & watch customer behaviour.

Re-directing money spent on concessions to invest in solar could reduce bills by a similar amount or more, and achieve more renewable energy at same time.

Insight (cloud linked to three ideas) (1) No agreement on choice and what it means (2) Everyone in agreement about challenges in market but doesn't seem to be consensus on the ‘nudge’ forward (3) Number of customers in rental properties and consideration needed around fair and equitable access/distribution to/of emerging technologies.

That people are still optimistic and looking for good solutions, and good collaborations, despite the lack of political leadership – there's mutual respect among differing sectors in the room

Responding to energy efficiency & affordability requires a “whole of household” lens, in order to address underlying causes and issues that are barriers.

We need to settle on the problem we are solving and consider how energy fits as there are other policy frameworks that matter – housing – health

Considerations of energy as an ESSENTIAL SERVICE is lacking in discussions of marketing the sector – Concept of consumer sovereignty is not effectively examined

Collaboration instead of regulation -> make it happen.!

People have their own view of what choice means and it is not the same definition for everyone

Retailers & “Vulnerable” Customer Groups focus on a subset of customers when considering concessions – hence proportionality – Pensioner at Energy Consumers Australia public forum in Adelaide last year made strong point that age pensioners “who may not be so vulnerable” rely in flat concession to turn on air conditioners on hot days. Are these groups driven by “bad debt” risk (retailers) or ideological positioning (community groups)

Energy + Climate Policy Integration Hold-up is Delaying Action on Integration of Social + Housing + Energy + Climate

The conversation today assumes reliability and security of supply ~ “Is this the case going forward?”  
No generation/no gas

The concession framework needs to be more refined than a simple flat rate or %

% based concessions disadvantage low usage consumers

What's needed is a combined approach that addresses individual needs equitably but still retains incentives for energy efficiency. Example – minimum payment to cover 'essential service' requirements + % of usage for discretionary energy consumption.

Cost of administering concessions & concessions themselves disproportionate to value! What if it was free for people earning <x\$ and wipe out all those departments, agencies & overheads

Clear consensus on what customers need/want. Not too much will change in the short/medium & long term horizon

There is too large a group of consumers unable to 'participate' in the electricity market – how to ensure they are not left behind?

Idea to create easily communicable symbol to households to encourage management of energy on peak days -> see twitter idea #poweralert

Three insights from Day One \* Lack of clarity at all levels about rationale for shift to cost-reflective pricing \* Need for 'holistic' policy approaches that include all consumer decisions that impact on energy costs \* Testing interventions requires collaboration cross policy, advocates and industry.

That vulnerable groups need even stronger support mechanisms with the broad outworking of new technologies

Session Malcolm Alder Lego view "Don't use focus groups etc observe how people actually behave."

Everyone agrees we need to change to encourage greater equitability between different types of consumers ....but what is equitable remains up for debate

The environmental effects of our current energy system matters little compared to price and ease for customers (for most anyway)

A much better understanding of the 'on-the-ground' challenges relating to embedded networks. In particular – the funding issue ('free-riding') facing Ombudsman

'The tragedy of the commons'

Consensus on (1) challenges (2) outcomes

There is a lack of leadership to progress many great ideas that individual organisations are currently working on

Concession work from Energy Consumers Australia 16 – shows collaboration across the industry can get outcomes – tariffs next?

Consumers re not homogenous so energy policy needs to protect ALL consumers & not focus on the "choices" of few. This takes equal representation of ALL consumers around policy table.

Do we need smart meters or cost-reflective tariffs to elicit demand response during periods of high probability of load shedding -> the internet of things

Attracted to the idea of addressing hardship by government investment in solar panels etc. More efficient & direct approaches to alleviating affordability.

Customer experiences link to moment in time when they have to make a decision – best time to ask them their views