

Community Consultation report

Quantitative and qualitative report

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Project no. 26288

Date: 31st January 2017

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31 January 2017

Barwon Water
Attention: Betsy Anderson and Kate Vallence
155 Mercer Street (PO Box 659) Geelong VIC 3220

Community consultation report

Dear Betsy and Kate,

Enclosed is the community consultation report.

This report has been prepared in accordance with the terms and conditions found in the State Government purchase contract - for Professional Advisory services and the letter of acceptance dated 13th September 2016.

We acknowledge and appreciate the assistance provided by Betsy Anderson and Kate Vallence in the performance of our work with regards to this project.

Please contact Lewis Jones on 03 8650 7809 or Aditi Kane on 03 8650 7830 if you have any questions regarding this report.

We look forward to discussing this report with you in due course.

Yours sincerely



Lewis Jones
Managing Director - Melbourne
EY Sweeney

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Introduction

Introduction

In September 2016, Barwon Water commissioned EY Sweeney to undertake customer research to provide insights that related to Barwon Water’s service standards and prices. This research will assist in the development of Barwon Water’s 2018 Price Submission to the Essential Services Commission.


The research was designed in extensive consultation with Barwon Water as it was important that the range of pricing scenarios and service standards that were tested were realistic and that survey participants understood the scenarios that were being tested and their implications for the amount that customers would pay. The service standard scenarios tested and the implications for bills reflected modelling work completed by Barwon Water.

This is the detailed research report which includes all quantitative and qualitative insights as well as data from a few questions sourced from the Your Say at Barwon Water engagement platform.







A guide to reading this report

This report draws on various sources of research. To avoid confusion and help readers understand the source of the data and symbols in this report, various icons and symbols are used on the top right hand corner of each page and at other points throughout the report. Explanation for the icons and symbols are shown below.

	Denotes the information presented is <u>qualitative</u> in nature
	Denotes where data cited is from the <u>quantitative</u> research
	Denotes that the data is cited from the Your Say at Barwon Water engagement platform.
	Context given to respondents
	Data from the 2015 customer perception research

Statistical significance

-  A green arrows indicates that a particular sub-group is significantly higher at the 95% confidence level compared to other sub-groups
-  A red arrow indicates that a particular sub-group is significantly lower at the 95% confidence level compared to other sub-groups

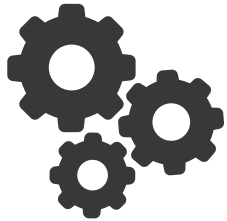
	Residential
	Business



Executive summary

Executive summary: Core services – service levels

Service levels



Context given: A few hundred customers are impacted each year by planned or unplanned water supply interruptions or sewer spills.

- ▶ Duration of interruptions
 - Only a small proportion of customers are willing to pay a nominal amount each year to decrease the duration of water supply interruptions from 5 hours to 4.5 hours.
- ▶ Number of interruptions (unplanned)
 - There is also similarly low levels of willingness to decrease the number of unplanned water supply interruptions from 5 to 4 interruptions per year. Qualitative research provided further insight that customers believe that guarantees for unplanned measures do not seem feasible given they are perceived to be out of Barwon Water's control.
- ▶ Sewer spills
 - For the number of sewer spills, there is some degree of support to pay a nominal amount each year for a level of preventative effort by Barwon Water. Qualitatively, customers acknowledged that sewer spills were not a considered aspect of their service experience and if it was a feasible, there was a desire for zero spills.

Little willingness to pay extra to decrease the duration of water supply interruptions below 5 hours or below 5 incidents. Some support to pay extra to decrease the number of sewer spills.

Executive summary: Core services - water security

Water restrictions



- ▶ Qualitative research indicated that restrictions were universally accepted as feasible and a responsible way to manage water supply. This sentiment is also supported by the quantitative research whereby, excluding level 4 water restrictions, all other levels are considered acceptable by at least half of all residential or business customers. Restrictions are perceived to be most appropriate when water reservoirs are low.
- ▶ Quantitatively, there is overwhelming customer support for Barwon Water's security statement that water restrictions would need to apply in a dry period so that water is not depleted during times of drought (with the context of this occurring less than 5% of the time). It is important to take this support in context of the qualitative research conducted whereby customers questioned whether Barwon Water would be able to realistically deliver on such a promise.

Water restrictions are universally accepted and are considered most appropriate when water reservoirs are low.

Future water sources



- ▶ Of the five future water sourcing options presented, customers are most supportive of increasing the size of reservoirs to capture more water in the future, but also believe that there is a broader environmental consideration which needs to be taken into account.
- ▶ Qualitatively, recycled water used for non-drinking purposes is considered to be a viable and universally accepted future water source. However, quantitatively the use of recycled water specifically for *drinking* purposes was tested and it was the second most popular option, well behind the option to increase reservoir size to capture more water.

Customers are most supportive of increasing the size of reservoirs to capture more water in the future.

There is support to use recycled water specifically for non-drinking purposes.

Core services

Residential



Business



Service levels

Duration of water supply interruptions

Planned interruptions

Interruption duration	\$ bill impact per year	Residential	Business
4.5 hrs	+ \$2.50 cost	9%	19%
5 hrs	-	50%	48%
5.5 hrs	\$1.70 saving	41%	33%



Unplanned interruptions

\$ bill impact per year	Residential	Business
+ \$5 cost	11%	16%
-	47%	48%
\$3.40 saving	42%	36%



Little willingness to pay extra to decrease duration of water supply interruptions or amount. Some support to pay extra to decrease amount of sewer spills.

Number of incidents

Unplanned water supply interruptions

Number of incidents per year	\$ bill impact per year	Residential	Business
4	+ \$9.70 cost	11%	18%
5	-	52%	50%
6	\$3.10 saving	38%	32%



Sewer spills

Number of incidents per year	\$ bill impact per year	Residential	Business
1	+ \$2 cost	38%	37%
2	-	39%	38%
3	\$2 saving	22%	25%



Most important customer experience aspect

How aesthetically pleasing the water is - including taste/look/smell.



55%



47%

Keeping customers informed

Barwon Water should spend money on programs to inform customers if there is going to be a change in water taste/appearance, and reassure them the water is safe.

67% support



63% support



Water security



We will not run out of water in a drought. We may need to be on water restrictions in a dry period but we plan for this to occur less than five per cent of the time

Water restrictions are most appropriate when water reservoirs are low

Water restrictions are universally accepted



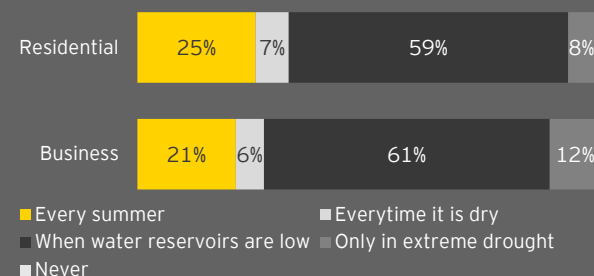
91% support

59% agree



93% support

61% agree



Levels where water restrictions are acceptable

Level 1: Some lawn and garden watering every second day, specifically four hours morning and night.

91%

95%

Level 2: No lawn watering and less garden watering every second day, specifically two hours morning and night.

73%

86%

Level 3: No lawn watering and very little garden watering ever second day, specifically two hours in the morning only.

53%

70%

Level 4: No lawn or garden watering at all.

28%

55%

Executive summary: Community services

Helping vulnerable customers and the community

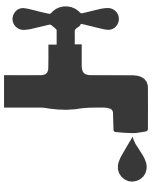


- ▶ The majority of customers recognize that there are vulnerable people in the community that need assistance and approximately two in three customers are willing to proactively help them by allocating small contributions from their billing each year.
- ▶ Approximately seven in ten customers are willing for Barwon Water to allocate a contribution of their water bill to a community fund that Barwon Water would use to deliver environmental and community benefits. Of the three possible community fund investment options explored, the use of non-drinking water on public green open spaces is the most popular.
- ▶ There are 40% of residential customers and 46% of business customers that are willing to make contributions to progress towards 100% renewable energy by either 2020 or 2025. Among these customers, there is a skew towards investing \$4 per year (with 100% renewable by 2025).

The majority of customers are willing to contribute to assist vulnerable customers, or to help create a community fund.

Over 4 in 10 customers are supportive of Barwon Water allocating funds to their 100% renewable energy goal by 2025.

Encouraging efficient use of water



- ▶ Approximately six in ten residential or business customers are willing for some level of a contribution to be made towards efficiency programs.
- ▶ Of the five potential water efficiency programs presented, more than eight in ten customers indicate they would support each of these, only excluding the programme that offers rebates to vulnerable customers (supported by approximately seven in ten).
- ▶ There is strong interest in digital water meters with 61% and 66% of residential and business customers respectively indicating likely take up.
- ▶ Approximately seven in ten residential or business customers consider Barwon Water's current level of support for water efficiency to be 'about right'. Comparatively, the perception of Barwon Water's support for water recycling is slightly lower with 63% and 52% of residential and business customers respectively believing it's 'about right'.

Most customers are supportive of efficiency programs and are willing for contributions to be made towards them.

Over six in ten customers are likely to take-up digital water meters if these were offered.

Community services

Residential



Business



Helping vulnerable customers and the community

Willingness to...



Financially assist vulnerable customers

64%



66%



Contribute to community fund programs

68%

70%



Contribute to 100% renewable energy goal by 2025

40%

46%

Support for community fund programs

The use of non-drinking water on public green open spaces



87%



89%

Supporting community led water projects such as community gardens



81%



86%

Improving the level of access or facilities at community assets such as reservoirs



70%



74%

Encouraging efficient use of water

Perceptions of Barwon Water's current level of support
(% about right)



Water efficiency

70%

72%

Water recycling

63%

52%

High levels of support for the majority of water efficiency programs proposed

8 out of 10



Willingness to pay for efficiency programs



6 out of 10

Take-up of digital water meters
(% likely)



61%

66%

Executive summary: Charges

Billings options



Support for billing options

- ▶ The majority of customers (67% residential and 79% business) support the idea of Barwon Water emailing bills to 50% of its customers if there is a corresponding saving to all customers of \$1.60 per year.
- ▶ Support for this idea is higher among those customers currently receiving bills via email, however, there is still a fair degree of support among those customers receiving paper bills as well.
- ▶ Of all the ideas presented, the greatest degree of opposition is for passing on merchant fees of 0.4% to customers that choose to pay by credit card, 47% residential and 54% of business customers oppose this idea.

Likelihood of using online services

- ▶ Of the five online service options presented, only a quarter of residential customers and about one in ten business customers indicated they were unlikely to use any one of the services presented, which demonstrates there is high levels of customer willingness to engage with online services.
- ▶ Residential and business customers are most inclined to use an online service that allows them to update their account details online.

The majority of customers are supportive of a 'billing surcharge' for customers that choose to receive bills via the mail.

Overall, there are high levels of customer willingness to engage with online services.

Tariff options



- ▶ Increasing usage based charges are popular among all customers with 63% of businesses supportive of increasing usage charges and decreasing fixed charges and 74% of residential customers supporting the idea of a greater percentage of their water bill being a volume based charge.
- ▶ Residential customers were presented two options for their consideration and asked to indicate their level of support for each; the options related to increasing the percentage of usage charges and decreasing fixed charges as per below. A large proportion supported either option, however Option 1 with the 10% increase in the usage charge had the higher level of support.
 - Option 1: 10% increase in usage charge (\$2.48/kl) and decrease in a fixed service charge to \$135/yr [63% support]
 - Option 2: 20% increase in usage charge (\$2.71/kl) with a decrease in a fixed service charge to \$99/yr [57% support]

Overall, there is majority support to increase usage charges and decrease fixed charges for the water component of the bill

Charges

Residential

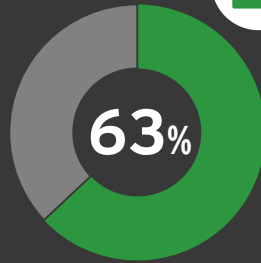
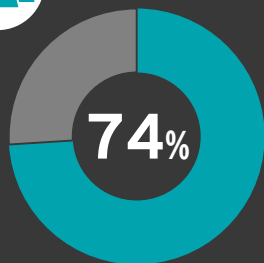


Business



Tariff options

Significant support for increasing water usage charges and decreasing water fixed charges.

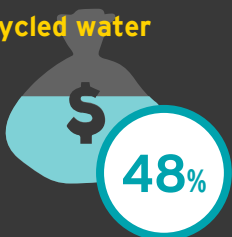


64%

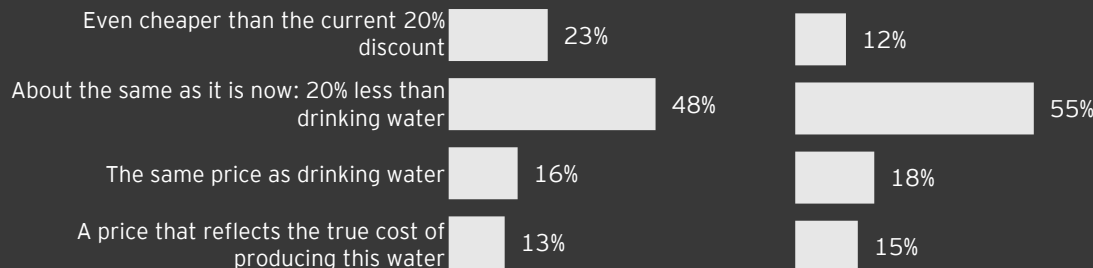
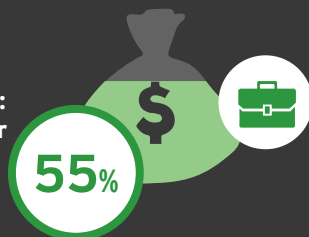
Think current pricing structure encourages wise water usage.



Pricing of recycled water



About the same as it is now:
20% less than drinking water



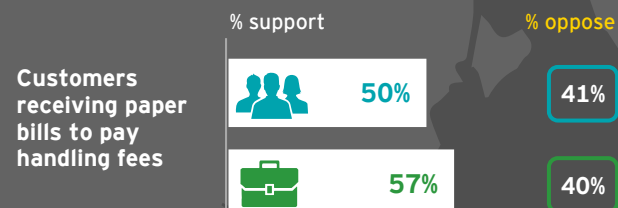
Billing options

The majority of customers are supportive of a 'billing surcharge' for customers that receive bills via the post.

Level of support for billing options



\$ impact: Saving of \$1.60 per year for all customers



\$ impact: Saving of \$3.85 per year for all customers that receive email bills and a cost of \$4.15 per year for customers with paper bills



\$ impact: Saving of 60c per year for all customers and additional cost of 0.4% for customers paying by credit card



Methodology



Quantitative methodology - community

The **Community** component of the study involved 816 x 25 minute surveys (165 online and 651 by telephone) in six service areas serviced by Barwon Water. Interviewing took place between November 17 to December 15, 2016.

Eligibility

To be eligible for participation, all respondents were...

- Aged over 18 years
- Current Barwon Water residential customers
- Have main/joint responsibility in the household for paying utility bills

Weighting

The final achieved unweighted and weighted sample structure is shown opposite. Data collected for the residential survey was weighted so that the results were reflective of the Barwon Water service region across key demographic characteristics of gender, age and location. When deciding on the appropriate weights to apply specifically for age, it was necessary to take into account the approximate proportion within each age bracket that had main or joint responsibility for paying utility bills in the household. We used 2011 ABS data to help approximate this proportion within each age bracket. As such, 1 in 3 individuals in the 18-34 year old (Gen Y/Z) group were deemed to not have main or joint responsibility for paying bills in their household.

Community sample structure				
		No. of Interviews (unweighted) #	No of interviews (weighted) #	¹ Max Margins of Error +/-
Total		816	816	+/-3.4%
Service area	Geelong East/Belmont	248	239	+/-6.2%
	Geelong North/Corio	200	188	+/- 6.9%
	Geelong	98	98	+/- 9.9%
	Ocean Grove/Leopold	147	155	+/- 8.1%
	Anglesea/Torquay	78	96	+/- 11.1%
	Colac	45	41	+/- 14.6%
Age	18-34 (Gen Y/Z)	79	170	+/- 11.0%
	35-49 (Gen X)	170	234	+/- 7.5%
	50-64 (Baby Boomers)	197	191	+/- 7.0%
	65 + (Gen Grey)	370	222	+/- 5.1%
Gender	Male	341	408	+/- 5.3%
	Female	475	408	+/- 4.5%

¹Maximum margins of error shown are based on a research finding of 50% at the 95% Confidence Interval



Quantitative methodology - business

The **Business** component of the study involved conducting 300 x 20 minute telephone interviews amongst businesses in the Barwon Water service region. This included small, medium and large businesses. Business survey data was not weighted. Interviews were conducted between November 23 to December 15, 2016.

Eligibility

To be eligible for participation, all respondents were...

- ▶ The person within the business most likely to have dealings with their water supplier
- ▶ Businesses located in the Barwon Water service area

The final achieved sample structure is shown opposite.

Business sample structure			
		No. of Interviews (unweighted) #	¹ Max Margins of Error +/-
Total		300	+/- 5.7%
Business size	Small (under 5 employees)	130	+/- 8.6%
	Medium (5 to 19 employees)	120	+/-8.9%
	Large (20 plus employees)	50	+/-13.9%

¹Maximum margins of error shown are based on a research finding of 50% at the 95% Confidence Interval

Qualitative methodology



- ▶ The qualitative phase included a series of:
 - Six group discussions with community members
 - One group discussion with “Customer Challenge Group” appointed by Barwon Water
 - Eight depth interviews including major businesses and social services sector as representatives of communities
- ▶ The group sessions ran for approximately 90 minutes and the depth interviews for approximately 60 minutes
- ▶ Sessions were conducted in facilities for group discussions or at the place of business for the depths
- ▶ All fieldwork was conducted between 7th to the 17th November, 2016

Qualitative sample structure		
Component	Community groups	Major business and social services depths
Geelong (inner and outer)	3 groups, incl. “Customer Challenge Group”	4 major business depths 2 social services depths
Colac	1 group	1 major business depth 1 social service depth
Apollo Bay	1 group	
Lorne	1 group	
Torquay	1 group	
Total	7 groups	8 depths

Suburbs included in each service area

Suburbs included in each service area



Service area	Suburbs
Geelong East/Belmont	Belmont, Highton, Grovedale, Marshall, Wandana Heights, Waurin Ponds, Freshwater Creek, Armstrong Creek, Breakwater, East Geelong, Newcomb, St Albans Park, Thomson, Whittington
Geelong North/Corio	Corio, Norlane, North Shore, Lara and Anakie, Bell Park, Bell Post Hill, Drumcondra, Hamlyn Heights, North Geelong, Rippleside, and Lethbridge
Geelong	Geelong, Newtown, South Geelong, Geelong West, Herne Hill and Manifold Heights
Ocean Grove/Leopold	Ocean Grove, Clifton Springs, Drysdale, Point Lonsdale, Queenscliff, Barwon Heads, Portarlington, St Leonards, Indented Head, Leopold
Anglesea/Torquay	Bannockburn, Bamganie, Meredith, Lethbridge, Inverleigh and Winchelsea, Anglesea, Aireys Inlet, Fairhaven, Lorne, Apollo Bay, Skenes Creek, Marengo, Torquay, Jan Juc
Colac	Colac, Colac East, Colac West, Elliminyt, Birregurra



Respondent profile

Sample demographics (post-weighting) - residential

Gender



Number of people in household



58%

1-2



30%

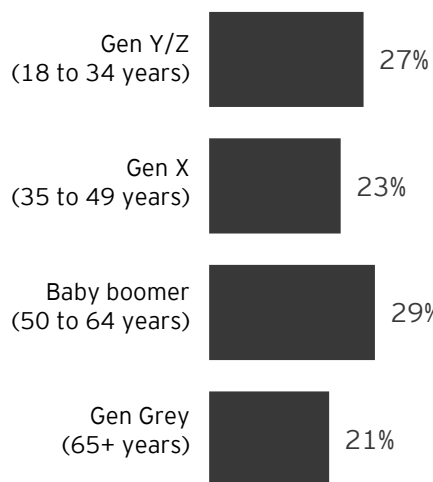
3-4



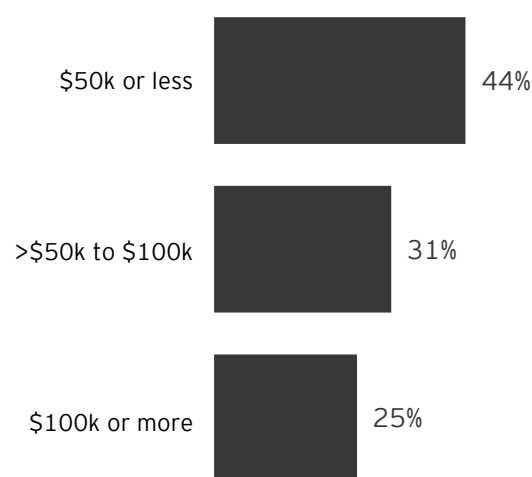
12%

5+

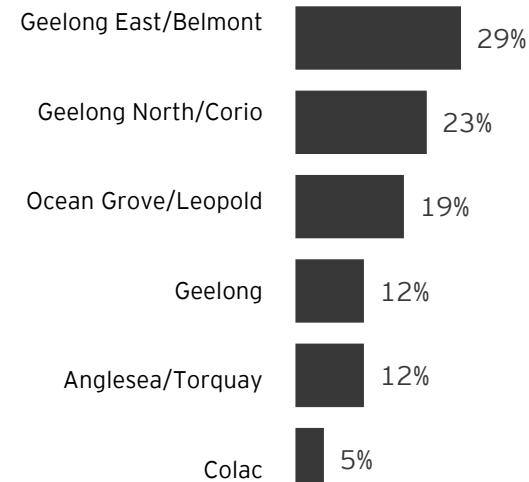
Age (years)



Household income (before tax)



Service area



Other respondent characteristics (post weighting) - residential

Bill payment method



Post - Paper bill
(91%)



Online (via email)
(8%)



Other
(1%)

Currently receive concession on your bill



Yes



40%



No



60%



Bill responsibility

Mostly/wholly
responsible



69%

Share responsibility



31%

Home ownership



Owned outright/on a mortgage

77% ▲



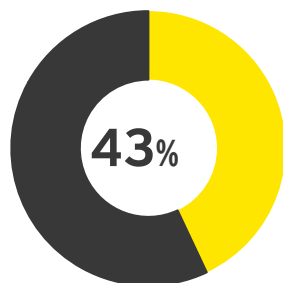
Renting

22% ▼

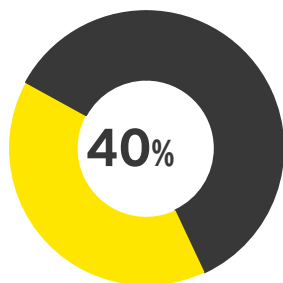


Sample characteristics - business

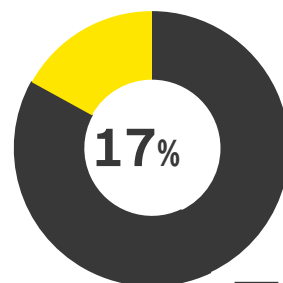
Business size



Small
(1 to 4 emp)



Medium
(5 to 19 emp)



Large
(20 to 500 emp)



Main activity of business

Health and community services (e.g. Child care, ambulance, medical) 7%

Manufacturing, mining, utilities 7%

Property and business services (e.g. Law, accounting, architecture, engineers, cleaning, security) 5%

Cultural, recreational services (e.g. Film, media, TV, sports, libraries) 4%

Personal and other services (e.g. Police, fire brigade, video stores, film processing, hairdressers, dry cleaning) 4%

Construction (e.g. Trades landscaping) 3%

Wholesale (e.g. Imports, exports, car wholesaling) 3%

Finance and insurance (e.g. Banking, investment) 2%

Other 6%



Service area

Geelong East/Belmont



22%

Geelong North/Corio



22%

Ocean Grove/Leopold



16%

Geelong



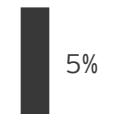
15%

Anglesea/Torquay



14%

Colac



5%



Core services - Service levels

Service standards context



Service standards were discussed with customers across the Barwon Water region. When asked about what they thought should be the minimum service expectations of Barwon Water, many customers were unable to recall a negative personal experience, or if they had, they were satisfied with the level of service to address any issues.

The services standards discussed were viewed as a fair minimum service standard and there was little question as to the ability of Barwon Water to meet these standards moving forward.

- ▶ **Positive current experiences...** Overall, current customers were extremely positive about the current Barwon Water service experience. The vast majority considered Barwon Water to be a very good supplier and in some instances, superior to other utility providers in terms of general engagement with customers, cost of service and flexibility and fairness with issue resolution
- ▶ **Minimal encounters...** Although there were a couple of instances where customers had experienced some service frustration, these did not diminish the overall positive sentiment
- ▶ **Relative experience...** Given the high quality of service currently being experienced, most customers were somewhat nonplussed by the service standards. They were considered 'good' but substantially lower than their current experience.
- ▶ **Aspirational versus minimum standards...** This sentiment was also compounded by the assumption that service standards represent an aspirational standard. In this instance, the service standards represent the minimum standard of delivery.

Unplanned water interruptions are restored within 5 hours

Planned water supply interruptions are restored within 5 hours

No more than 5 unplanned water supply interruptions per year

No more than 2 sewer spills on a customer's property in a year

Water is aesthetically pleasing (in terms of taste / smell / colour)

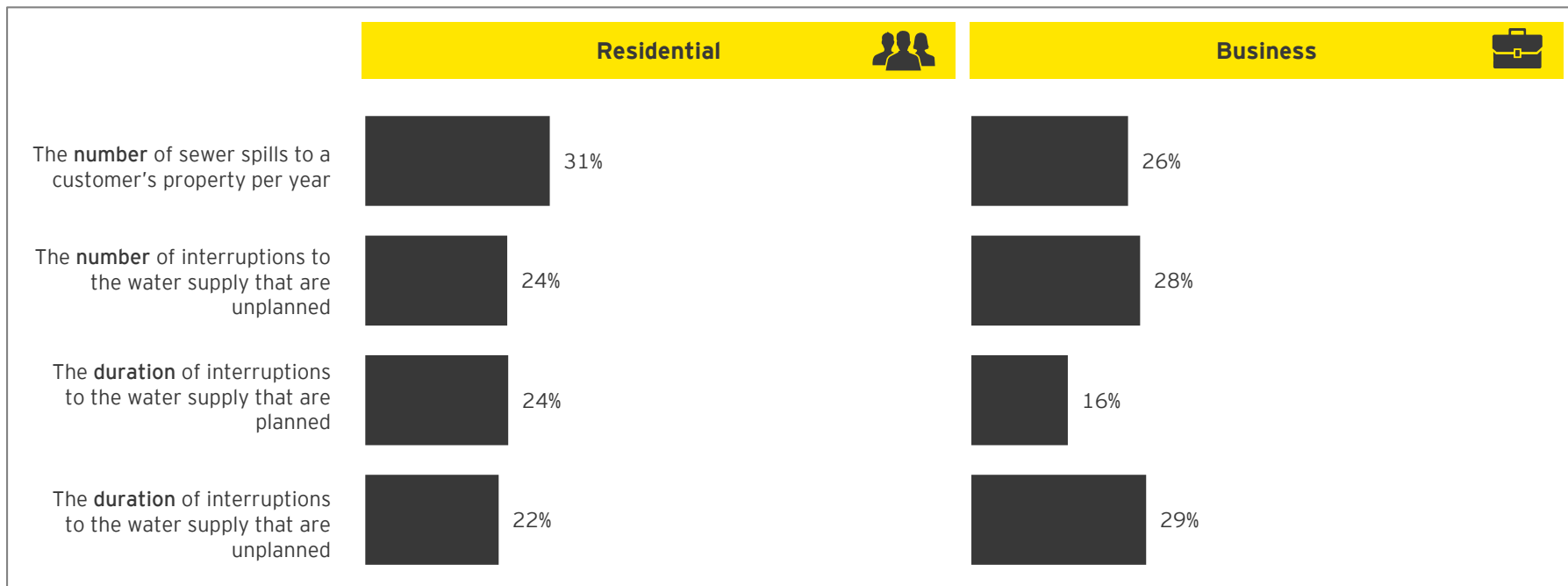
Barwon Water is easy to deal with





Most important service aspect

- ▶ Customers were presented four service aspects that Barwon Water proposes to potentially offer as service guarantees. Customers were then asked to select which aspect is the the most important service aspect that should trigger the highest payment in the event that a guaranteed service level is not met.
- ▶ Approximately one in three residential customers consider the number of sewer spills to be the most important service aspect, however, this is only marginally more important than all other service aspects.
- ▶ For business customers, the duration and number of unplanned water supply interruptions and the number of sewer spills are roughly as important as one another. Most businesses would not expect the duration of planned water supply interruptions to result in the highest payment if a guaranteed service level is not met.
- ▶ Also, it is important to acknowledge that 69% of residential customers and 64% of the business customers choose one of the water supply aspects as the most important from a guaranteed service level perspective.



Base: Excl. Don't know, total community (n=723), total business (n=285)

Q3: Barwon Water proposes to offer a "guarantee" for these four service aspects. Please choose the service aspect that is most important to you - that is the service aspect that should trigger the highest payment if the guaranteed service level is not met.



Duration of water supply interruptions

- ▶ Customers were told that 750 and 400 customers experience planned or unplanned water supply interruptions each year respectively. With this in mind, they were asked to indicate their top preference among three options with varying interruption durations and bill impacts, centered at an interruption duration of 5 hours with no bill impact.
- ▶ The vast majority of customers are unwilling to have a contribution made to decrease the interruption duration below 5 hours. In fact, a fair proportion are willing to increase the duration timeframe (to 5.5 hours) if they are offered some level of saving each year.



Context given:

A planned water supply interruption occurs when water supplied to your property is disconnected with prior warning, usually for maintenance or upgrades. There are approximately 750 customers each year who experience a planned water supply interruption.

An unplanned water supply interruption occurs when water supplied to your property is disconnected without prior warning. There are approximately 400 customers who experience an unplanned water supply interruption each year.

Planned

Residential



Business



\$ impact
per year

Interruption
duration

+ \$2.50
cost

4.5 hrs

9%

19%

-

5 hrs

50%

48%

\$1.70
saving

5.5 hrs

41%

33%

Unplanned

Residential



Business



\$ impact
per year

Interruption
duration

+ \$5 cost

4.5 hrs

11%

16%

-

5 hrs

47%

48%

\$3.40
saving

5.5 hrs

42%

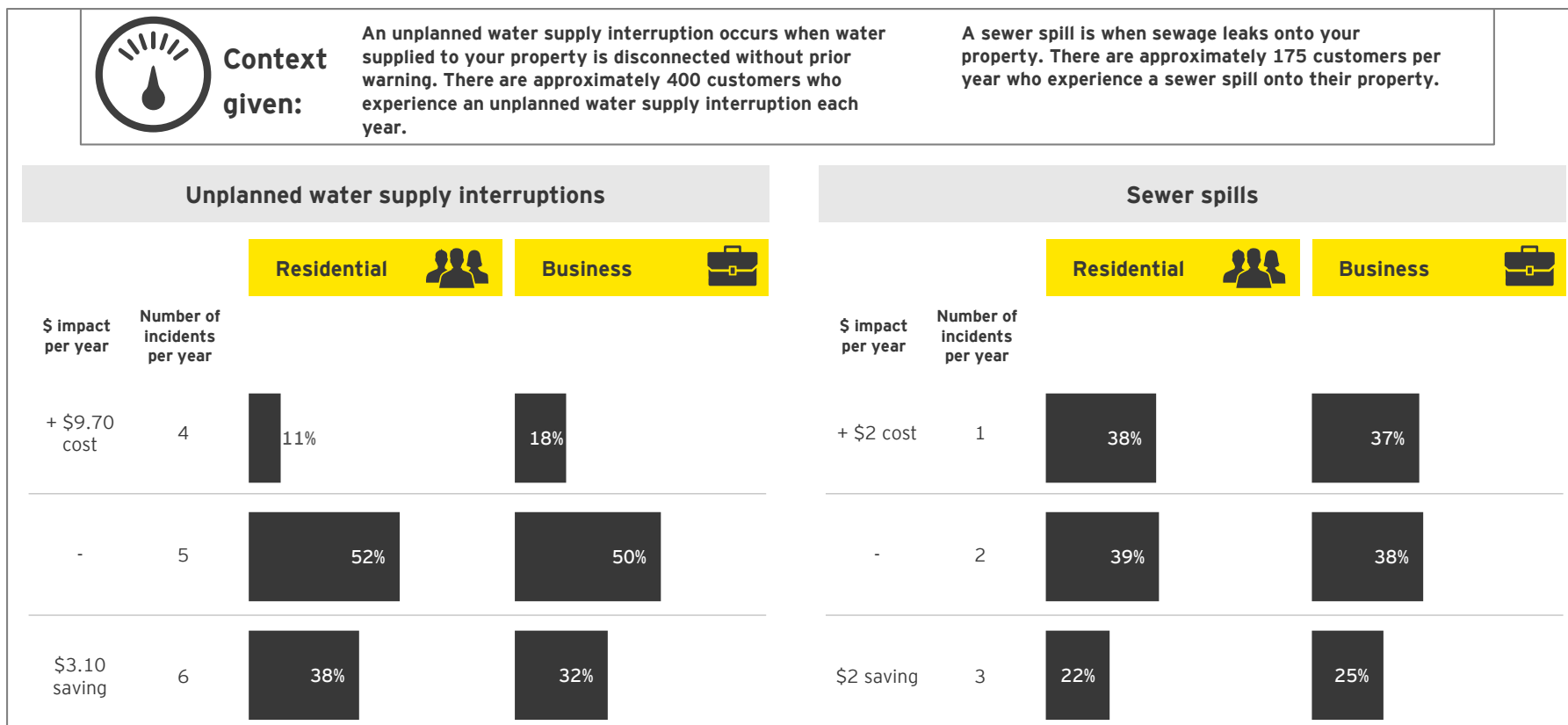
36%

Base: Total community (n=816), total business (n=300)

Q2b: Let's consider the duration of interruptions to the water supply that are planned/unplanned. Which of the following options would you prefer?

Number of incidents

- The majority of customers also prefer to not contribute a nominal amount to guarantee that customers would experience less than 5 unplanned water supply interruptions each year. Qualitatively, customers highlighted that unplanned incidents are unpredictable and only partially within the control of Barwon Water and thus questioned if guarantees associated with unplanned measures are feasible.
- For the number of sewer spills, there is some willingness to pay a nominal amount each year for a level of preventative effort.



Base: Total community (n=816), total business (n=300)

Q2a_2: Which of the following options would you prefer for... 'The number of interruptions to the water supply that are unplanned'

Q2c: Let's consider the number of sewer spills per year. Which of the following options would you prefer?

Service standards - in detail



Customers were generally satisfied with the level of service that they had experienced from Barwon Water. Given the high quality level of service experienced, customers had little doubt that the service standards presented would be easy for Barwon Water to manage. These standards were considered fair but substantially lower than their current experience.

Planned water supply interruptions are restored within 5 hours

- ▶ **Control...** It was expected that as these were planned, Barwon Water would have some level of control over the resolution timing
- ▶ **5 hours...** Customers tended to focus on the maximum length of time i.e. 5 hours as the timeframe which was considered a little too long for some
- ▶ **1-2 hours...** Was considered more reasonable timeframe for some

“

We can manage it as long as we're given prior notice (Apollo Bay group)

”

No more than 5 unplanned water supply interruptions per year

- ▶ **Unplanned...** Suggests that the interruptions are unexpected and therefore out of the control of Barwon Water. Therefore most were unsure how Barwon Water could put a limit on this
- ▶ **Assumed maintenance...** It was also assumed that these would occur despite all appropriate maintenance activity.
- ▶ **Disrepair...** There was mention that 5 unplanned interruptions would suggest the system is going into disrepair.
- ▶ **1-2...** Was mentioned as more reasonable by some

“

Whatever they need to do to keep the service reliable. Surely they're not going to do it unless they need to (Apollo Bay group)

”

Unplanned water interruptions are restored within 5 hours

- ▶ **Increased challenge...** Making a promise around restoration time for an unplanned interruption was considered a greater challenge for Barwon Water
- ▶ **Unpredictable scale...** Customers felt that these incidents were as likely to be minor or major and therefore difficult to dictate hours required
- ▶ **5 hours...** Was considered less tolerable if it occurred at a peak use time and expected to be resourced appropriately

“

It all depends on what time of day it occurs - if you're a family and you wake up with no water, that wouldn't be good (Outer Geelong group)

”

Service standards - in detail - (cont.)



No more than 2 sewer spills on a customer's property in a year

This service standard was presented with the mention that the incidence of occurrence was very low. (1 respondent had encountered this)

- ▶ **Removed...** For the vast majority the prospect of a sewage spill was not a considered prospect in their service experience
- ▶ **2 per year...** Given the unpleasant associations with this incidence, 2 per year was considered too high for some
- ▶ **Unlikely...** However, the low incidence also made this service standard feel irrelevant and therefore of a lower priority
- ▶ **Impact...** It was noted that should it occur, it would be very unpleasant and cause for concern

Service standards - priorities



Priorities clear... Across the groups the service standards of greatest interest and concern represented the 'fundamentals' of the service offer for customers and what impacted their lives most directly.

Higher priority

- **The fundamentals...** The delivery of quality water and being 'easy to deal with' were highest priority overall as they represented the core service i.e. the product and interaction.

Water is aesthetically pleasing
(in terms of taste / smell / colour)

Barwon Water is easy to deal with

- **Issue resolution...** Was also considered of greater priority. This talks to their desire for disruptions to have minimal impact on everyday lives.

Planned water supply interruptions are restored within 5 hours

Lower priority

- **Less predictable...** There were some mixed views over the standards referring to unplanned disruptions. These ranked lower as they were considered somewhat unpredictable and only partially within the control of Barwon Water. Consequently, customers questioned if they were feasible

Unplanned water interruptions are restored within 5 hours

No more than 5 unplanned water supply interruptions per year

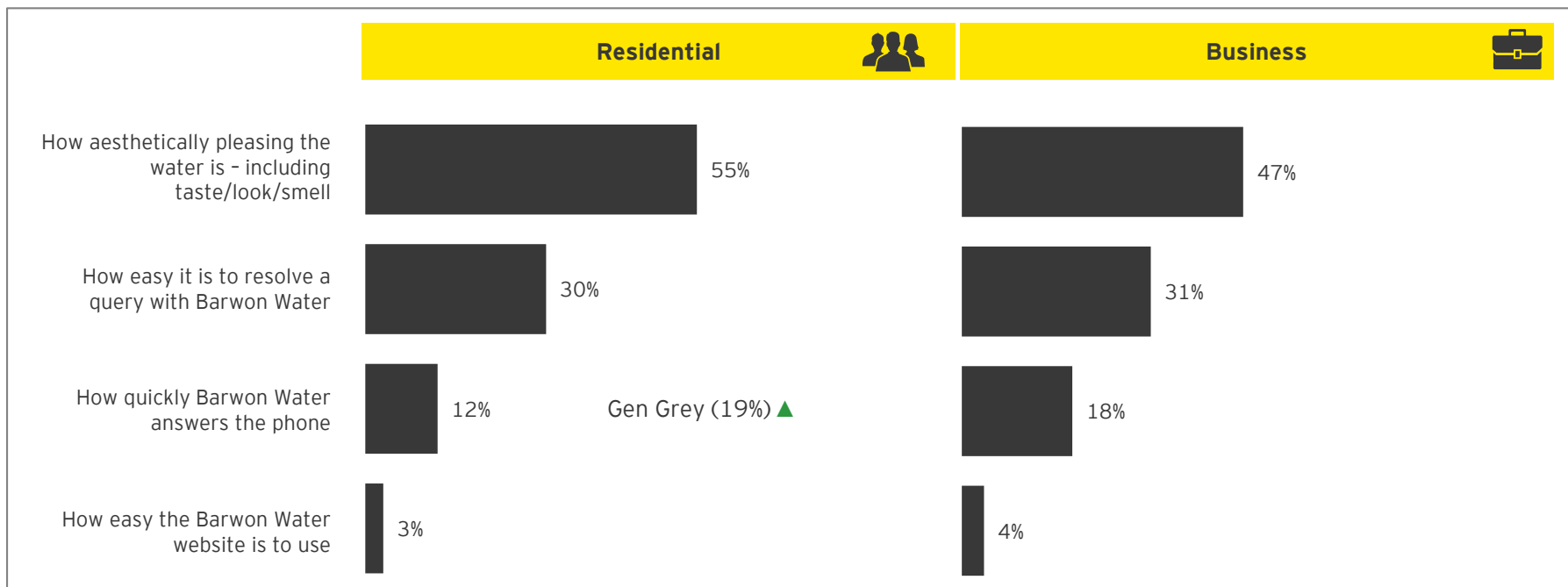
- **Least likely...** The reference to sewage spills took most by surprise and was an unexpected standard for most. This was ranked lower on the assumption that it was highly unlikely to occur. However, if considered a feasible incident then it increased in priority and there was a desire for zero spills!

No more than 2 sewer spills on a customer's property in a year



Most important customer experience aspect (prompted)

- Consistent with the qualitative research, when prompted, customers indicate that water aesthetics such as taste, look and smell are the most important aspect of their customer experience. Following on from aesthetics, the second most important service aspect is the ease of having a query resolved by Barwon Water. The qualitative research further highlighted that customers want efficient systems and being 'easy' to deal with is considered an essential service aspect.
- For Gen Grey customers, how quickly Barwon Water answers the phone is more important compared to others,

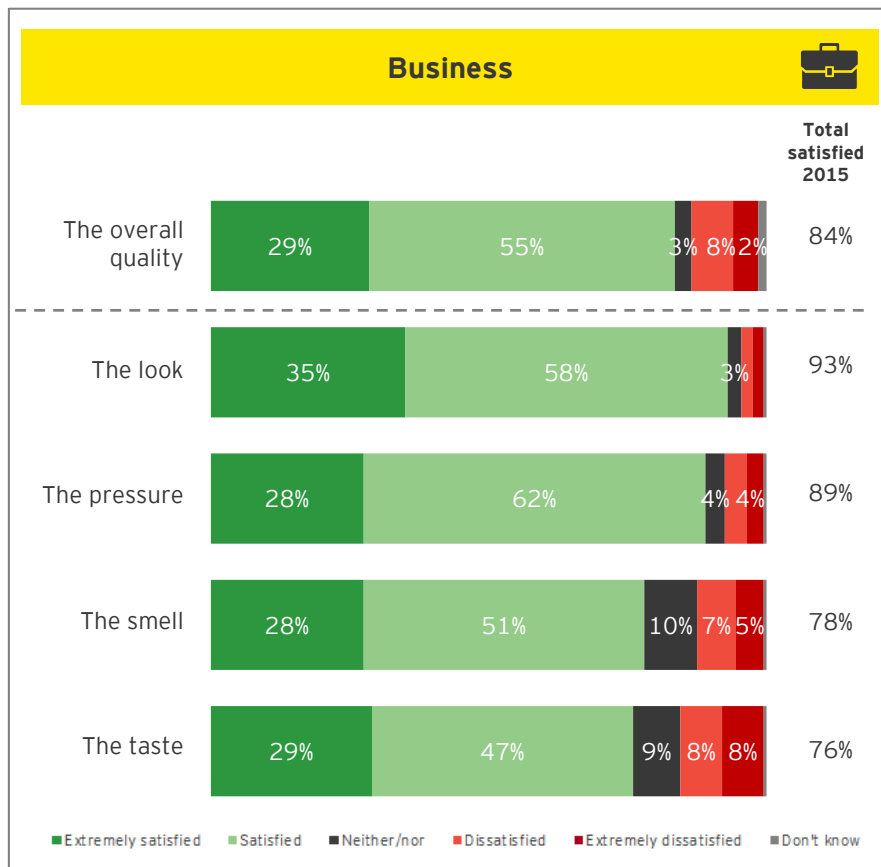
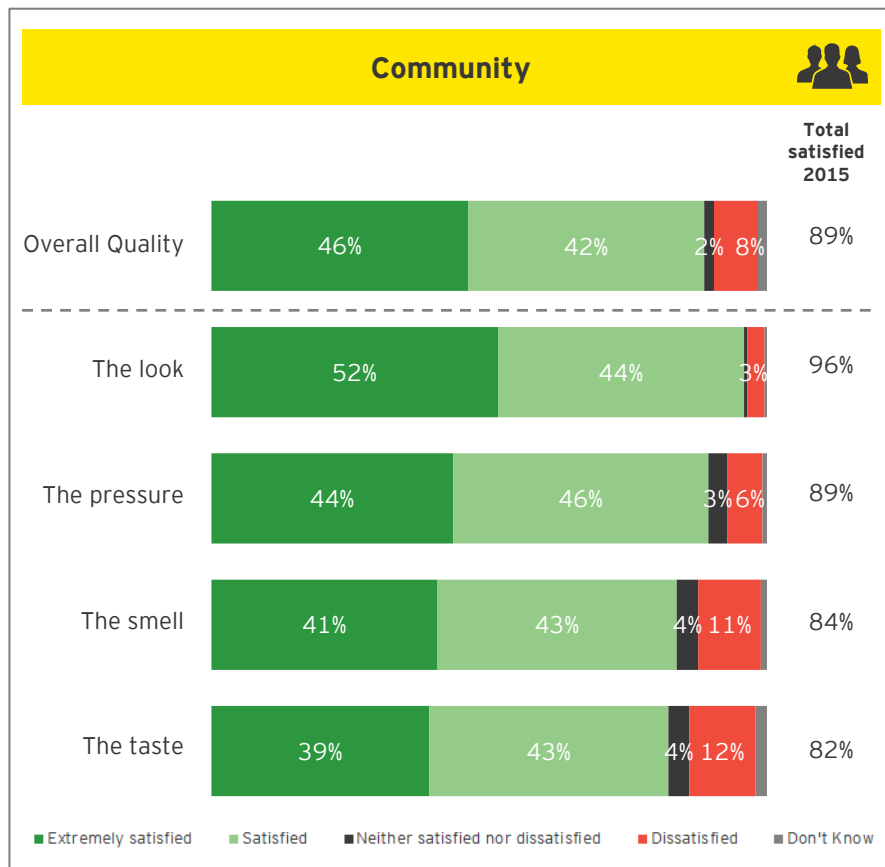


Base: Total community (n=815) - excludes one respondent due to question change after pilot, total business (n=300)
Q5a: Barwon Water tries to deliver the best possible customer experience.
Please rank the following experience-related items from most important to you to least important to you.



Satisfaction with the drinking water supplied

- It is reassuring to note that in the 2015 customer perception research, the water aesthetics provided by Barwon Water are particularly well regarded as shown below.
- Satisfaction levels are high for different elements of the drinking water delivered to homes or to businesses - the look, pressure, smell and taste.
- Amongst residents and businesses the look of the water is particularly well regarded.



Base: Aware of Barwon Water, Community (n=450), Business (n=200)
 Q30/31 How satisfied or dissatisfied are you with Barwon Water in relation to each of the following?

Customer experience - in detail



Water is aesthetically pleasing (in terms of taste / smell / colour)

- ▶ **A core deliverable...** This was seen as a primary and essential aspect of Barwon Water's service delivery and the key marker of satisfaction
- ▶ **Expected...** It was also somewhat expected that they would receive high quality water - in terms of safety, taste and appearance
- ▶ **Value quality...** Customers were equally aware that they are privileged with the general quality of water overall - especially if they had experienced poor water quality elsewhere

“

If it doesn't look nice why would you drink it - you'd just buy it (Colac group)

You better make sure that the quality is the number one priority. So people feel good about drinking it (Lorne group).

”

Barwon Water is easy to deal with

- ▶ **Key to the experience...** Service experience was also considered essential for customers.
- ▶ **Strong expectations...** Being '...easy to deal with' elicited a range of expectations around the service experience overall and issue resolution in particular, these include;
 - **Contact...** Able to readily contact someone - email, phone or face to face
 - **Timely...** To have questions answered in a timely fashion
 - **Efficient systems...** To not get caught in telephone autocues for extended periods of time
 - **Knowledge...** To engage with customer service staff who knew their geographic area, what they were talking about and were able to facilitate decision making

“

It would be ideal if, when you ring, they can help you straightaway or can give you a timeframe for when it will be resolved. They don't just fob you off (Outer Geelong group)

”

Water aesthetics



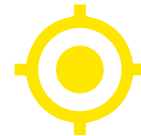
Water quality...

- ▶ All communities felt their water was very good in terms of cleanliness, safety and consistency.
 - Geelong and Lorne were particularly pleased and even proud of their water quality in terms of taste and softness (Geelong)
 - Torquay and Apollo Bay were relatively satisfied with the taste and smell although there were a couple of individuals who either didn't drink water or were selective about when they drank the tap water
 - Although Colac customers were the least satisfied with the mention of a chlorine smell, they still considered their water to be of a good quality. They did appreciate the role of chlorine in the water
- ▶ **Water change...** There was very little awareness of why water taste may change. Moreover, across all the sessions, there were only a couple of incidences when individuals had experienced a taste change.
- ▶ **Assumptions...** Although some felt it may cause concern if their water changed taste, it was dependant on how significant the change in taste was. Equally there was an assumption that the water should still be safe based on their general trust in Barwon Water management.
- ▶ **Notification...** Although levels of concern varied, most felt they would like to be notified if the change in taste was to be noticeable and /or for a reasonable period of time. Most felt notification would be reassuring.

Rules... There was an expectation that any information to inform the community of water taste change should be mindful of:



Not being alarmist



Using a simple, factual tone that educates



Providing opportunity for more information e.g. direct to website



Providing an opt out for these types of notifications








Not being too frequent - only for notable changes

Communicating water aesthetics



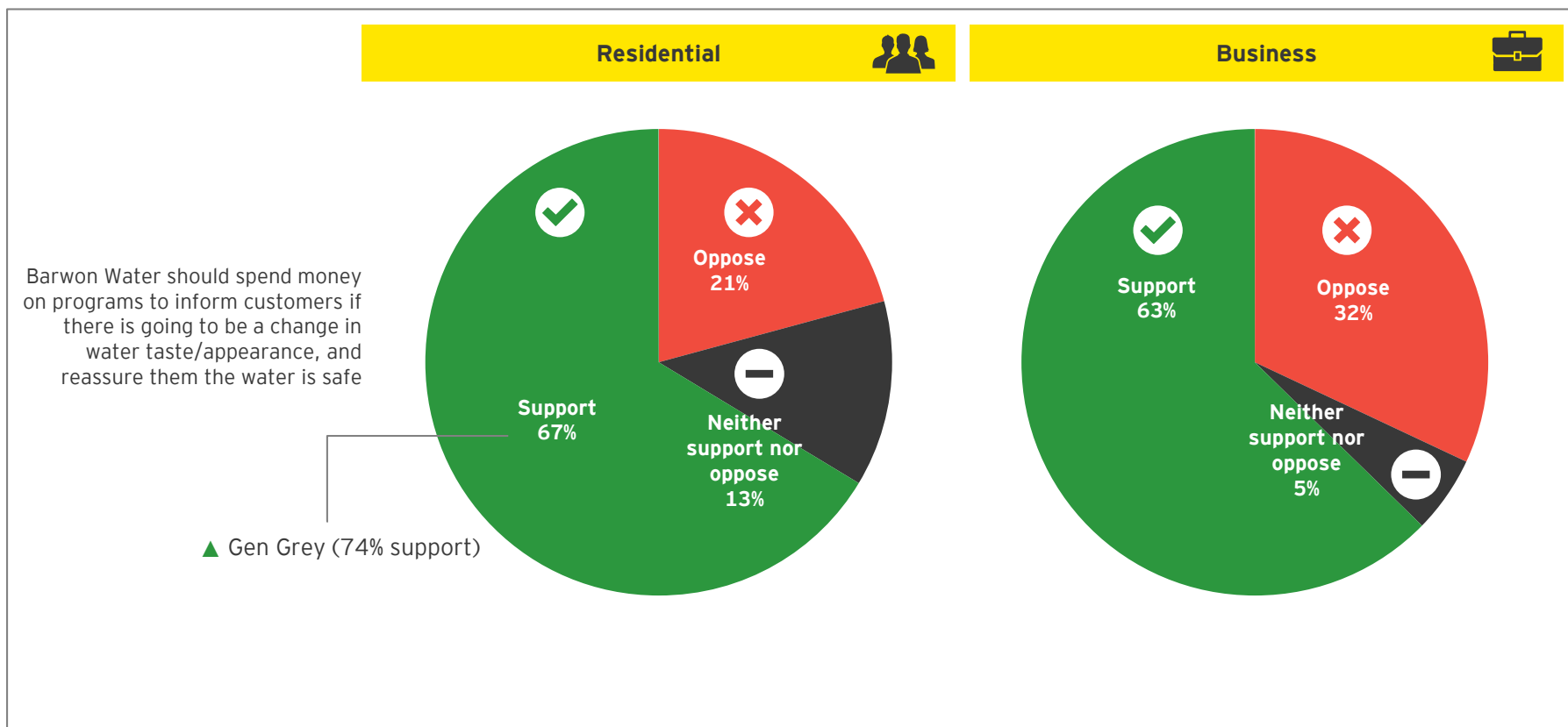
- **Channels to inform...** Most spontaneously mentioned text as an appropriate medium to inform of water taste changes but there was equally strong interest in a mix of media to be used. This would target the individual and the community at large, recognising that people engage with media and correspondence differently

Text 	Bills 	Letters 	Local newspapers 	Community websites 
<p>Immediate and direct</p> <p>Timely... Can be tailored to the timing of the change</p> <p>Familiar... Used by other services for important messages</p> <p>Frequency... But would not want constant text</p> <p>Selective... Would have to include an opt in/out option</p>	<p>Good for some</p> <p>BUT</p> <p>Invisible... Some simply don't read</p> <p>Grab attention... Would need an insert or device to ensure message stand out</p>	<p>Good for some</p> <p>BUT</p> <p>Collection delay... Can be missed if they don't collect in time</p> <p>Confused... May not be opened if thought to be a bill</p>	<p>Broad notification... Can reach across the community</p> <p>Expected... Channel for some</p> <p>Timely... Are more time sensitive to the change</p> <p>BUT</p> <p>Easily missed</p> <p>Not alone... But not sufficient on it's own</p>	<p>Effective... If they are known to be used by the community as an active tool</p> <p>Timely... Message can be provided and changed when required</p> <p>Reach... May inform locals and tourists, depending on site</p>
<p>“</p> <p>SMS is expected, it's quite common. Fire authorities are already using it, Barwon Water should be aligned with that (Inner Geelong group)</p> <p>If you phone goes off with a text, you check it. Everyone checks their text messages (Torquay group)</p> <p>”</p>	<p>“</p> <p>There needs to be separate communications - or they need to make the bill look substantially different (Outer Geelong group)</p> <p>”</p>	<p>“</p> <p>When they send us a letter ... make sure they label that it's not a bill - I nearly didn't open it! (Apollo Bay group)</p> <p>I am old school. I still want a letter in the mail (Torquay group)</p> <p>”</p>	<p>“</p> <p>If going to be ... doing anything drastically different, [they should] put it in the newspaper or on radio" (Colac group)</p> <p>”</p>	<p>“</p> <p>Could use the Otway Community News Facebook page (Apollo Bay group)</p> <p>I would suggest the Barwon Water watch all of the community notice boards, it would give them a feel, about community sentiment (Lorne group)</p> <p>”</p>



Keeping customers informed about water aesthetics

- ▶ If there is a change in water taste/appearance, the majority of residential and business customers would support the idea of Barwon Water spending money on programs to provide reassurance that the water is still safe. Support is greatest among Gen Grey residential customers (74% support this idea).
- ▶ Qualitatively, customers also indicated that they would like to receive notification if there was a change in the taste of water. Most felt that notification would be reassuring.



Base: Excl. Don't know, total community (n=815), total business (n=300)

Q4: The drinking water provided by Barwon Water is always 100% safe to drink. Occasionally, the taste or appearance of this water changes due to changes in water sources or as the result of maintenance. This can cause concern for some customers about the safety of the water. Do you agree support or disagree oppose with the statement?

Service standards – extra areas



Extra areas

- ▶ Most felt that the existing standards cover the essential service areas.
- ▶ Despite this, there was some desire to extend the standards to be more consumer centric and community focussed

Consumer centric

- ▶ **Minimising the interruption experience...** Irrespective of the number or duration of interruptions, there was an expectation that any activity that impacted the customer's daily lives should be minimised as much as possible. Customers expected that Barwon Water would ensure;
 - **Proactive and timely communication...** So customers had sufficient warning
 - **Timing consideration...** Time disruptions to have least impact on daily living e.g. during the night, between 10am-2pm when most are at school and work.

“

10am-2pm downtime is perfect. Misses the morning and afternoon (Apollo Bay group)

I think if they're in a position to, they should throw more resources at it to shorten the time [of the interruption], particularly during peak times (Outer Geelong group)

”

Community focussed

There was an appetite for more information from Barwon Water

- ▶ **Informing the community...** Increasing the communication with the community. Being transparent about current activities, future intentions, and making it easier to find out about what Barwon Water is up to
- ▶ **Educating the community...** Actively educating the community on good water behaviours, alternate sources, tips on how to improve water usage

“

It'd be nice to know where our money is going (Colac group)

Transparency is so important. Tell us where the money is going (Torquay group)

Education on water saving measures needs to be ongoing. It goes off people's radars when we get lots of rain (Outer Geelong group)

”



Core services - Water security

Restrictions – general sentiments



- ▶ **Accepted...** Restrictions were universally accepted as a feasible and responsible means to manage water supply
 - **Familiar...** All were familiar with restrictions and comfortable working with them
 - **Effective...** Recognised as logical response to restricted supply
- ▶ **Fairness...** A few sentiments shared about fairness within and across communities
 - **Within...** The lack of responsibility amongst tourists versus locals
 - **Between...** One community having to restrict behaviours and share resources to meet the greater needs of another
- ▶ **Confusion...** A few customers (Colac and Apollo Bay) were uncertain whether restrictions were still in place
- ▶ **Continuous...** There was some sentiment that restrictions should be made permanent and the community should be continually reminded of the importance of responsible water usage
 - **Disruption...** It was noted that relying on the same road signage e.g. Apollo Bay can have diminishing impact over time. New forms of raising awareness and notification are required to assist the message to 'cut through'

- ▶ **Sharing...** Despite some concerns and confusion, the overall sentiment was that restrictions were necessary and something to be borne by the full community. Moreover, that all communities should be supportive of each other – as water is a common resource and not 'owned' by any one location within the region



Gotta just go with it. Accept it. I'm happy to have more restrictions all year round (Colac group)

When I see my kids brushing their teeth with the tap on, I don't tell them off because it is costing me three cents, I am telling them that it is a waste of water. It is a change in community mindset (Torquay group)



Restrictions – lawns and gardens



Lawns and gardens... There were clear and consistent sentiments in relation to restrictions with lawns and gardens. However, this varied slightly between domestic and general community areas with some latitude provided for the latter

Lawn

- ▶ **Lawn...** was deemed a luxury in drought conditions and was the first area that could be sacrificed in a domestic situation.
- ▶ **Sports grounds...** However, it was noted that it was important to manage sports grounds and key community green areas. These should not be allowed to die completely as they served an important community role. Loss of sports ovals etc. had serious implications for community sporting groups.
 - Responsibility important... Tolerance for sports grounds using water during restrictions diminished if it presented as wasteful and not mindful of restrictions

“

I run a gardening business and none of my clients would dare water their lawn regularly as they'd get a lecture from me (Outer Geelong group)

Why are sporting clubs exempt? Should be the same as us. They're not using it wisely (Colac group)

”

Garden

Perceptions depended on whether the garden was considered decorative or practical i.e. vegetable gardens.

- ▶ **Decorative...** Domestic decorative gardens were also considered to be a lower priority for the majority. It should be noted, that most had 'standard' or limited gardens. Some had no garden.
- ▶ **Community decorative gardens...** E.g. Botanical were considered to have higher value and required a level of protection
- ▶ **Vegetable...** Domestic vegetable gardens were considered important to protect. They represented a more significant investment and also generated a meaningful benefit i.e. feeding the household.

“

If it's just your flowers, they can die (Apollo Bay group)

Not all gardens are flowers and beauty. Some of them are actually very useful and we spent a lot of time and money to put vegetables in (Inner Geelong group)

”

- ▶ **Frequency...** Watering twice per day was considered reasonable and manageable i.e. morning and night.
 - **Vegetable garden exception...** Watering once per day for vegetable gardens was considered essential and the minimum reasonable restriction
- ▶ **Watering behaviours...** Irrespective of the frequency, the community also had to be educated on smart restriction behaviours i.e. not watering in high heat as this was considered contrary to the intent
 - **Community facilities...** Were also expected to demonstrate smart water behaviours, especially if they are allowed extra water access

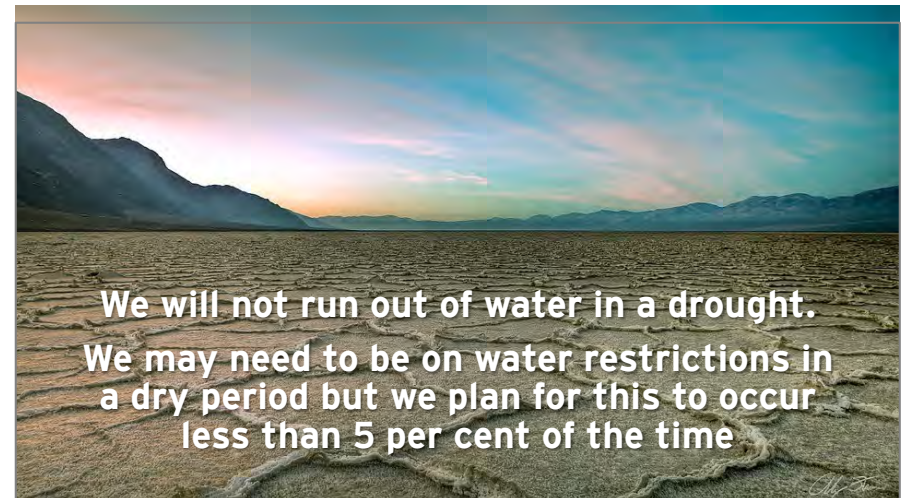
Restrictions and commitment to water security statement



- ▶ **Some appeal...** Overall there were very mixed sentiments in relation to the commitment statement
- ▶ **Aspirational...** Most believed it was an 'aspirational' statement. It was considered positive and somewhat reassuring. They appreciated that Barwon Water was taking a confident stance

However

- ▶ **Credibility questioned...** Many also questioned whether Barwon Water could deliver on this promise
 - **Barwon Water can't control nature...** Were not certain that Barwon Water could really predict nature so accurately to make this promise
 - **Evidence contradicts...** Respondents had seen low water levels and felt saved by rain rather than Barwon Water
 - **Uncertain of confidence...** Some questioned how Barwon Water could have such confidence given recent events (Lorne)
- ▶ **Key point of confusion...** Regarding the reference to "5% of the time" and what time period this was referring to. This undermined the statement credibility



Breaking it down...

- ▶ 'We will not run out of water in a drought...'

For most this reassures and builds certainty. There were only a couple of mentions of this creating fear because it triggers the idea of actually running out of water.

- ▶ 'We may need to be on water restrictions in a dry period...'

Accepted as valid and reasonable

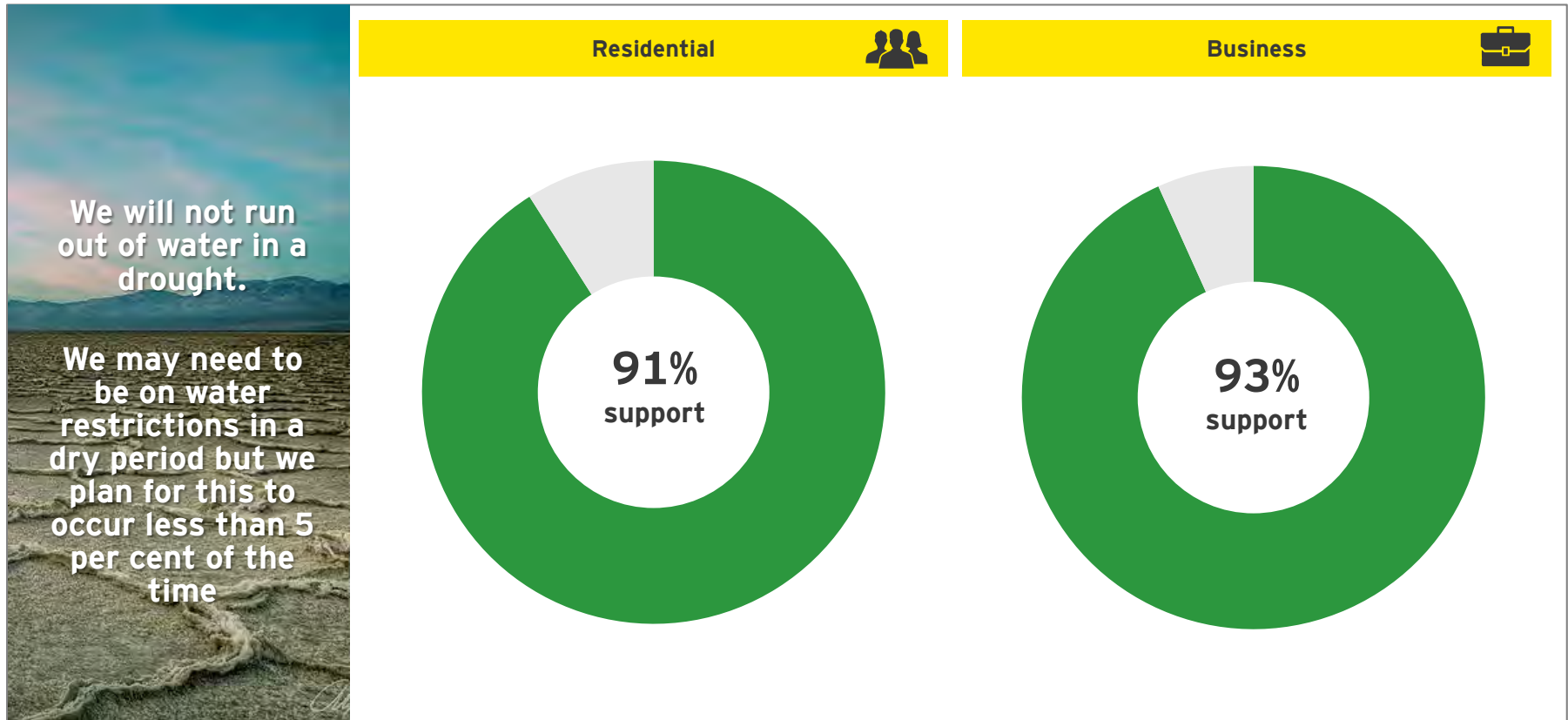
- ▶ 'but we plan for this to occur less than 5 per cent of the time'

The main source of confusion. Most seem to miss the reference to 'planning' and fixate on the 5% and try to contextualise this in order to assess feasibility. Inability to work out the 5% timeframe created uncertainty about the promise.



Restrictions and commitment to water security statement - (cont.)

- ▶ Quantitatively, there is overwhelming customer support for Barwon Water's security statement that water restrictions would need to apply in a dry period to ensure that water is not depleted during times of drought (with the context of this occurring less than 5% of the time). Support is high among all generations and locations.
- ▶ It is important to take this support in context of the qualitative research conducted whereby customers questioned whether Barwon Water would be able to realistically deliver on such a promise.

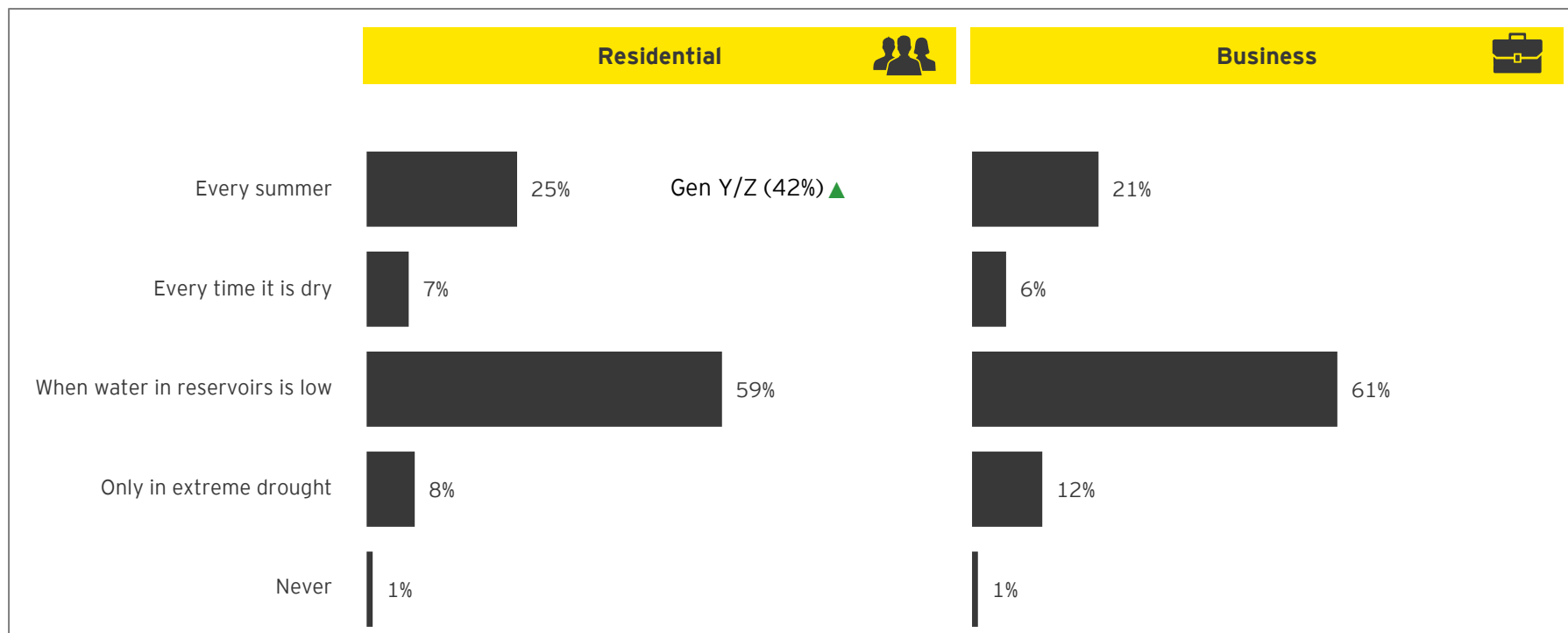


Base: Excl. Don't know, total community (n=798), total business (n=297)
Q9: Do you support or oppose Barwon Water thinking about water security in the following way...?



Circumstances where water restrictions are appropriate

- ▶ Approximately six in ten residential or business customers consider water restrictions to be most appropriate when water in the reservoirs is low.
- ▶ The second most popular circumstance of when to apply water restrictions is during the summer; this is particularly popular among Gen Y/Z residential customers compared to other generations.

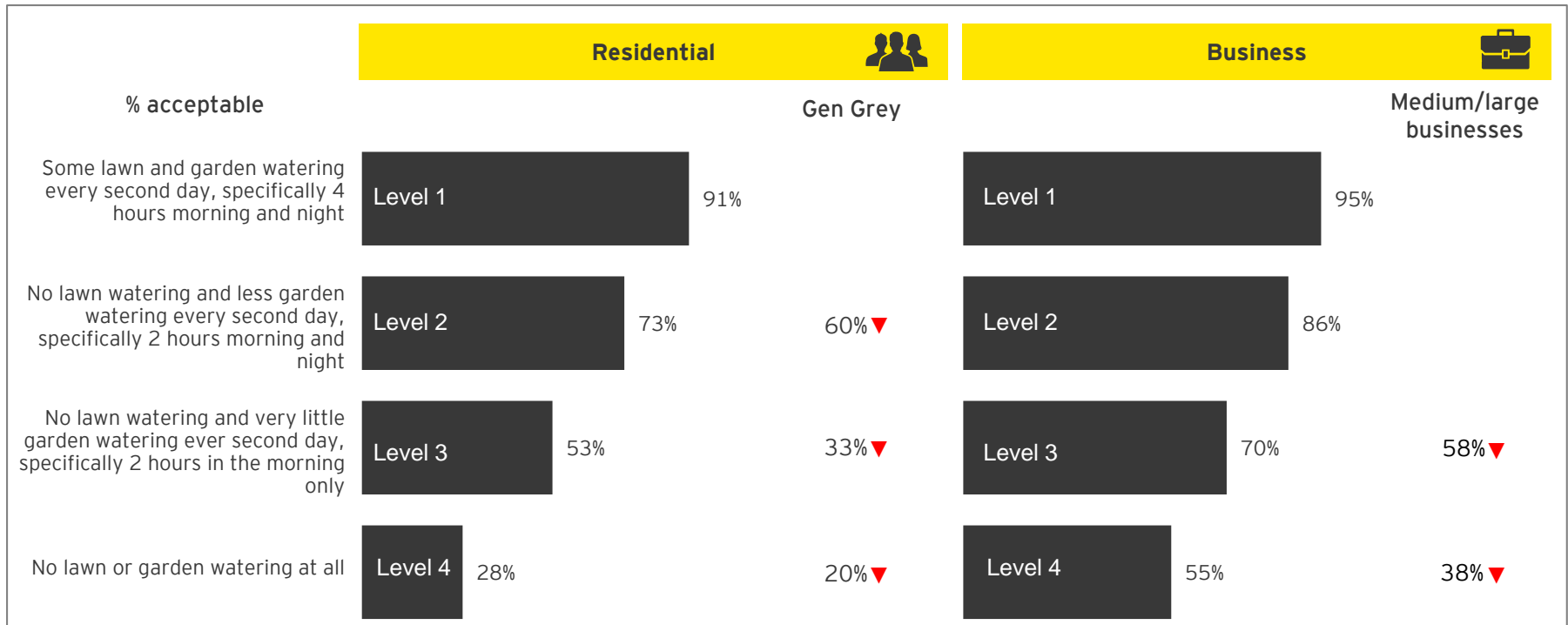


Base: Total community (n=816), total business (n=300)
Q10: Under what circumstances do you believe the use of water restrictions is appropriate?



Acceptable level of water restrictions

- Four levels of water restrictions were presented to customers which increase in impact from Level 1 to Level 4. The data presented below shows what percentage of residential or business customers consider each level of water restrictions to be *acceptable*.
- Excluding level 4 water restrictions, all other levels are considered acceptable by at least half of all residential or business customers. The vast majority of customers consider level 1 water restrictions as acceptable.
- Data shows that business customers are more tolerant of water restrictions at each level compared to residential customers.
- Among residential customers, Gen Grey are least likely to accept water restrictions for levels 2, 3 and 4.
- Medium to large businesses are least likely to accept water restrictions for level 3 and 4.



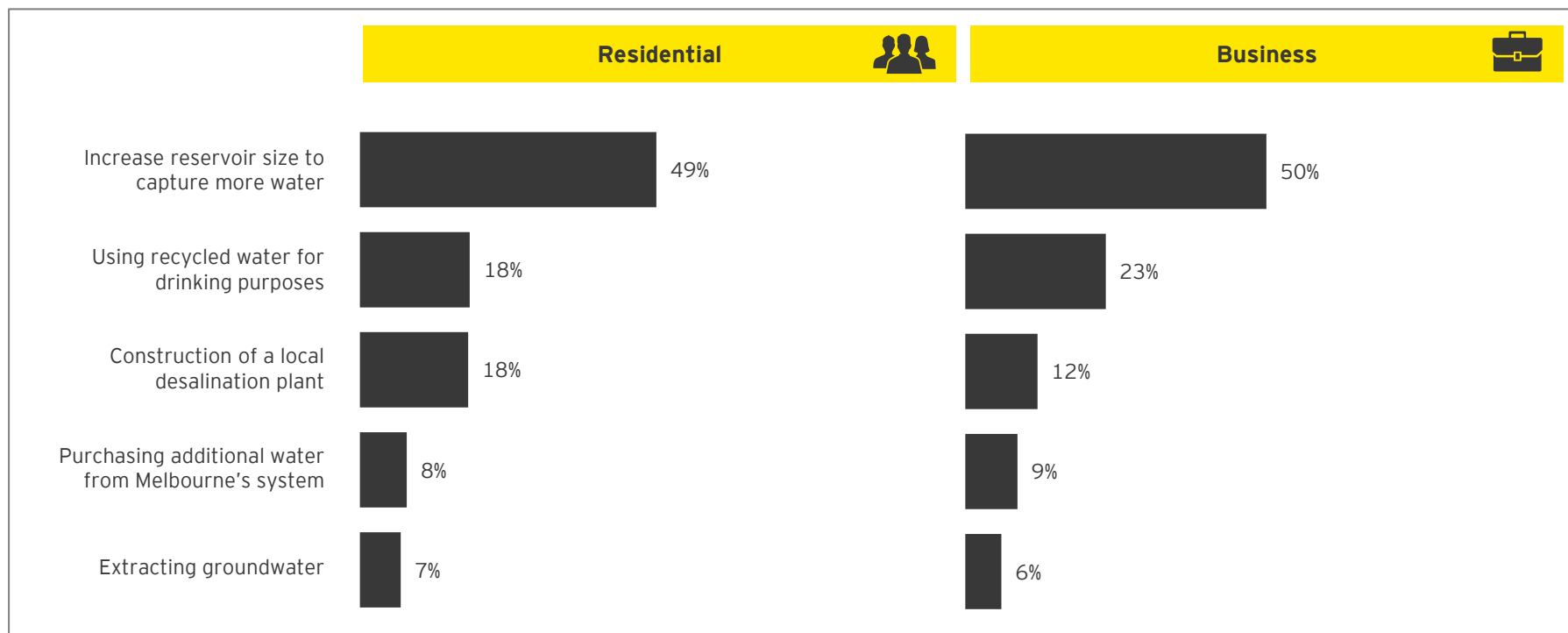
Base: Total community (n=816), total business (n=300)

Q11: The main difference between different levels of water restrictions is the extent to which you can water your garden and lawn. At which level do water restrictions become unacceptable to you? (please note - 'acceptable' percentages have been calculated for the above.)



Support for future water sources

- ▶ Increasing the size of reservoirs to capture more water in the future gains the greatest amount of support among the five water resource options presented to residential and business customers. However, qualitatively customers highlighted that the broader impact on the environment of this option needs to be taken into consideration.
- ▶ Qualitative research indicated that recycled water for *non-drinking* purposes should be a primary focus to source water in the future. Quantitatively, we asked about using recycled water specifically for *drinking* purposes and whilst it is the second most popular option, it trails considerably behind increasing reservoir size possibly due to this important distinction.
- ▶ Purchasing additional water from Melbourne's system or extracting groundwater receives the least amount of support.



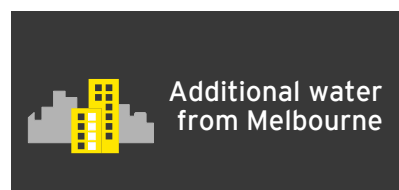
Base: Total community (n=816), total business (n=300)

Q12: In 20 to 50 years' time, Barwon Water may need to invest in new sources of water supply to keep up with a growing population and changing climate. From the following options, please choose the one you most support.

Future water sources



- ▶ **Investment understood...** all respondents accepted that Barwon Water would need to consider investment options for securing future water supply.
- ▶ **Recycled preferred...** Although there was some mixed sentiment across the options, there was a universal preference for recycled water as a primary focus for Barwon Water. Recycled water was deemed to be a smart use of existing resource and a system for which there are already facilities in place. However, this was with a strong caveat that usage would be for non-drinking purposes.
- ▶ **Increasing reservoir capture and groundwater...** Held some appeal but also elicited concerns
 - **Increasing reservoir size...** Was considered a straight forward solution especially in areas of higher rainfall. However, the impact of the broader environment needed to be considered
 - **Groundwater...** Was genuinely considered by some but also elicited some of the strongest reservations around longevity of the resource and impact. This option would require significant education of the community and guarantee of no detrimental impact.
- ▶ **Water from Melbourne and Local desalination...** Were the least appealing options
 - **Additional water from Melbourne...** Was felt to be too expensive or already in place. It was dismissed by the majority as the least suitable option
 - **Local desalination plant...** Was felt to be too expensive and an extreme option in comparison to the others. Again, this was largely dismissed.



Future water sources – in detail



Increasing reservoir size to capture more water

- ▶ **Logical solution...** Especially in areas of high rainfall i.e. Apollo Bay.
- ▶ **Simple...** Seems straight forward and easy to replicate solution
- ▶ **Key concern...** The impact on the broader environment and if it would compromise surrounding areas
- ▶ **Other issues raised...**
 - Investment already made i.e. Apollo Bay
 - **Longevity...** Change in service areas means that reservoirs are only relevant for a period of time

“

Increasing reservoirs would make sense, and the cheapest in the long-term. That is definitely number one. We are the wettest area in the state. We don't need anything else, we just need to increase the reservoir space. (Lorne group)

”

Groundwater

- ▶ **Limited understanding...** Most were not very familiar with what this would constitute other than getting water from underground.
- ▶ **Strong reservations...** There were also some strong reservations and uncertainty around this option
- ▶ **Key concern...** The impact on the water table and replenishment i.e. takes 1000 years to replenish
- ▶ **Other issues raised...**
 - **Environmental impact...** Sinking of land, flow on effect to farms and other surrounding lands
 - **Longevity...** Unreliable resource and once gone, it's gone forever!
 - **Unpalatable...** Unpleasant taste
- ▶ **Expensive**
- ▶ **Supplementary only...** Whilst some felt it should be considered, even the most positive, did not want it used as a primary resource
 - **Risk...** This requirement to have this monitored also increased the risk of the option i.e. that it could be abused

Future water sources - in detail - (cont.)



Additional water from Melbourne

- ▶ **Less appealing**
- ▶ **Already in place...** Felt redundant as it was already in place so unsure what further investment would mean
- ▶ **Key concern...** Considered an expensive option



Local desalination plant

- ▶ **Less appealing**
- ▶ **Unnecessary...** Most felt this is the most extreme option of those presented and should not be required given the alternatives
 - **Developed and unused...** Some comments about the developed desalination plant that is yet to be used
- ▶ **Key concern...** Considered the most expensive and extreme option



Future water sources – recycled water

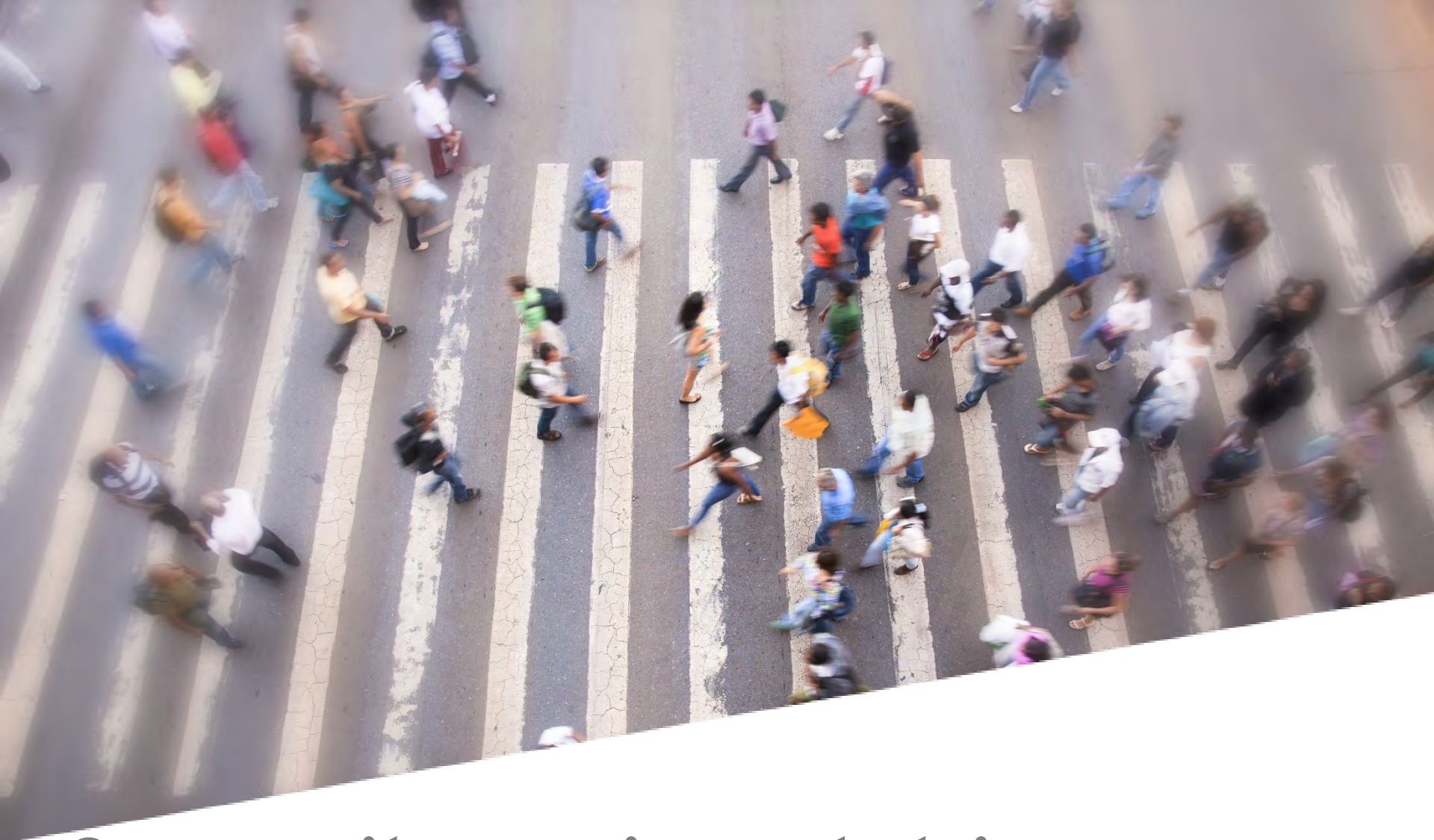


- ▶ **Universally appealed...** Across the community sessions, the option of recycled water was considered a sensible priority area for Barwon Water.
 - **Familiar...** Community members are familiar with the idea of recycled water as a viable alternate source
 - **Existing resource...** It 'makes sense' to utilise existing water resources that are readily at hand
 - **Facilities available...** It was acknowledged that facilities were already in place
 - **Recognised different value...** It highlights that not all uses require the same quality of water i.e. toilet flushing versus drinking
- ▶ **Stormwater...** The idea of including stormwater as part of the recycle process was raised. Again, this was seen to be an existing resource that is currently being wasted
- ▶ **Assumptions...**
 - **Non drinking...** The appeal of recycled water was based on the assumption that it was for non drinking uses such as garden watering and general domestic /cleaning use
 - **Lower cost...** There was no awareness of the higher unit cost for investing in recycled water in comparison to the other options. Moreover, some assumed it would be a less expensive option
 - The higher cost of recycling does prompt some re-considering
 - **Identifiable...** There was some expectation that recycled water would be identified and plumbed separately as per new households

Recycled water for drinking...

- ▶ **Still confronting...** For the vast majority. Despite a rational understanding that treatment processes would deliver safe standards, the emotional resistance was still strong, mainly due to
 - **Unpleasant associations...** A definite step down from our natural and still relatively abundant resource
 - Safety concerns
- ▶ **Change is feasible...** There was some slight acceptance that people may get used to the idea and could possibly adjust
 - Especially if they have encountered it overseas or have a strong environmental disposition





**Community services - helping
vulnerable customers and the
community**

Supporting vulnerable customers



- ▶ **Accepted support...** The majority recognised that there are vulnerable people in the community who need assistance
- ▶ **Essential service...** It was considered 'a given' that the provision of water would never be denied, no matter what the circumstances of the individual
- ▶ **Role of Barwon Water...** Whilst it was accepted that Barwon Water should demonstrate flexibility and fairness with assisting vulnerable members of the community, this was within the bounds of:
 - **Payment plans...** Supporting with flexible payment plans or other financial measures
 - **Water behaviours...** Educating customers on how to save money through water wise behaviours
- ▶ **Clear boundaries...** Barwon Water was not expected to take sole responsibility for individuals in these circumstances
- ▶ **Specialist skills...** It was recognised that these individuals required specialist services. That Barwon Water should utilise the expertise of dedicated services and Government agencies i.e. Centrelink, financial counsellors etc.
 - **Centrelink...** There was mention that Centrelink should be the central agency to triage all financial service support

Financial implications

- ▶ **Sharing the cost...** The notion of 20c per year cost to cover increased support activities was almost not worth noting for most. Equally, the vast majority would readily accept a \$1 per year cost.
- ▶ **Transparency...** If the community are to incur a cost, then there is a desire to understand and feel assured the money is being used appropriately
- ▶ **Communicate...** Detail how Barwon Water supports vulnerable members of the community, including:
 - **Controls in place...** Provide that the system is managed appropriately and was not open to abuse
 - **Proof...** Demonstrate that the funds raised are being used appropriately

“

Water access is a right, not a luxury (Inner Geelong group)

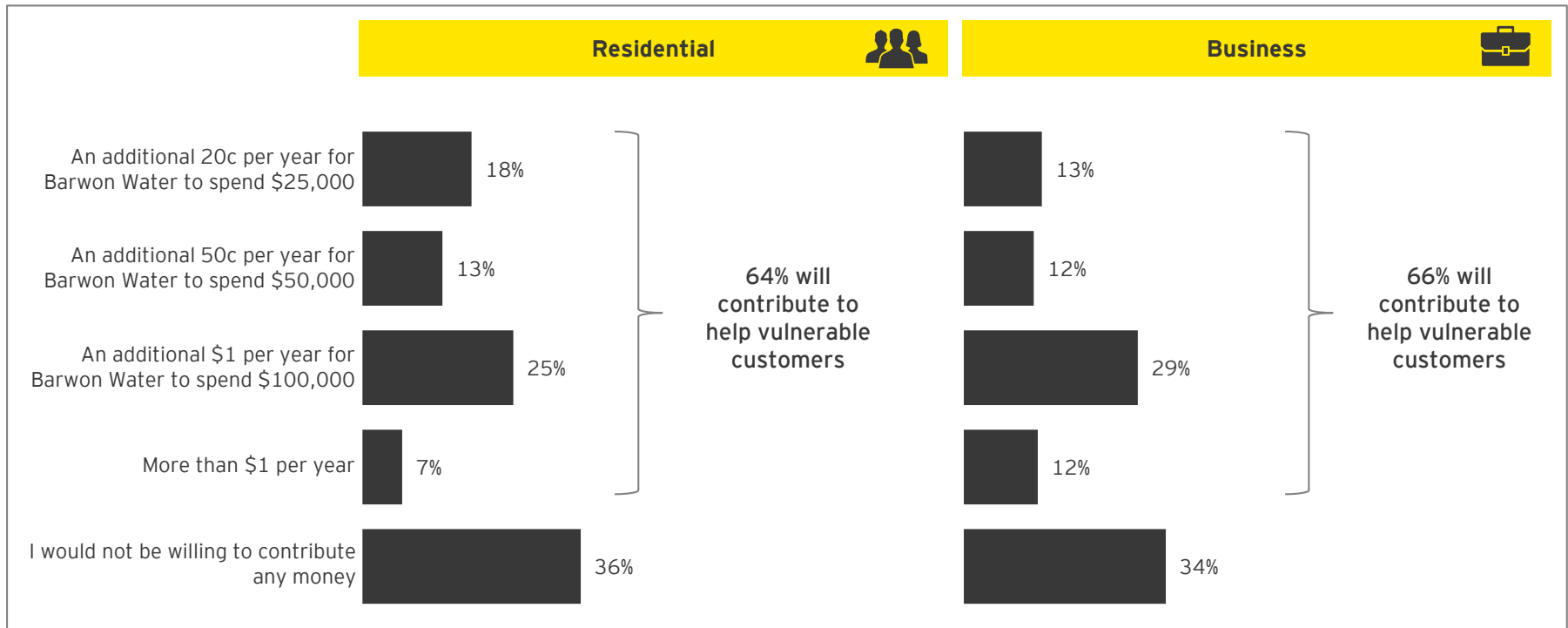
For the majority of people, paying up to \$1 a year extra wouldn't be an issue (Outer Geelong group)

”



Willingness to financially assist vulnerable customers

- ▶ Approximately two in three residential or business customers are accepting of some level of financial assistance to help Barwon Water to proactively identify and help vulnerable customers.
- ▶ In the 2015 customer perception research, four in ten residential customers agreed that Barwon Water assists customers who struggle to pay their bills.



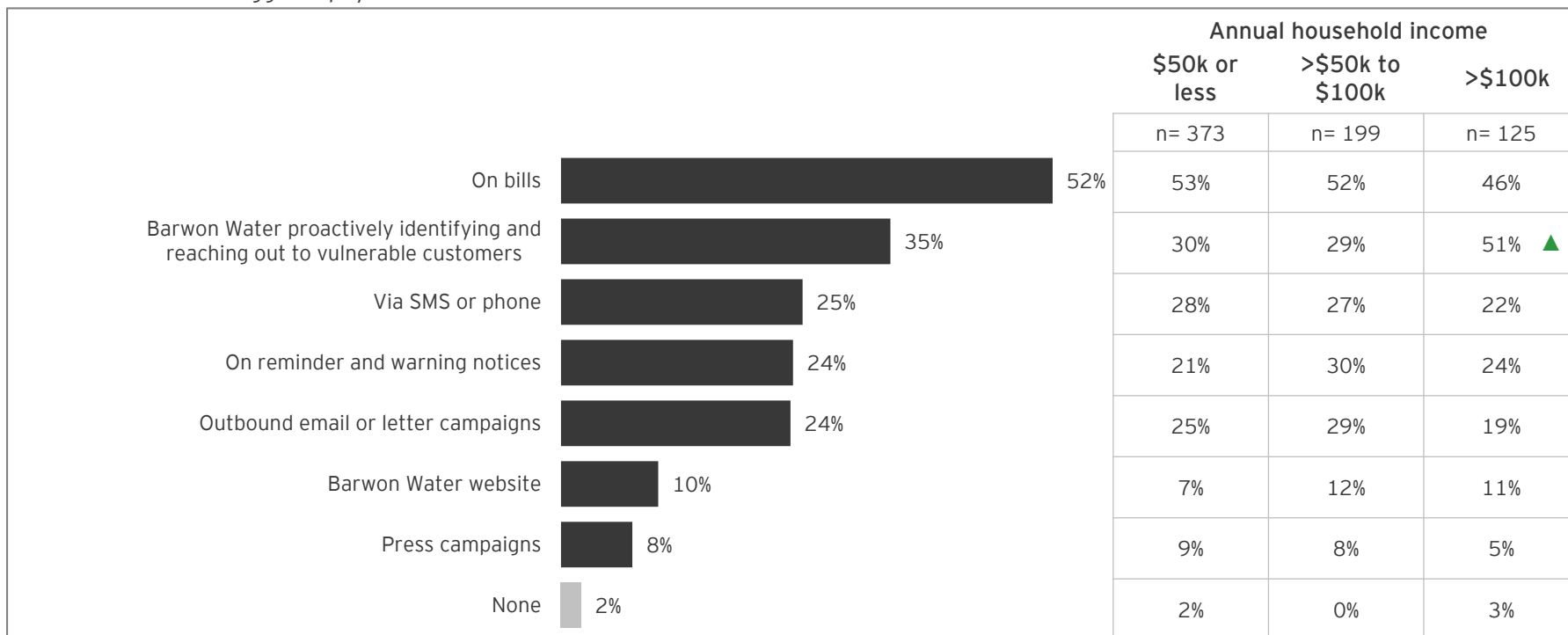
Base: Excl. Don't know, total community (n=776), total business (n=299)

Q24: How much would you be willing to pay each year for Barwon Water to proactively identify and help vulnerable customers?



Effective methods to communicate financial support options

- ▶ Residential customers believe that the most effective way to communicate financial support options to vulnerable customers is through the bill. This is expected given that the 2015 customer perception research showed that information presented on bills is the preferred method of communication for any future plans.
- ▶ Financially vulnerable customers are most likely to be those with lower household incomes (\$50k or less), as such it is important to note the preference among this group of customers which is also to receive communication via bills.
- ▶ The second most popular option is for Barwon Water to proactively identify and reach out to vulnerable customers. Among customers that have household incomes of greater than \$100k annually, this is the most popular option and it is also higher for this group compared to customers with lower household incomes. In the 2015 customer perception research, 4 in 10 residential customers believed that Barwon Water assists customers who struggle to pay their bills.



Base: Total community (n=816)

Q23: Barwon Water provides a range of financial support options for customers who are financial vulnerable, that is, having trouble paying their bills. Which two of the following methods do you think are the most effective ways to tell relevant customers about these options?



Willingness to contribute to a community fund program

- ▶ Roughly two in three residential or business customers are willing to contribute some money (at least \$1 annually) as part of their annual bill towards creating a fund to help deliver environmental and community benefits.
- ▶ Approximately 1 in 3 and 1 in 4 residential and business customers respectively are willing to contribute at least \$2.50 a year towards this fund.



Context given:

Barwon Water is regularly called on to contribute to projects that deliver environmental or community benefits. Examples include projects that harvest and use stormwater to keep public open spaces green.

Establishing a Community Fund would enable fairness, equity and transparency in providing grants to support eligible, merit based projects.

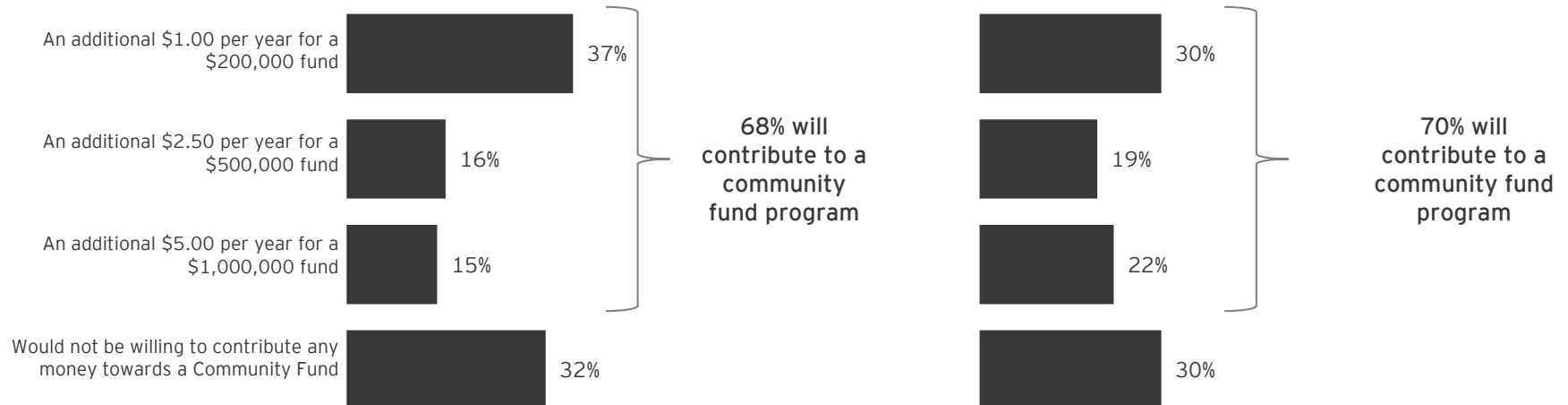
Residential



Business



Willingness to financially contribute to create a fund

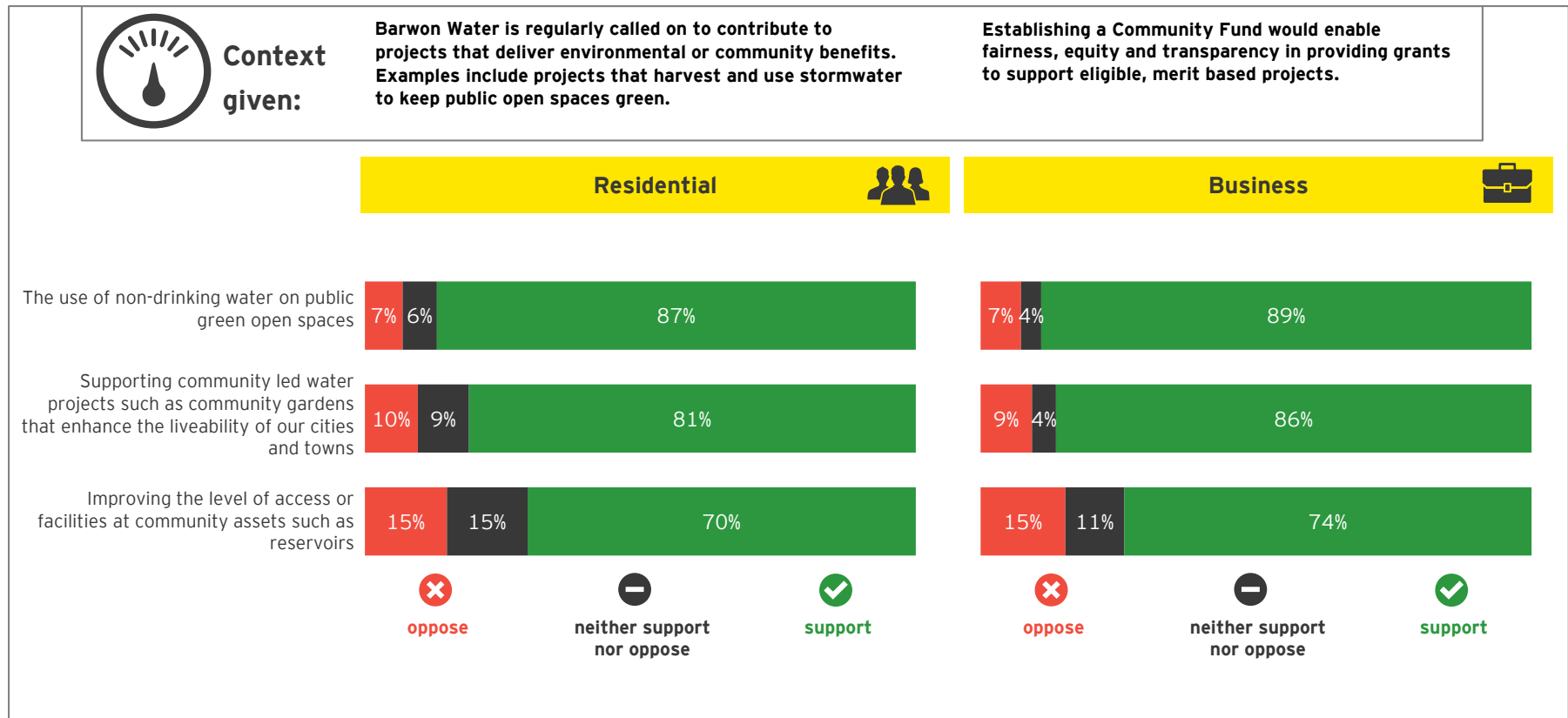


Base: Excl. Don't know, total community (n=770), total business (n=298)
Q25: How much would you be willing to contribute on your annual bill to create a fund?



Support for types of community fund programs

- ▶ Roughly two in three residential or business customers are willing to contribute some money towards a community fund.
- ▶ Customers were asked what their level of support is for three potential options to invest the funds collected. All options received a high degree of support, however marginally more support is evident to use non-drinking water on public green open spaces.

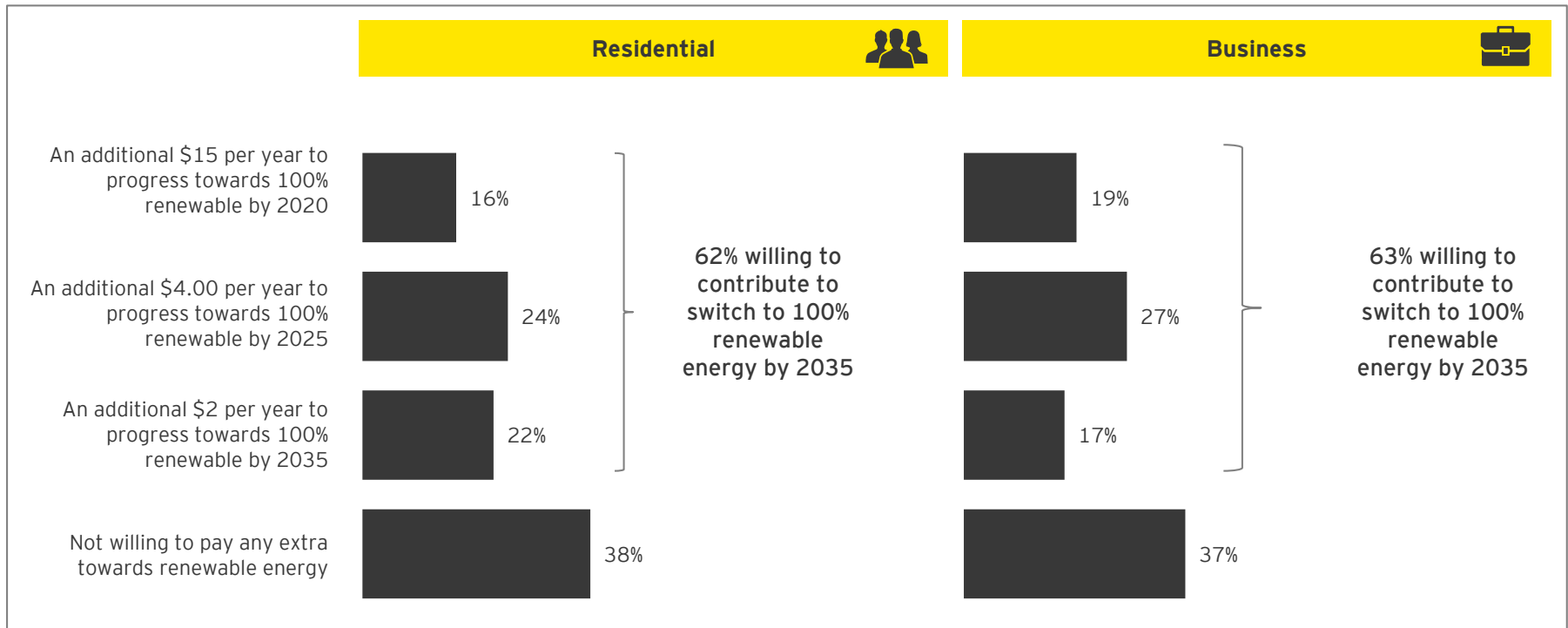


Base: Excl. Don't know, total community (sample ranges between n=791 to n=807 depending on the statement), total business (sample ranges between n=299 and 300)
Q26: Assuming a fund was established, would you support or oppose the fund being used for each of the following things?



Willingness to contribute to 100% renewable energy goal

- There are 62% of residential customers and 63% of business customers that are willing for contributions to be made to progress towards 100% renewable energy. Among these customers, there is a skew towards investing \$4 per year (with 100% renewable by 2025).



Base: Excl. Don't know, total community (n=774), total business (n=297)
Q27: Barwon Water is proposing to switch to 100% renewable energy. To achieve this goal, would you be willing to pay, over the next five years...?

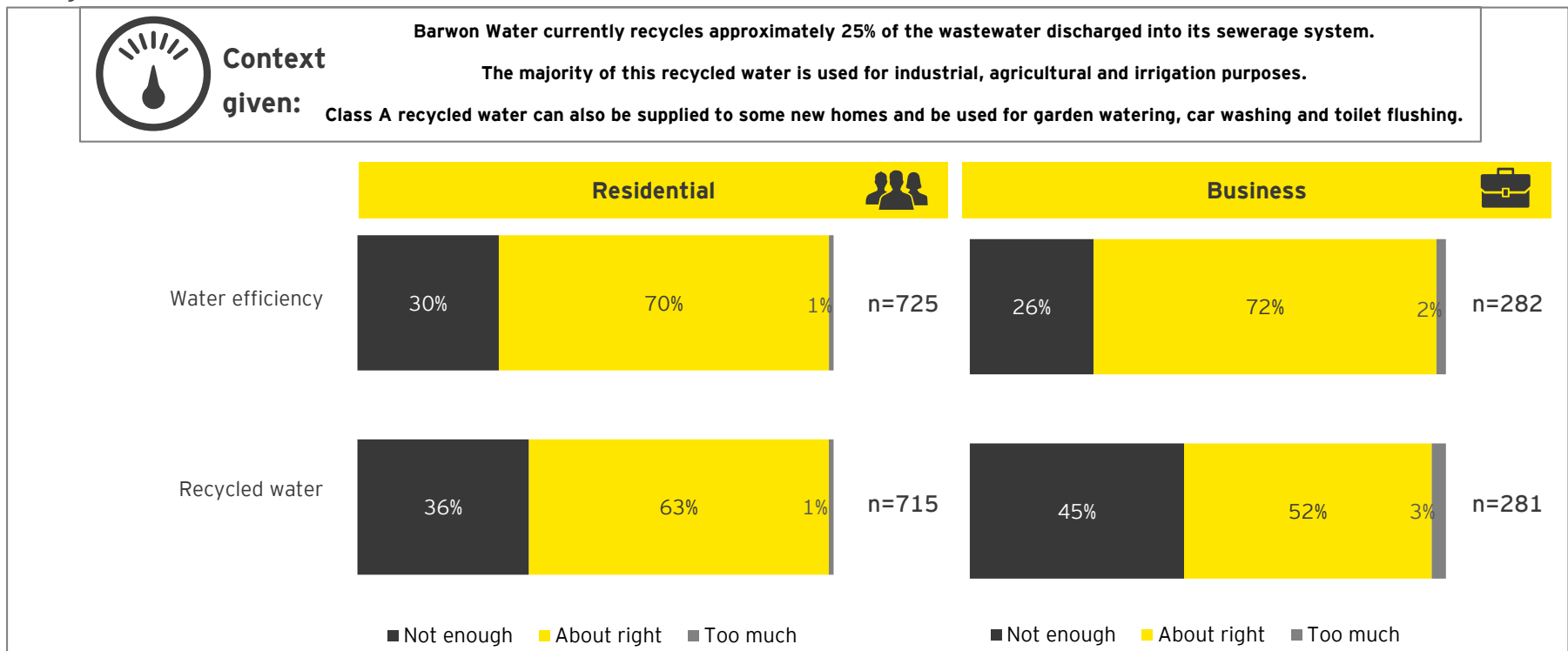


Community services - encouraging efficient use of water



Barwon Water's current level of support for water efficiency and recycled water

- ▶ The majority of residential and business customer consider Barwon Water's level of support for water efficiency or recycled water to be 'about right'.
- ▶ Gen Grey residential customers are least likely to have any concerns regarding Barwon Water's support for water efficiency (only 18% consider it to be 'not enough')
- ▶ Compared to support for water efficiency, perceptions of Barwon Water's current level of support for water recycling is considered to be more of a concern with 36% and 45% of residential and business customers respectively stating it to be 'not enough'.
- ▶ The 2015 customer perception research highlighted that on the whole, Barwon Water is perceived as being an environmentally committed organisation.



Base: Excl. don't know (sample sizes stated above)
Q13: How do you rate Barwon Water's current level of support for water recycling?
Q15: How do you rate Barwon Water's current level of support for water efficiency?



Support for water efficiency programs

- Of the five water efficiency programs tested, the majority would receive support by at least eight in ten residential or business customers.
- Gen Grey residential customers have the highest level of support for the program that provides information to all customers encouraging them to save water. Apart from this program, no other programs have any significant generational differences.
- Indicatively, Colac residents have equal or lower amounts of support for all programs compared to residents in other areas.
- The program that would offer vulnerable customers rebates to help them save water still has relatively high support, but less so compared to other programs (approximately seven in ten support this).

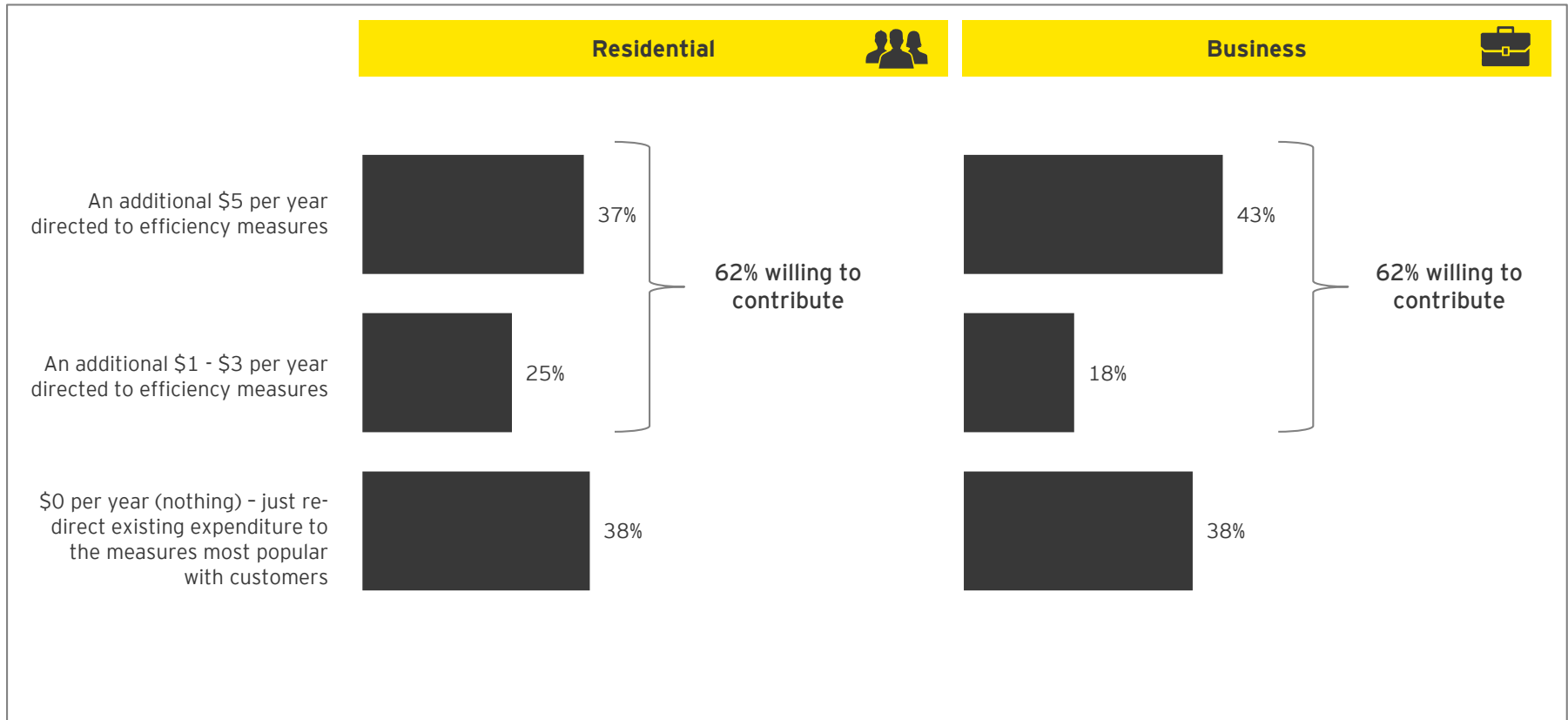


Base: Excl. Don't know, total community (sample size range varies between n=813 and n=816 for different statements), total business (n=300)
 Q16: If Barwon Water was to do more to encourage customer water efficiency, how strongly would you support or oppose each of the following measures?



Willingness to pay for efficiency programs

- ▶ Approximately six in ten customers are willing to provide some level of contribution towards efficiency programs.
- ▶ Of those that are willing to contribute, there is a skew towards a willingness to pay \$5 a year.
- ▶ Indicatively, Colac residents are less willing to contribute \$5 a year compared to other locations, 25% in Colac vs. 37% overall.



Base: Excl. Don't know, total community (n=780), total business (n=298)
Q17: How much extra would you be willing to pay annually for water efficiency programs such as the ones just discussed?



Potential take-up of digital water meters

- ▶ Six in ten customers are willing to take-up digital water meters given the context provided below.
- ▶ Digital water meters are most attractive to residential customers with annual household incomes of (>\$50k to \$100k).
- ▶ Digital water meters are less attractive to small businesses with 55% likely and 45% unlikely to take these up.

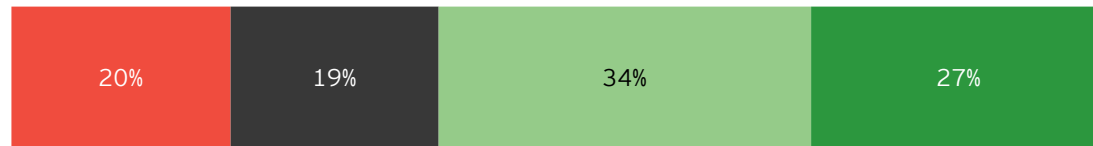


**Context
given:**

- ▶ Current cost to Barwon Water is \$500k to read meters
- ▶ Upgrade to digital is a one-off cost of \$125
- ▶ Would save customers \$3.60 per year
- ▶ Allow Barwon Water to monitor for leaks

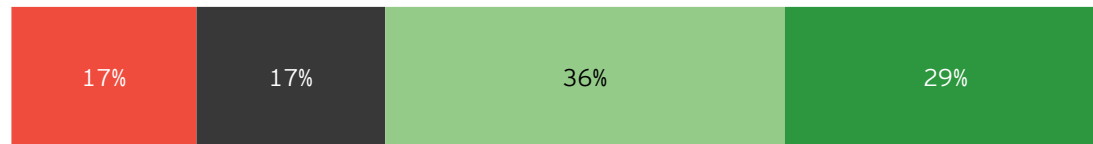
% likely

Residential



61%

Business



66%

■ Not at all likely

■ Not very likely

■ Somewhat likely

■ Very likely

Base: Excl. Don't know, total community (n=769), total business (n=296)
Q18: If Barwon Water offered an upgrade to a digital water meter, how likely would you be to take it?



Charges - tariff options



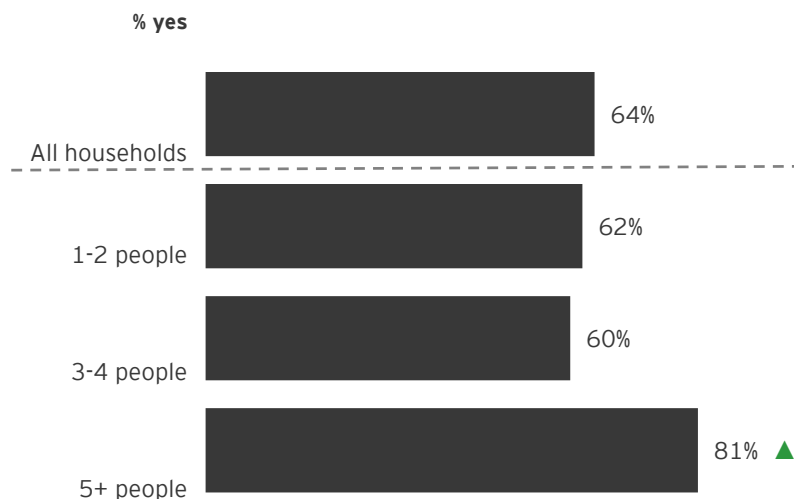
Current pricing structure encourages efficient water usage

- ▶ Each respondent was presented with average annual costs of water and sewage and water only based on a household of their size and consistent fixed and variable usage charges.
- ▶ The majority of residential customers believe that their pricing structure encourages efficient water usage, particularly 81% of customers with large households of five people or more.



**Context
given:**

Varies based on respondent household size



Average annual cost to your household		Fixed and variable usage charges
Water and sewage	Water only	
\$970	\$420	Fixed water charge of \$171/yr
\$1,090	\$532	
\$1,420	\$866	Volume charge of \$2.25/kilolitre

Base: Excl. Don't know, total community (n=727)
Q19: Do you think the current pricing structure encourages customers to use water wisely?

Level of support to increase water volume charges

- There is significant support among residential and business customers to increase volume charges and decrease fixed charges, a particularly higher level of support is noted for Gen Grey residential customers (82% support vs. 74% support overall).



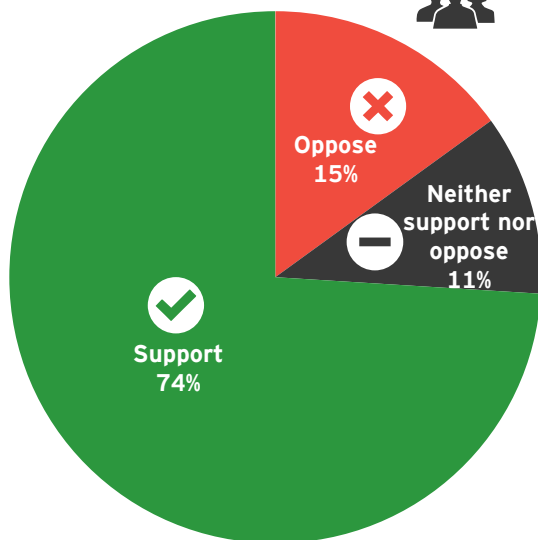
Context



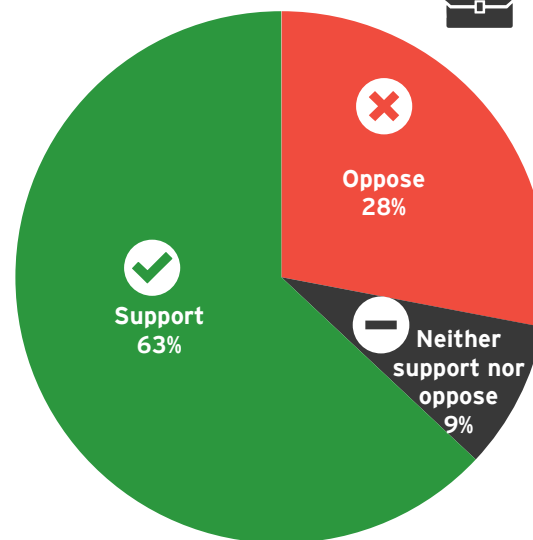
For both business and residential customers, the water component of a bill is made up of fixed and variable charges.

In response to feedback from residential customers, Barwon Water is considering increasing the variable portion of the bill and reducing the fixed portion for residential customers, to encourage water efficiency.

A greater percentage of your water bill should be a volume charge



Increase usage charges and decrease fixed charges for businesses



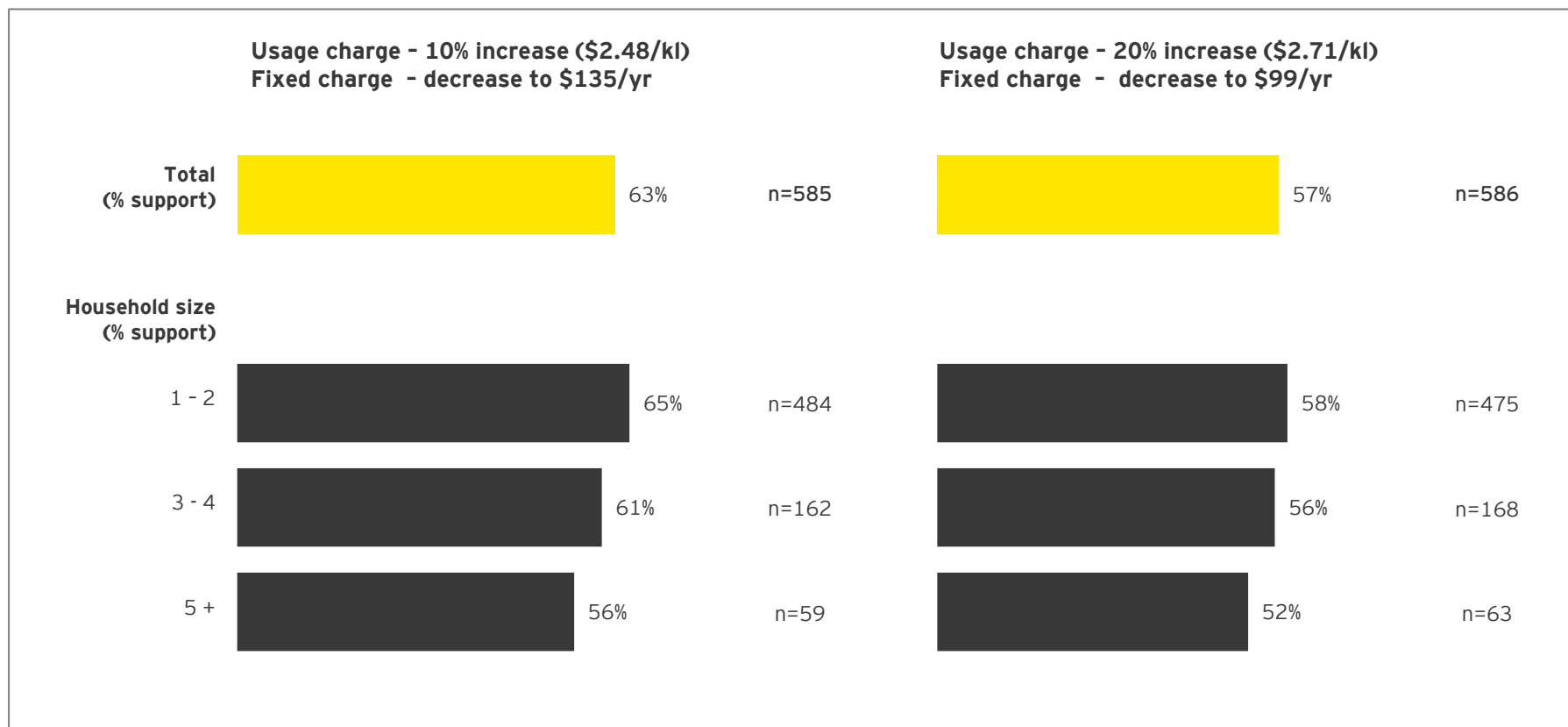
Base: Excl. Don't know, total community (n=813) total business (n=296)

Q20a: How strongly do you support or oppose the concept that a greater percentage of your water bill should be a volume charge, to encourage efficient water usage and minimise wastage?

Q19a: Would you support or oppose an increased usage charge in exchange for a reduced fixed charge for businesses?

Fixed versus volume charges

- ▶ Residential customers were asked if they would support an increase in usage charges by 10% or 20% with corresponding decreases in fixed charges to \$135/yr and \$99/yr respectively. Customers are largely supportive of either option, however, the option with a lower increase in usage charges by 10% but a slightly higher fixed charge obtained more support.
- ▶ There is marginally higher support to increase usage charges amongst households with 1 to 2 people.



Base: Excl. Don't know, total community (all sample sizes stated above)
 Q21: Would you support a 10% higher volume charge of \$2.48 per kilolitre and a lower fixed water service charge of \$135 per year?
 Q22: Would you support a 20% higher volume charge of \$2.71 per kilolitre and a lower fixed water service charge of \$99 per year?

Billing changes



- ▶ **Strong appeal...** The concept overall was appealing to the majority of respondents.
- ▶ **Understanding...** The concept was described by respondents as more akin to a 'user pays' approach to billing which was familiar and in line with other utility charges
- ▶ **Minimal impact...** Most felt they would either directly benefit with a potential decrease or see little change in their costs
 - Only a few felt they would be penalised through the change. Despite this, they did recognise the broader benefits.
- ▶ **Clear benefits...** There were a number of readily identifiable benefits to the change that was considered to be of value to both the individual and community at large
 - **Drive better behaviours...** A common benefit was the expectation that the more apparent consequent would encourage better water behaviours in the community
 - **Reward...** For those users who already make an effort to minimise water consumption
 - **Fairness...** As bills are more reflective of the household behaviour
 - **Control...** Creates a greater sense of control over their expenditure
- ▶ **Concerns and questions...** There were a number of concerns and considerations raised.
 - **Education...** Given that a portion of the community are likely to be penalised, the change in billing needs to be accompanied with an education campaign on how to better manage water
 - **Limited behaviour change...** Was questionable for those who were not already water conscious and the impost not considered that significant
 - **Accuracy and costs...** There was some reservation about the accuracy of the impacts and whether they would actually be a lot higher as per the "Smart Meter" experience
 - **Revenue raising...** A question over whether this was simply a vehicle to allow for more rate increases over time
 - **Impact on rural residents...** That this would be particularly disadvantageous to those on larger properties / semi rural
- ▶ **Vulnerable communities...** Any concern for vulnerable communities assumed through the larger household usage impost, was mitigated if Barwon Water was to continue or increase support for these community members.

“

I think it could work. I'd need more information on how it would impact me personally. But I like the idea of truly paying for what you use. It would make people more socially conscious of water waste (Torquay group)

”

“

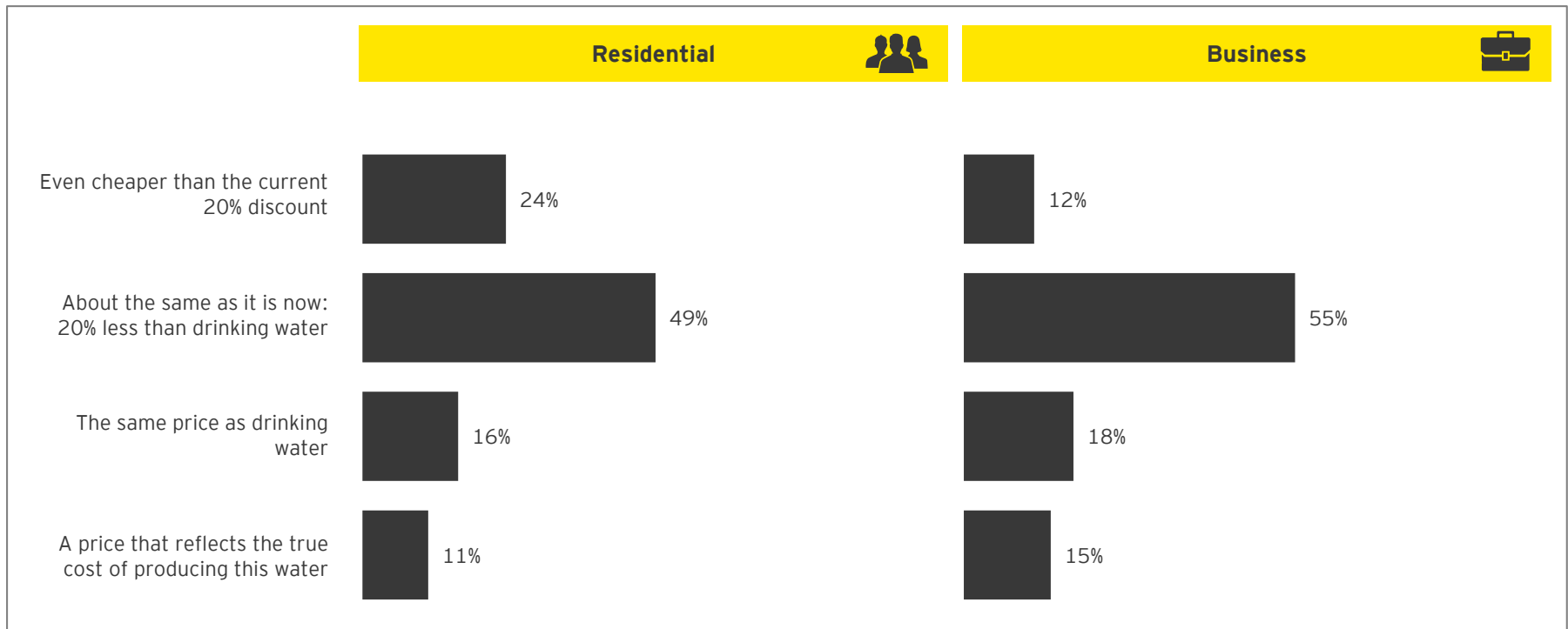
Households would be more aware of their water usage. In the long term it could possibly mean more water savings (Lorne group)

”



Preference for pricing of recycled water

- ▶ Customers were given context that Class A recycled water is more expensive to produce/transport to homes than drinking water. With this in mind, residential and business customers indicated that their preference of pricing recycled water is skewed towards paying no more or less than what they currently pay i.e. 20% less than drinking water. This option is the number one preference regardless of age, household size/business size or household income.
- ▶ There are very few customers, particularly few residential customers, that believe that the price of recycled water should reflect the true cost of production.



Base: Excl. Don't know, total community (n=757), total business (n=289)

Q14: Class A recycled water is more expensive to produce and transport to homes than drinking water. Do you think that the price of recycled water should be...?



Charges - billing options

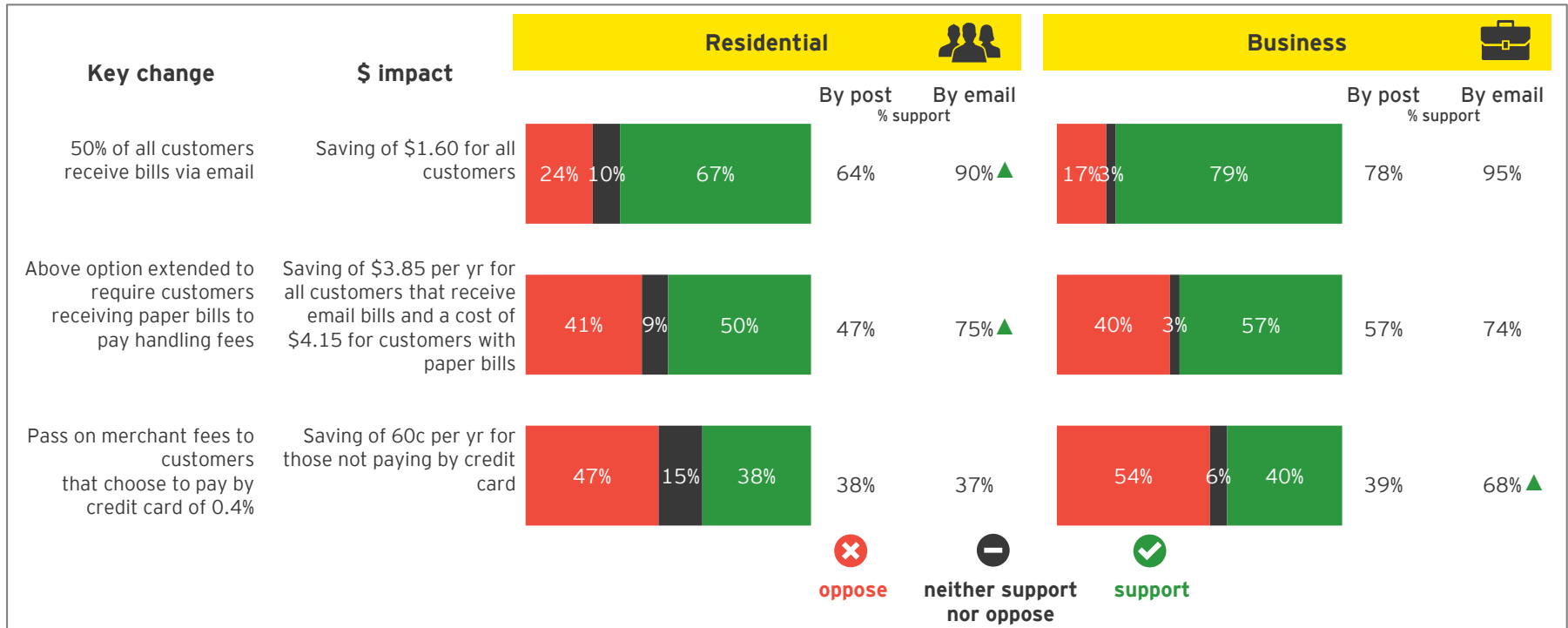


Support for various billing options

- ▶ Customers were shown three potential changes to billing and corresponding annual bill impacts of making each of these changes and asked if they support or oppose each of these.
- ▶ Two in three (67%) residential customers support the option of 50% of all customers receiving bills via email to achieve a corresponding saving of \$1.60 for all customers.
- ▶ The second option presented extends to require customers that receive paper bills to pay handling fees with a corresponding cost saving to customers obtaining bills via email and a cost in post for those receiving bills via mail. Overall, half or more customers support this option, however, as expected,

customers that currently receive bills via email are particularly supportive of this option (75% support), however, there is still a fair degree of support among customers that receive bills by post (47% support). This demonstrates that there is a potential willingness among customers that receive bills via mail to pay a 'mailing surcharge' if they chose to continue to receive bills via mail.

- ▶ Compared to the options explored above, there is less support for Barwon Water passing on merchant fees to customers that choose to pay by credit card. Support for this is particularly low among businesses that currently receive bills via email, potentially these customers are also more likely to be paying bills using their credit cards.



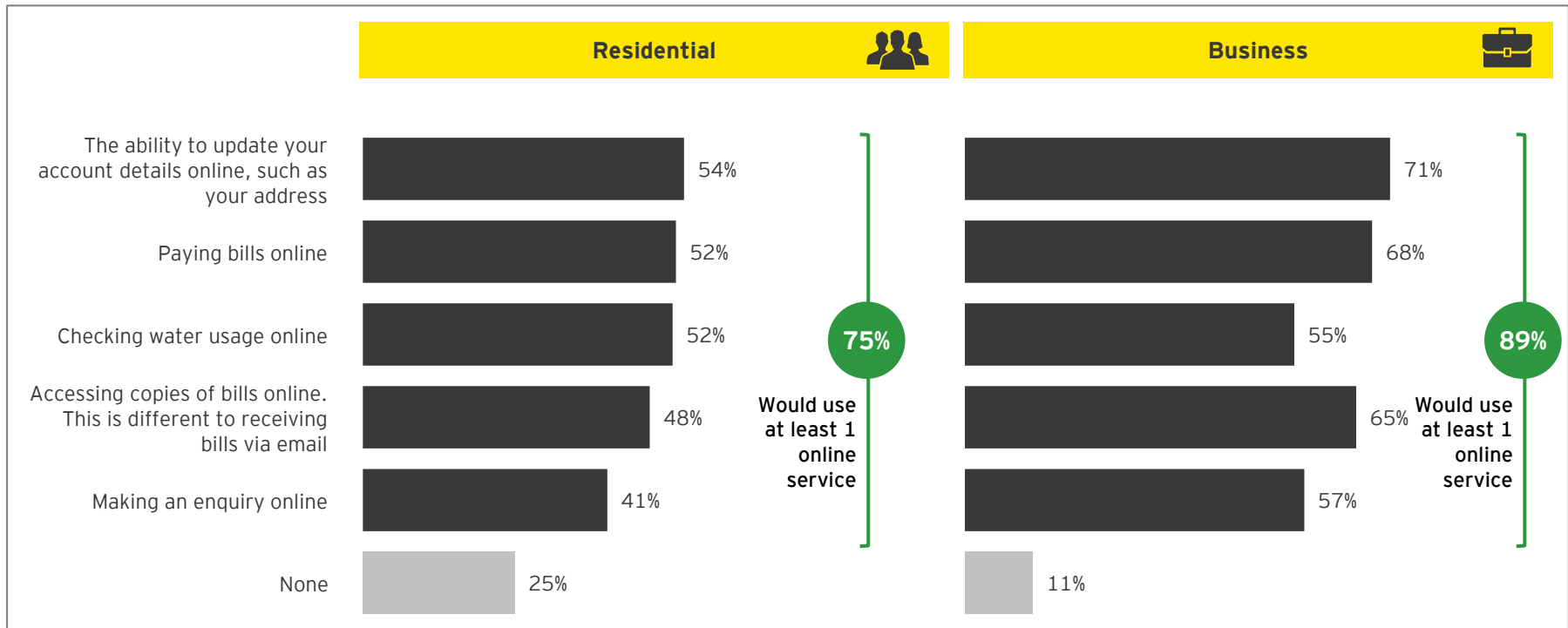
Base: Excl. Don't know, total community (n=816), total business (n=300)

Q8: There are administrative costs associated with billing customers. There are some simple changes that could be made to reduce these costs that result in savings for customers, but these would only be considered if they don't negatively impact customer service. How strongly do you support or oppose each of the following options?



Likelihood of using online services

- ▶ Most customers would be willing to use at least one of the five online services presented.
- ▶ The online offerings are even more popular among business customers compared to residential customers. However, roughly half of all residential customers would still be likely to use each of the online service offerings, excluding making an enquiry online which is the least popular.
- ▶ Of all the options presented, customers are most likely to update their details online if this option is made available to them; this was also the most popular potential online self service option in the 2015 customer perception research.



Base: Total community (n=816), total business (n=300)

Q6a: Barwon Water is considering adding more online offerings. Which of the following online services would you be likely to use?

Communication and digital engagement



- ▶ **Digital is accepted...** Customers felt it was reasonable and expected that Barwon Water would utilise digital channels to communicate. These were accepted channels even for those who were less likely to use them. Text and live chat were spontaneously raised in some cases as options that should be considered by Barwon Water.
- ▶ **Delivery important...** Digital was considered to be very effective if delivered well. Being well designed, user friendly and intuitive were important considerations
- ▶ **Choice is paramount...** However, there was a strong desire to ensure customers had choice over whether they wanted to engage with digital channels and to ensure traditional options were also available i.e. phone and face to face for problem resolution or complex queries and paper communication for billing or key notices. This was particularly important for older customers or those that identified as not very technically literate
- ▶ **Selection...** There was interest in being able to self select communication channels i.e. being able to go onto the Barwon Water website and select the option of text message updates, email communication, online billing etc. Again, this was a familiar concept and seemed logical to customers.
- ▶ **Clear expectations...** Customers had a reasonably clear and consistent viewpoint on which channels were best suited to which activities

Website



- ▶ **General information and updates.** Although not the only source for important updates and notices
- ▶ **Detailed information** on initiatives
- ▶ **Insight** into Barwon Water strategy

Live chat



- ▶ **Website...** Part of the website functionality
- ▶ **Problem resolution...** First port of call for some
- ▶ **General enquiry...** A quick and easy exchange
- ▶ **Effective...** Assuming immediacy and not simply generic interaction

Emails

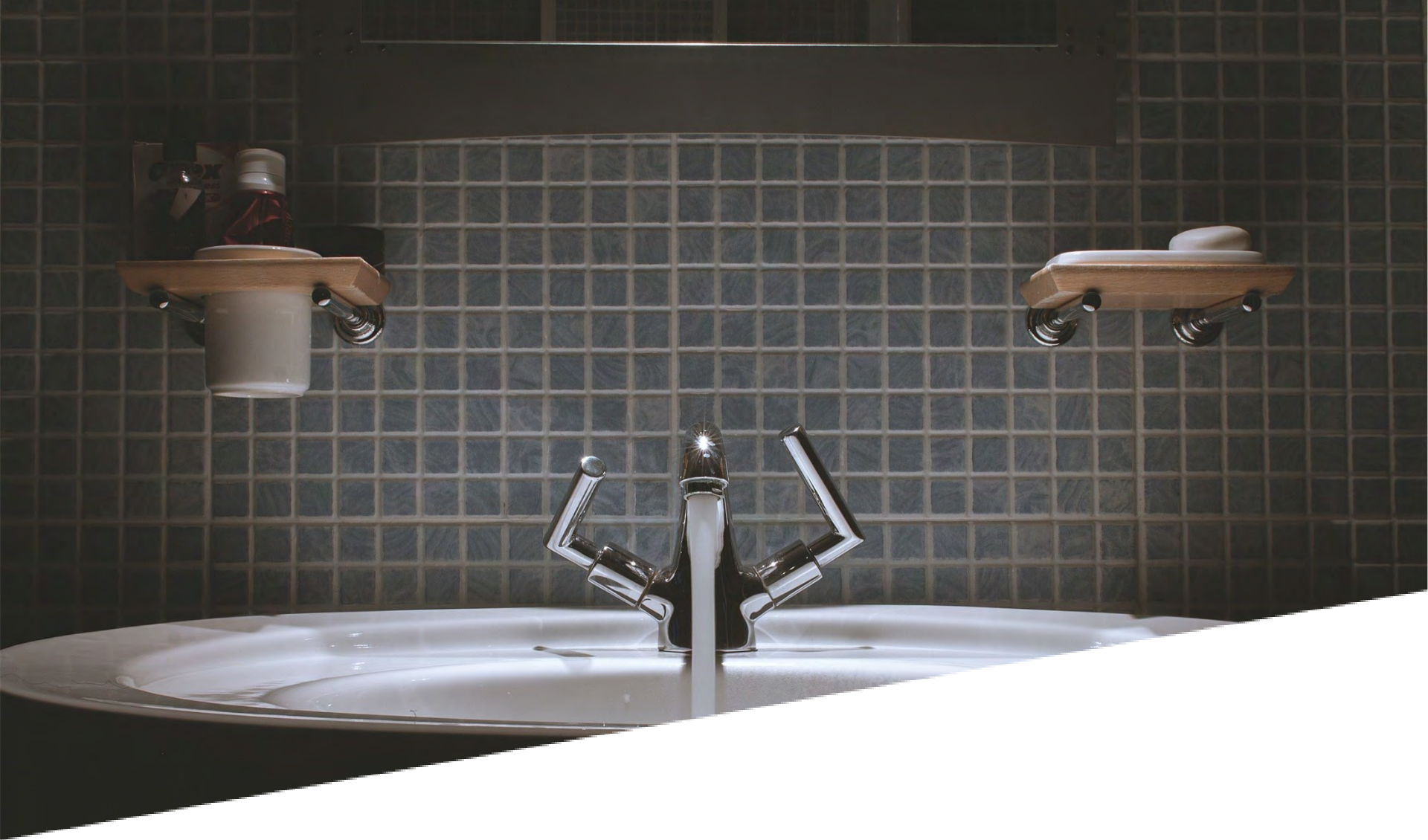


- ▶ **Problem resolution...** As an initial inquiry
- ▶ **Business...** A key channel for business
- ▶ **Responsive...** This was only considered reasonable if they received a timely reply

Text messages



- ▶ Quick, effective and likely to capture their attention
- ▶ **Disruptions...** To advise of changes to water, upcoming disruptions
- ▶ **Reminders...** Disruption reminder the day prior, bill reminder
- ▶ **Managed...** Not too frequent
- ▶ **Choice...** Must be able to opt in or out

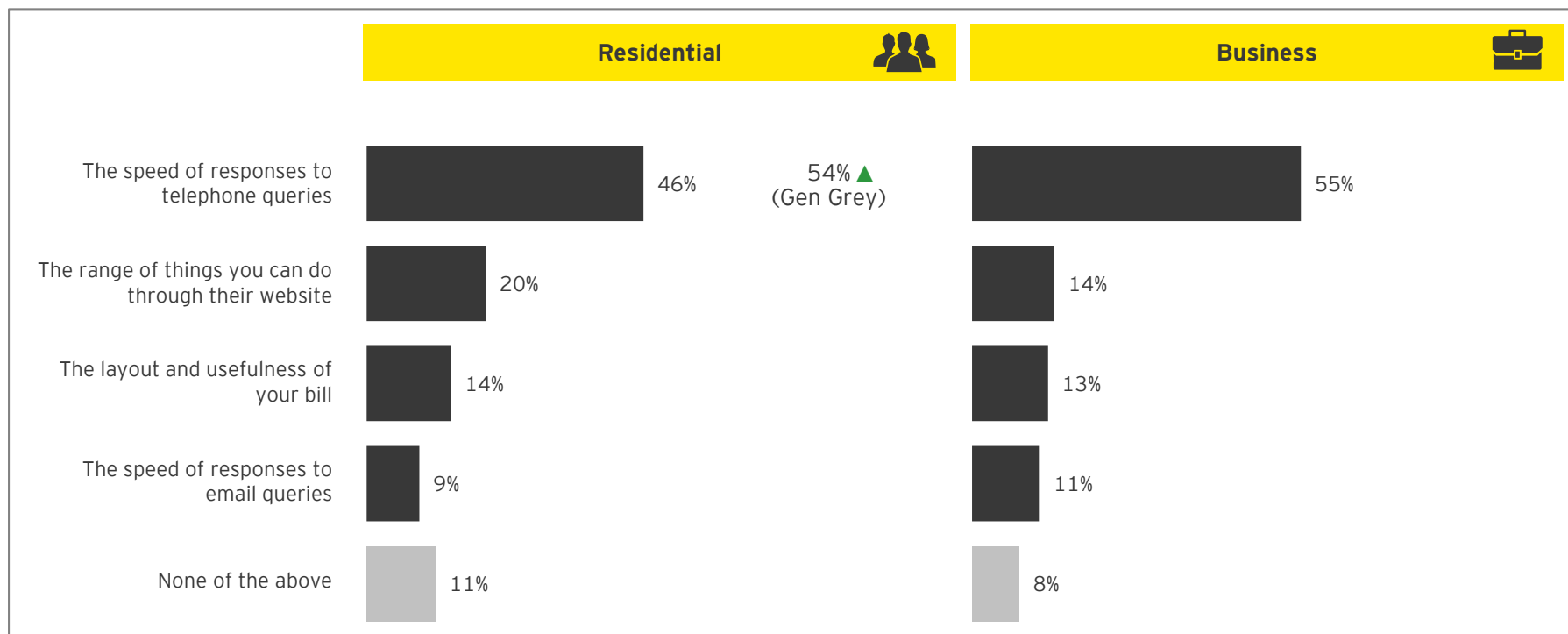


Suggestions for improvement



Suggested service/communication improvements (prompted)

- Approximately half of residential and business customers believe that Barwon Water should first and foremost focus on improving the speed of responses to telephone queries. Significantly more Gen Grey residential customers selected this as the key aspect for improvement (54%), which is expected given they are likely to have a preference for contacting Barwon Water by phone.



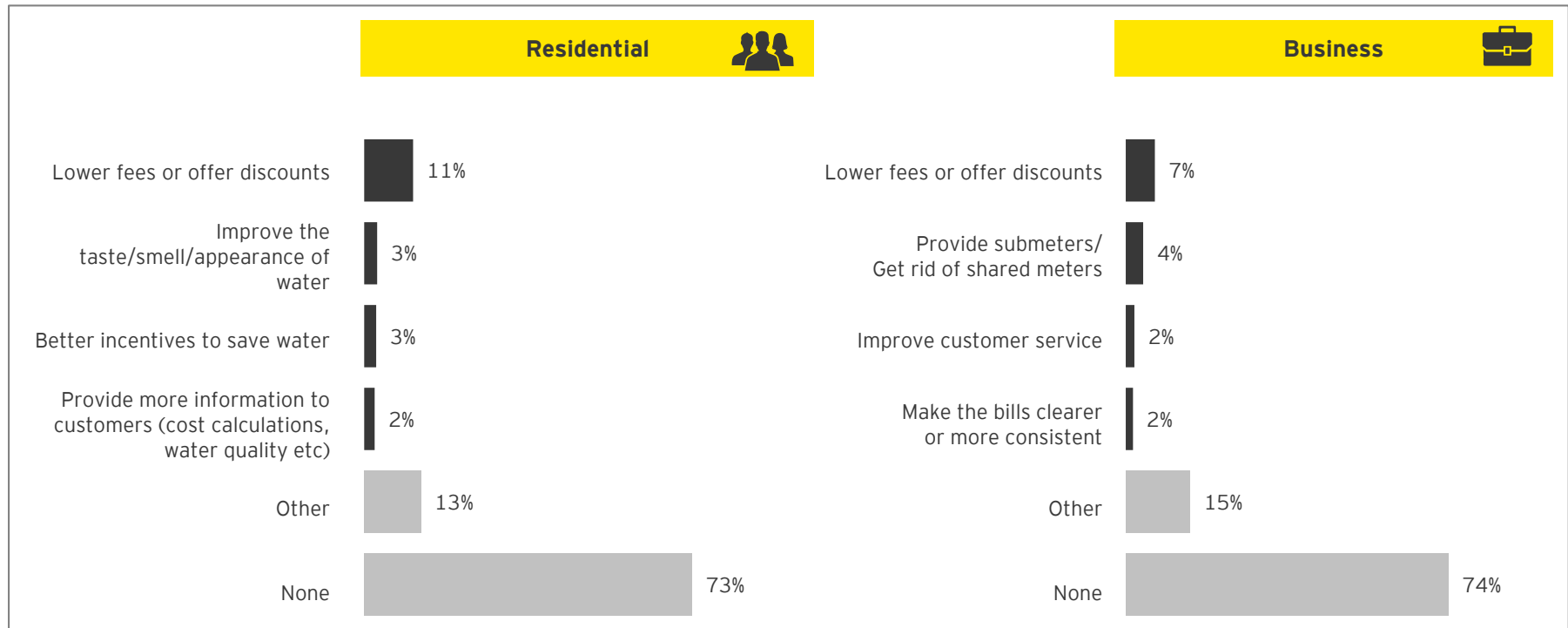
Base: Excl. Don't know, total community (n=775), total business (n=293)

Q7: There are different ways that you may interact with Barwon Water. Which one of the following do you think Barwon Water should focus on improving?



Suggested improvements (unprompted)

- ▶ The most common suggestion for improving services more broadly (amongst those that had a suggestion) was to lower fees or offer discounts to the bills. This was seen for both residential and business customers.
- ▶ For residential customers, the most common suggestions aside from cost were improving the aesthetic quality of water, and providing better incentives to save water.
- ▶ Business customers differed on key suggestions after lower fees, and suggested providing more submeters (or less shared meters) and improving the customer service experience.




Base: Total community (n=816), total business (n=300)
Q5b: Is there anything else Barwon Water can do to provide or improve services for you?



Verbatim suggestions

► Below are a selection of the suggestions provided by residential and business customers as ways Barwon Water could improve their services.

Residential	Business
 <p>““</p> <p>Stop hiking up the bills, seriously I have all my water on tanks, shower water goes onto the garden and I still get charged a load of money. They keep charging people. I have three tanks, and I have a tank connected to the shower.</p> <p>Continue to find ways to improve water conservation and pass that information on to the customer.</p> <p>If they can improve the taste of the water I would be very happy with them (chlorine taste).</p> <p>””</p>	<p>““</p> <p>Get rid of shared meters. I'm on a shared meter and as a result of other people using a lot of water, my bill is up from \$80 to \$500.</p> <p>Put me through to a person who has the authority to answer my questions when I call, rather than move me from person to person.</p> <p>...they cut the water off for 3 hours twice in last 12 months and there was not enough notice. We did not receive the letter -should have knocked on door as only commercial property in the area... The second time only one week's notice which is not enough for a hotel.</p> <p>””</p>

Base: Total community (n=816), total business (n=300)
Q5b: Is there anything else Barwon Water can do to provide or improve services for you?

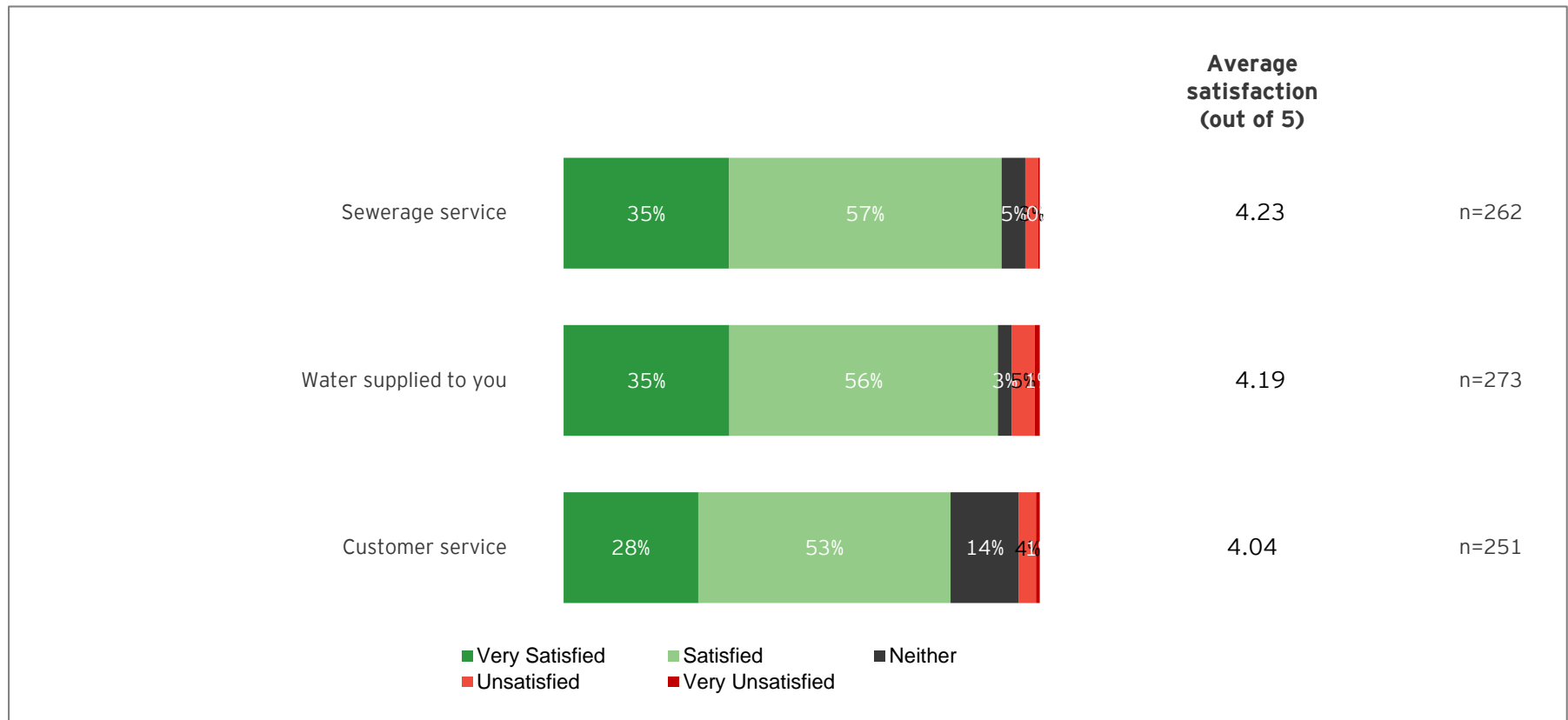
The feedback and ideas you share will help shape future projects and strategies as we work toward delivering services that you value and expect.



Your Say at Barwon Water engagement platform

Satisfaction levels

- ▶ The satisfaction ratings provided by the general public through the Your Say platform are very high, with the average score across all three measures above a 4 out of 5.
- ▶ Although there is relatively little difference in the scores between measures, respondents are a little less satisfied with the customer service provided by Barwon Water, and most satisfied with the sewerage service.



Base: Your Say engagement platform data. Excl. Not applicable. Sample sizes vary for each question as stated above.
 Q How satisfied are you with: your sewerage service; the customer service we provide to you; water we supply to you (Presented as three questions)

Satisfaction levels

- ▶ Although there is not a large difference between areas, in general Anglesea/Winchelsea and Colac customers are more satisfied with the services provided by Barwon Water. This is especially true when looking at satisfaction with the water service.

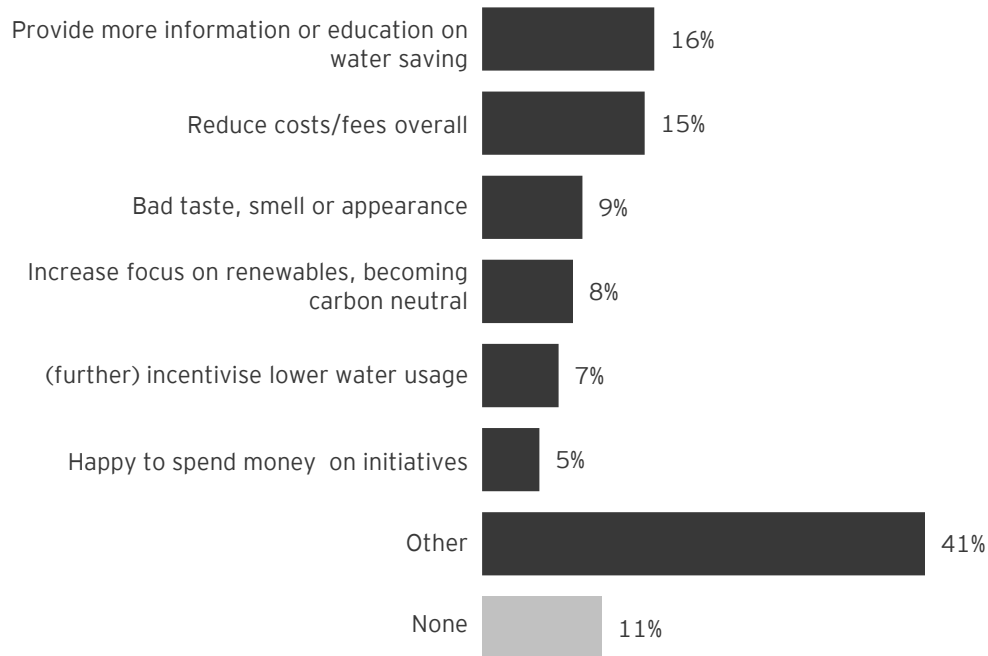
Average satisfaction with services provided by Barwon Water by service area - Residential YourSay data

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Winchelsea	Colac
		(251)	(54)	(24*)	(32)	(54)	(43)
		%	%	%	%	%	%
Sewerage service	4.23	4.03	4.32	4.04	4.24	4.31	4.32
Water supplied to you	4.19	4.00	4.17	3.92	4.06	4.40	4.39
Customer service	4.04	3.86	4.15	3.75	3.81	4.13	4.23

Base: Your Say engagement platform data. Excl. Not applicable. Sample sizes vary for each question, minimum n stated above. *Caution: n<30, results indicative only
 Q How satisfied are you with: your sewerage service; the customer service we provide to you; water we supply to you (Presented as three questions)

Suggestions to improve services

- ▶ There is good support amongst customers on increasing education around saving water, although this was prompted by the question.
- ▶ Aside from the usual request to reduce costs, the highest unprompted response is from customers dissatisfied with the aesthetic quality of the water supplied to them. Another response that features highly without prompting is incentivising lower water usage, with most of these respondents asking for a reduced service charge in exchange for an increased volume charge.
- ▶ Other responses included suggestions to improve online services and direct debit, encourage use of water tanks, and increase the use of water tanks, as well as concerns around fluoride in the water and property-specific issues the respondent may be experiencing.



Base: Your Say Engagement Respondents, Excl. no answer (n=277)

Q. What could Barwon Water do to improve services for you? For example could Barwon Water do more to educate customers around saving water, help vulnerable customers or invest in renewable energy? Barwon Water is keen to hear your feedback.

Suggestions to improve services (verbatim)

► Below are a selection of the suggestions provided by customers on the Your Say platform.



“

Further educate customers and community on saving water, and invest in environmentally friendly or sustainable infrastructure.

From my perspective, the attempt to use water wisely is not rewarded because the service charges continue increasing and I think, "why bother using less water"! For example my water usage cost approximately \$20 and the service charges were about \$170! I may as well flood my garden, have longer showers and use the most uneconomical washing machine cycle...

”

“

Happy with services. I have a pool so keen for charges to stay as is. Bills don't seem too extravagant.

Invest in water saving and catchment initiatives (including tanks and grey water usage in homes). Where possible utilise renewable energy for pumps, buildings, and offices.

Occasionally the water has an "awful" taste and dis-colouration... Send out information if water is going to taste bad because of the low storage levels etc.

”

Base: Your Say Engagement Respondents, Excl. no answer (n=277)
Q. What could Barwon Water do to improve services for you? For example could Barwon Water do more to educate customers around saving water, help vulnerable customers or invest in renewable energy ? Barwon Water is keen to hear your feedback.



Appendix



Acceptable levels of water restrictions

Acceptable levels of water restrictions

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Gen Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(816)	(79)	(170)	(197)	(370)	(373)	(199)	(125)
	%	%	%	%	%	%	%	%
Level 1	91	94	92	90	87	89	91	94
Level 2	73	83	78	75	60 ▼	69	74	81
Level 3	53	65	64 ▲	54	33 ▼	48	54	61
Level 4	28	30	35	27	20 ▼	30	29	24
Accepts no levels	9	6	8	10	13	11	9	6

Acceptable levels of water restrictions

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/Torquay	Colac
		(248)	(200)	(98)	(147)	(78)	(45)
		%	%	%	%	%	%
Level 1	91	89	89	97	92	88	98
Level 2	73	74	67	79	75	73	77
Level 3	53	50	51	60	51	58	63
Level 4	28	26	24	33	27	34	34
Accepts no levels	9	11	11	3	8	12	2

Base: Total community (n=816)

Q11: The main difference between different levels of water restrictions is the extent to which you can water your garden and lawn. At which level do water restrictions become unacceptable to you?



Acceptable levels of water restrictions

Proportion of customers that find water restriction levels acceptable - Business

	Total	Business Size		
		Small (1 to 4 employees)	Medium (5 to 19 employees)	Large (20 to 500 employees)
	(300)	(130)	(120)	(50)
	%	%	%	%
Level 1	94	94	98	95
Level 2	86	87	84	86
Level 3	71	73	58	70
Level 4	57	60	38	55
Accepts no levels	6	6	2	5

Base: Total businesses (n=300)

Q11: The main difference between different levels of water restrictions is the extent to which you can water your garden and lawn. At which level do water restrictions have an unacceptable impact on your business?



Most important aspect of customer experience

Most important aspect of customer experience

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(815)	(79)	(170)	(197)	(369)	(372)	(199)	(125)
	%	%	%	%	%	%	%	%
How aesthetically pleasing the water is - including taste/look/smell	55	57	56	58	51	53	60	54
How easy it is to resolve a query with Barwon Water	30	34	33	25	27	29	30	33
How quickly Barwon Water answers the phone	12	6	8	14	19 ▲	14	6	11
How easy the Barwon Water website is to use	3	3	3	3	4	3	4	3

Most important aspect of customer experience

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Torquay	Colac
	(815)	(248)	(199)	(98)	(147)	(78)	(45)
	%	%	%	%	%	%	%
How aesthetically pleasing the water is - including taste/look/smell	55	55	57	55	56	54	47
How easy it is to resolve a query with Barwon Water	30	29	28	29	31	33	36
How quickly Barwon Water answers the phone	12	14	12	12	9	10	16
How easy the Barwon Water website is to use	3	3	3	4	4	4	1

Base: Total community (n=815)

Q5: Barwon Water tries to deliver the best possible customer experience. Please rank the following experience-related items from most important to you to least important to you.



Most important aspect of customer experience

Most important aspect of customer experience

	Total	Business Size		
		Small (1 to 4 employees)	Medium (5 to 19 employees)	Large (20 to 500 employees)
	(300)	(130)	(120)	(50)
	%	%	%	%
How aesthetically pleasing the water is - including taste/look/smell	47	45	44	58
How easy it is to resolve a query with Barwon Water	31	29	33	32
How quickly Barwon Water answers the phone	18	22	18	8
How easy the Barwon Water website is to use	4	4	4	2

Base: Total businesses (n=300)

Q5: Barwon Water tries to deliver the best possible customer experience. Please rank the following experience-related items from most important to your business to least important to your business.



Informing customers about changes to their water

Informing customers about change to their water (% support)

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(815)	(79)	(170)	(197)	(369)	(372)	(199)	(125)
	%	%	%	%	%	%	%	%
Barwon Water should spend money on programs to inform customers if there is going to be a change in water taste or appearance, and reassure them that the water is safe.	67	62	60	71	74 ▲	77 ▲	59	56 ▼

Informing customers about change to their water (% support)

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Torquay	Colac
	(815)	(248)	(200)	(98)	(146)	(78)	(45)
	%	%	%	%	%	%	%
Barwon Water should spend money on programs to inform customers if there is going to be a change in water taste or appearance, and reassure them that the water is safe.	67	63	72	71	64	68	56

View on investment in information campaign (NET: Support) - Business

	Total	Business Size		
		Small (1 to 4 employees)	Medium (5 to 19 employees)	Large (20 to 500 employees)
	(300)	(130)	(120)	(50)
	%	%	%	%
Barwon Water should spend money on programs to inform customers if there is going to be a change in water taste or appearance, and reassure them that the water is safe.	63	67	58	64

Base: Excl Don't know, Total community (n=815)

Q4: The drinking water provided by Barwon Water is always 100% safe to drink. Occasionally, the taste or appearance of this water changes due to changes in water sources or as the result of maintenance. This can cause concern for some customers about the safety of the water. How strongly do you support or oppose the following statement?

Water security

Support for Barwon Water's water security statement (NET: Support) - Residential

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(798)	(77)	(165)	(193)	(363)	(363)	(195)	(124)
	%	%	%	%	%	%	%	%
We will not run out of water in a drought. We may need to be on water restrictions in a dry period, but we plan for this to occur less than five per cent of the time.	91	89	89	92	95	90	92	94

Support for Barwon Water's water security statement (NET: Support) - Residential

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Torquay	Colac
	(798)	(242)	(196)	(96)	(144)	(77)	(43)
	%	%	%	%	%	%	%
We will not run out of water in a drought. We may need to be on water restrictions in a dry period, but we plan for this to occur less than five per cent of the time.	91	94	87	88	94	88	99

Base: Excl Don't know, Total community (n=798)

Q9: The following is a statement of Barwon Water's proposed commitment to securing water supplies. How strongly do you support or oppose Barwon Water thinking about water security in the following way?



Water security

Support for Barwon Water's water security statement (NET: Support) - Business

	Total	Business Size		
		Small (1 to 4 employees)	Medium (5 to 19 employees)	Large (20 to 500 employees)
	(300)	(130)	(120)	(50)
	%	%	%	%
We will not run out of water in a drought. We may need to be on water restrictions in a dry period, but we plan for this to occur less than five per cent of the time.	93	94	92	96

Base: Total businesses (n=300)

Q9: The following is a statement of Barwon Water's proposed commitment to securing water supplies. Do you support or oppose Barwon Water thinking about water security in the following way?



Willingness to contribute to programs for vulnerable customers

Amount willing to contribute per year

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(776)	(73)	(160)	(185)	(358)	(355)	(195)	(122)
	%	%	%	%	%	%	%	%
An additional 20c per year (\$25,000)	18	35 ▲	16	15	10 ▼	20	20	14
An additional 50c per year (\$50,000)	13	12	13	15	14	13	16	11
An additional \$1 per year (\$100,000)	25	20	20	26	34 ▲	27	27	26
More than \$1 per year	7	2	10	4	8	8	4	8
I would not be willing to contribute any money	36	31	41	39	34	33	34	41

Amount willing to contribute per year

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Torquay	Colac
	(776)	(241)	(189)	(93)	(138)	(72)	(43)
	%	%	%	%	%	%	%
An additional 20c per year (\$25,000)	18	21	16	15	20	14	19
An additional 50c per year (\$50,000)	13	10	17	15	15	9	15
An additional \$1 per year (\$100,000)	25	26	26	24	23	33	13
More than \$1 per year	7	6	4	7	9	9	7
I would not be willing to contribute any money	36	37	37	38	33	34	46

Base: Excl. Don't know, Total community (n=776)

Q24: Most of the assistance Barwon Water offers to vulnerable customers is taken up when they ask for help, or when Barwon Water identifies eligible customers during conversations or interactions. Barwon Water could be more proactive in identifying, targeting and assisting these customers. How much would you be willing to pay each year for Barwon Water to proactively identify and help vulnerable customers?



Willingness to contribute to programs for vulnerable customers

Willingness to contribute to programs for vulnerable customers

	Total	Business Size		
		Small (1 to 4 employees)	Medium (5 to 19 employees)	Large (20 to 500 employees)
	(299)	(130)	(120)	(49)
	%	%	%	%
An additional 20c per year for Barwon Water to spend \$25,000	13	12	14	14
An additional 50c per year for Barwon Water to spend \$50,000	12	13	12	8
An additional \$1 per year for Barwon Water to spend \$100,000	29	27	27	41
More than \$1 per year	12	8	13	22
I would not be willing to contribute any money	34	40	35	14 ▼

Base: Excl. Don't know, total businesses (n=299)

Q24: Most of the assistance Barwon Water offers to vulnerable customers is taken up when they ask for help, or when Barwon Water identifies eligible customers during conversations or interactions. Barwon Water could be more proactive in identifying, targeting and assisting these customers. How much would your business be willing to pay each year for Barwon Water to proactively identify and help vulnerable customers?



Upgrade to a digital water meter

Likelihood of upgrading to a digital water meter (NET: Likely) - Residential

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(769)	(76)	(163)	(179)	(351)	(352)	(192)	(123)
	%	%	%	%	%	%	%	%
Likely to upgrade to digital water meter if offered	61	73	56	60	59	60	72	57

Likelihood of upgrading to a digital water meter (NET: Likely) - Residential

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Torquay	Colac
	(769)	(228)	(192)	(88)	(142)	(76)	(43)
	%	%	%	%	%	%	%
Likely to upgrade to digital water meter if offered	61	66	59	67	57	63	50

Likelihood of upgrading to a digital water meter (NET: Likely) - Business

	Total	Business Size		
		Small (1 to 4 employees)	Medium (5 to 19 employees)	Large (20 to 500 employees)
	(296)	(128)	(120)	(48)
	%	%	%	%
Likely to upgrade to digital water meter if offered	55 ▼	71	83	66

Base: Excl Don't know, total community (n=769), total businesses (n=296)

Q18: For a once-off cost to you of \$125, a digital water meter upgrade would allow you to monitor and control your water consumption in real time. This would save you \$3.60 per year on your bill, and allow Barwon Water to monitor for leaks on your behalf 24/7. If Barwon Water offered an upgrade to a digital water meter, how likely would you be to take it?



Support for increased volume charge with decreased fixed charge

Support for increased volume charge with decreased fixed charge

	Total	Generation				Household Income		
		Gen Y/Z	Gen X	Baby Boomer	Grey	\$50k or less	>\$50k to \$100k	Over \$100k
	(585)	(56)	(111)	(139)	(272)	(258)	(141)	(98)
	%	%	%	%	%	%	%	%
10% higher volume charge of \$2.48 per kL and fixed water service charge of \$135 per year	63	73	58	57	65	56	65	71
20% higher volume charge of \$2.71 per kL and fixed water service charge of \$99 per year	57	70	53	47	59	53	56	64

Support for increased volume charge with decreased fixed charge

	Total	Service area					
		Geelong East/ Belmont	Geelong North/ Corio	Geelong	Ocean Grove/ Leopold	Anglesea/ Torquay	Colac
	(585)	(176)	(144)	(68)	(108)	(54)	(26)
	%	%	%	%	%	%	%
10% higher volume charge of \$2.48 per kL and fixed water service charge of \$135 per year	63	67	60	58	71	52	60
20% higher volume charge of \$2.71 per kL and fixed water service charge of \$99 per year	57	58	56	50	63	50	63

Base: Don't know excluded, Total community. Varies between questions, minimum n shown

Q21: Would you support a 10% higher volume charge of \$2.48 per kilolitre and a lower fixed water service charge of \$135 per year?

Q22: Would you support a 20% higher volume charge of \$2.71 per kilolitre and a lower fixed water service charge of \$99 per year?



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ED None.

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