



Essential Service Commission

Service standards discussion

Key Stats

Towns serviced	49
Population serviced approx	140,000
Projected growth	1.5% - 2%
5 Yr capital program	\$215M
Annual water required	23,000MI
Supply systems	7

Asset Base ~\$1.5 B

2,151km of mains
 40 Reservoirs and service basins,
 65 water pump stations,
 26 water treatment plants, 70km of main channels

1,750km of Sewer mains,
 182 sewer pump stations,
 16 water reclamation plants
 31km Recycled Water Assets –
 494km of Rural Channel



Some interesting insights

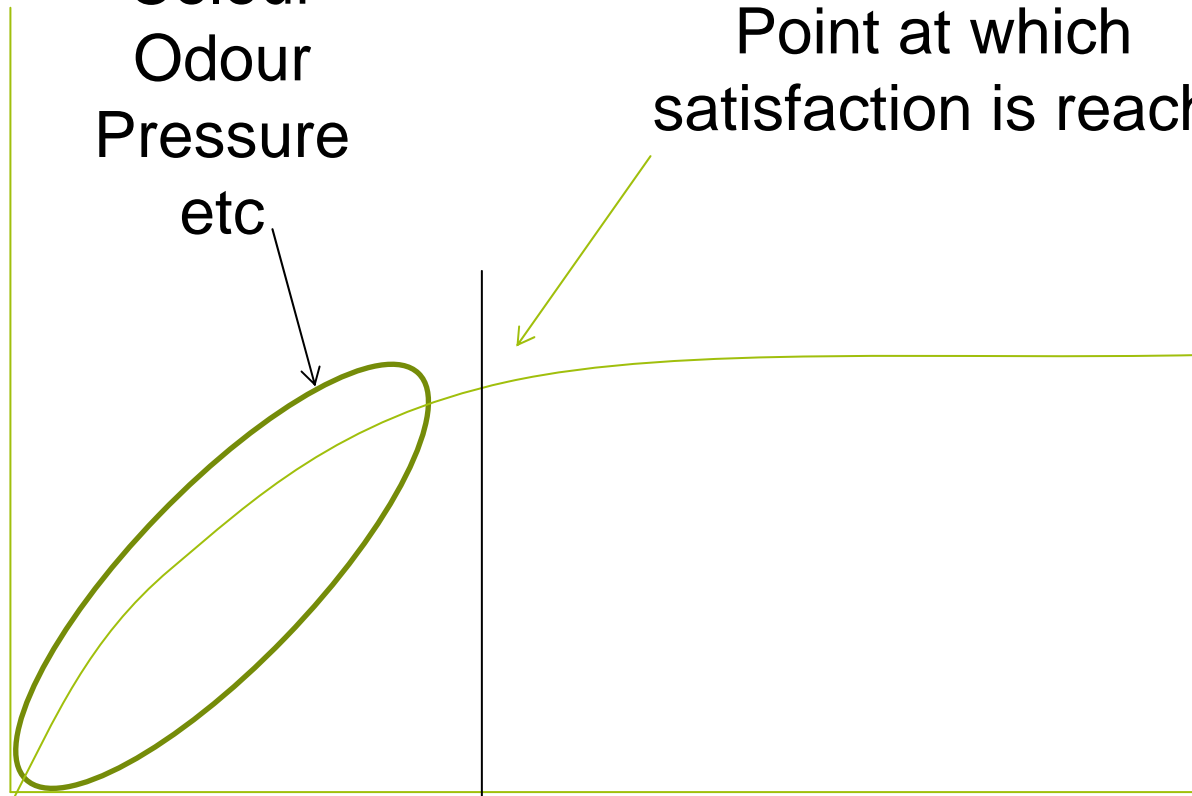
- › One in three customers are concession holders
- › One in two don't know how much water they use
- › One in ten know how to read their meter and do.
- › Seven in ten people over sixty believe we need more dams and supply
- › Seven in ten people under sixty believe we need to be more conservative with water use and that we should lead the charge.

- Things that make very little difference
 - › Location
 - › Level of knowledge about water
 - › Owners or renters
 - › Gardners, swimming pool owners
- Things that do matter
 - › How old they are
 - › Household type (number in the house)
 - › Whether they have a concession card or not

Getting the basics right

Colour
Odour
Pressure
etc

Point at which
satisfaction is reach



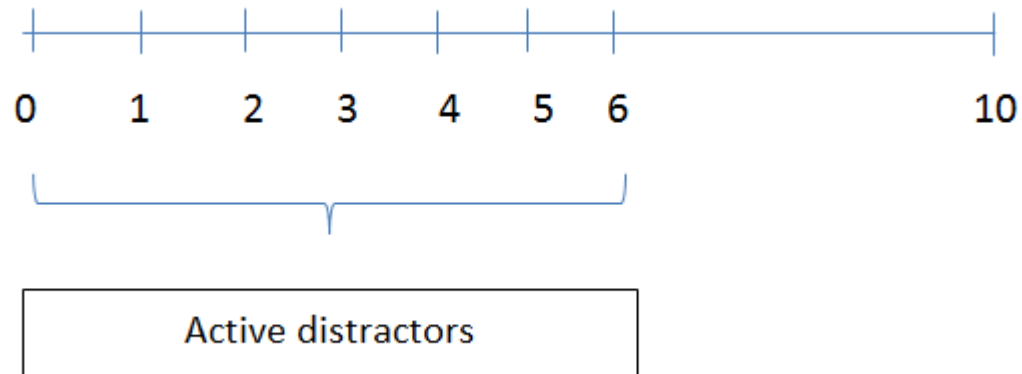
The one question ?

“would you recommend our company to a friend?”

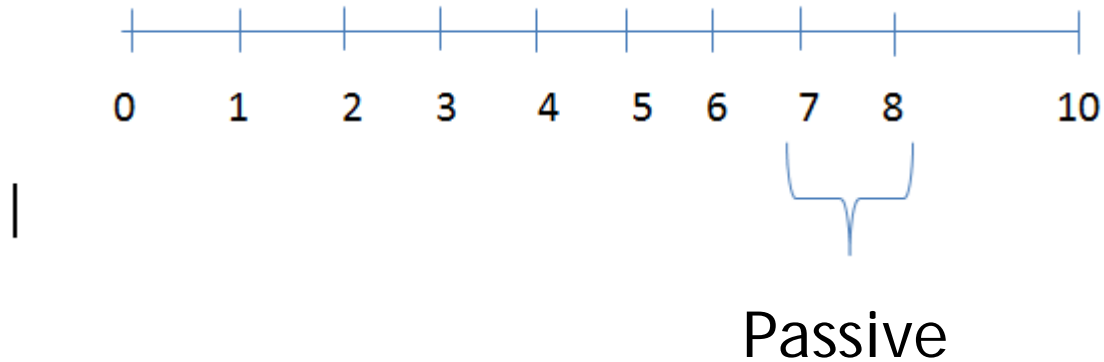
Maybe for us the questions could be

“would you stay with us if you had a choice?”

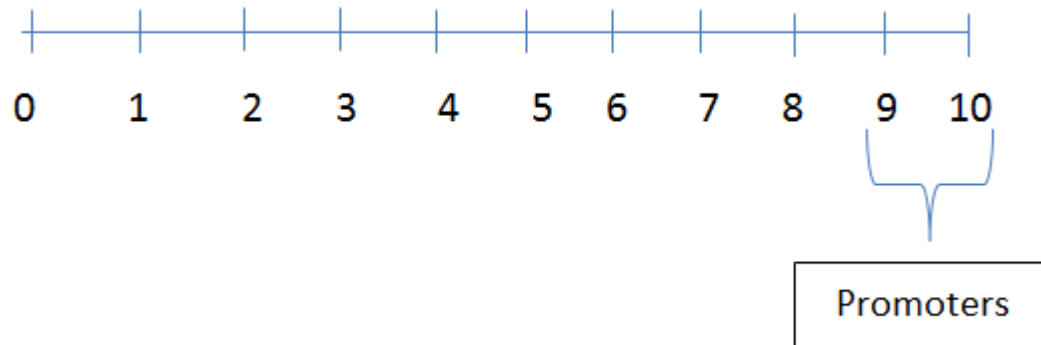
- On a scale of zero to ten how likely would you be to recommend us to a friend?



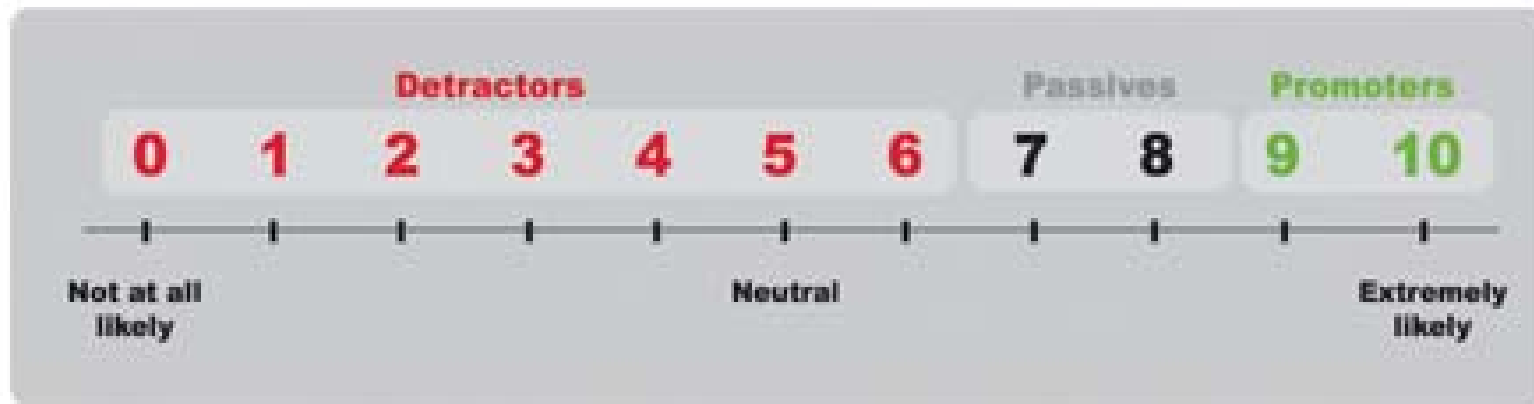
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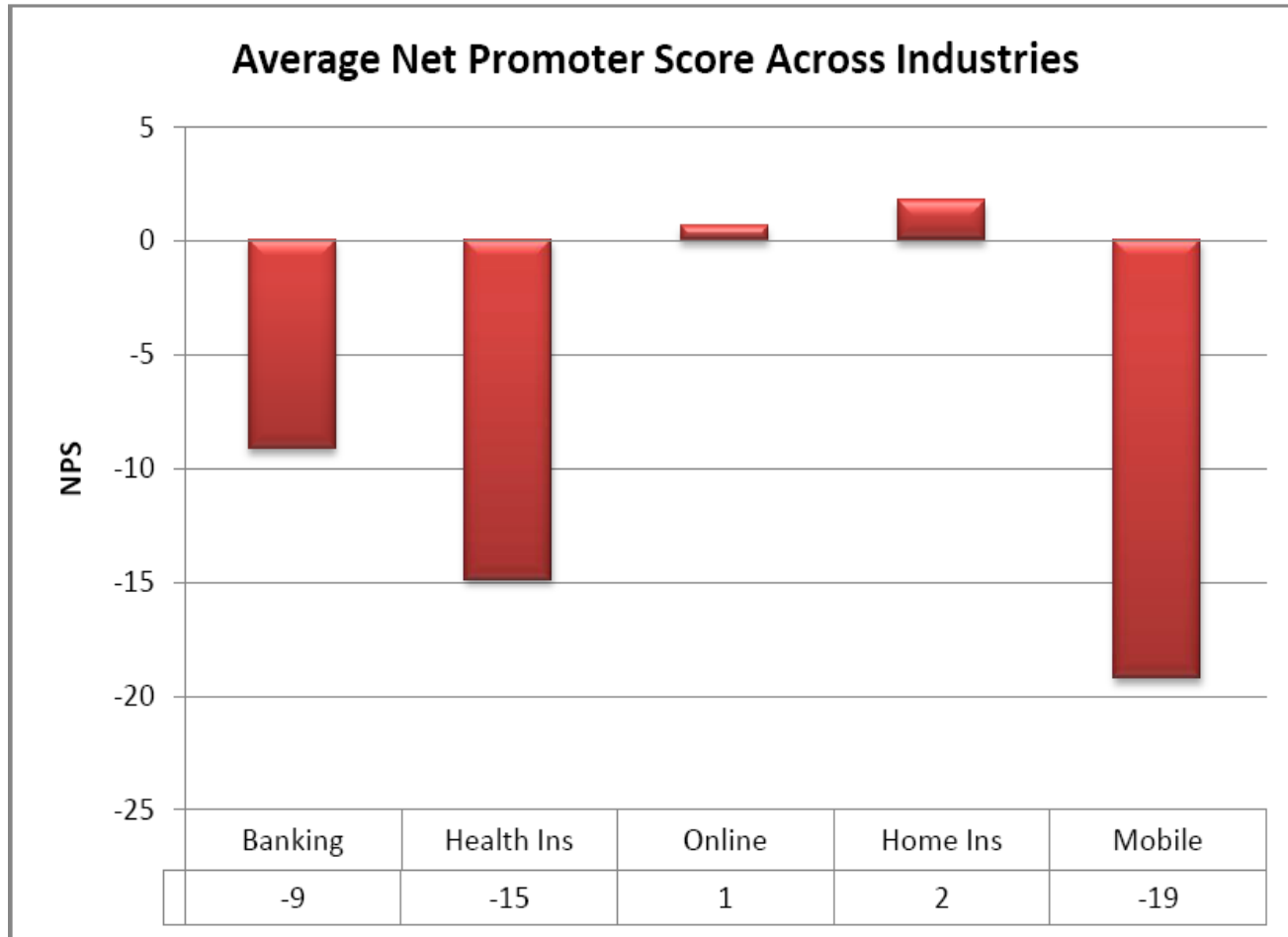


The Net Promoter score

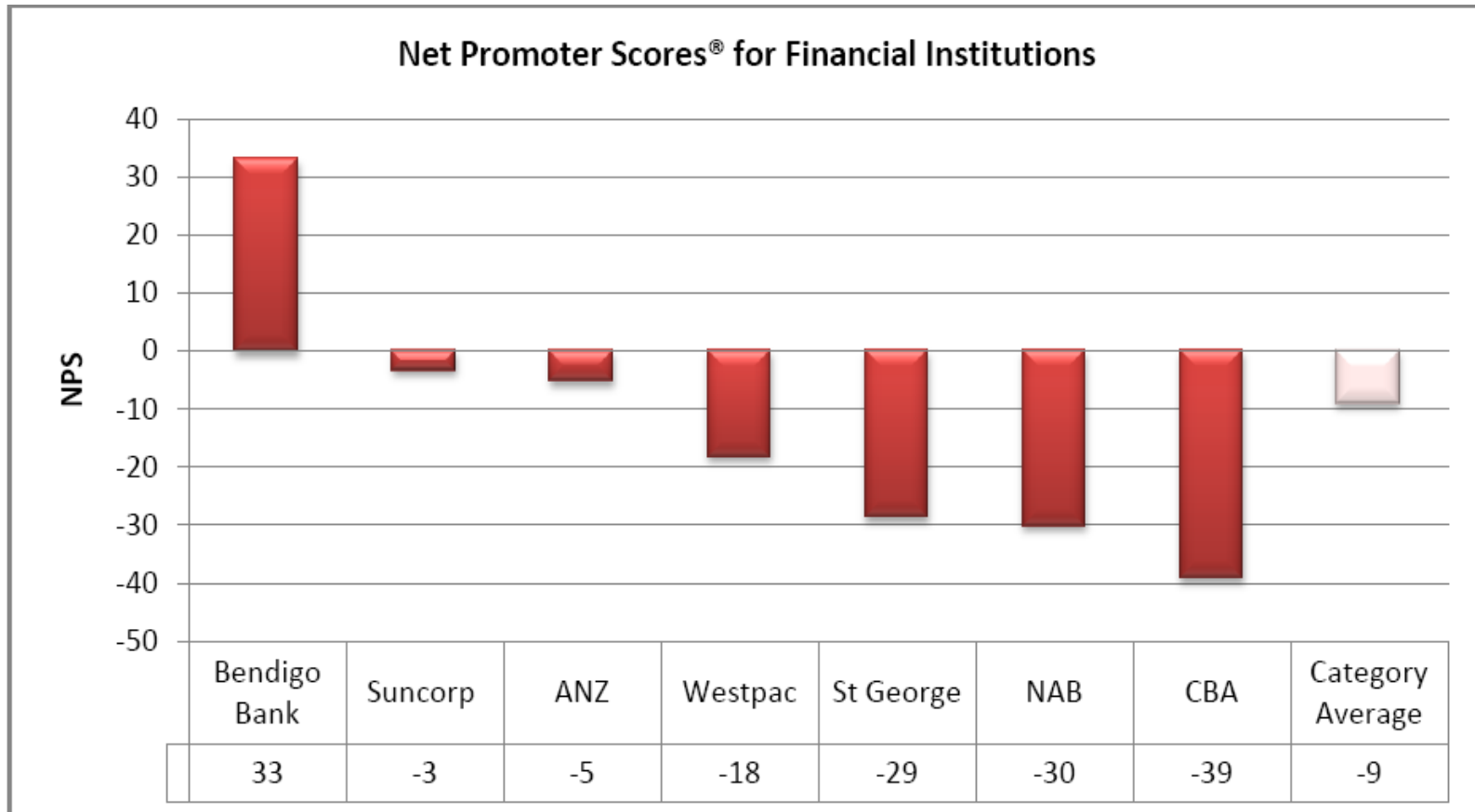


$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

Industry



banks

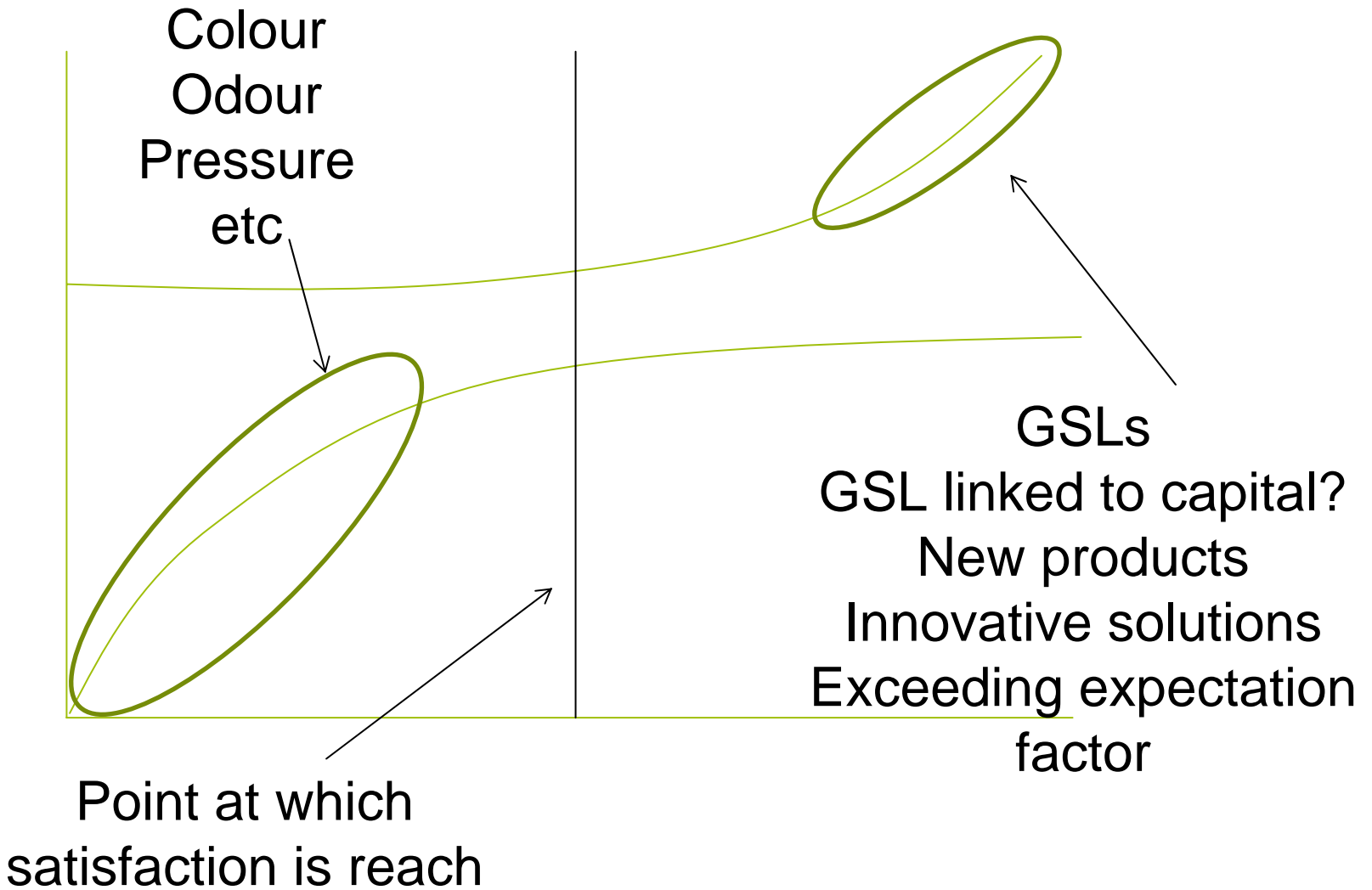


Holiday destinations

?

	DESTINATION	%PROMOT	%PASSIVE	%DETRAC	NPS
1	BROOME	85	10	5	+80
2	BYRON	74	21	5	+69
3	TASMANIA	52	38	10	+42
4	WEST. AUS.	50	41	9	+41
5	QUEENSLAND	51	31	18	+34
6	VICTORIA	48	37	15	+33
7	MELBOURNE	52	25	23	+29
8	PERTH	51	30	19	+27
9	NOOSA	42	41	17	+24
10	GOLD COAST	29	52	19	+21
=10	MARG RIVER	41	38	21	+21
12	CAIRNS	29	52	19	+10
13	BRISBANE	26	57	17	+9
14	SYDNEY	31	39	30	+1

Getting the basics right



Next steps: Engagement strategy that explores

1. Stakeholder specific issues:

- › Non-potable towns
- › Low pressure towns
- › Non residential customers
- › Trade waste customers

2. Testing new ideas :

- › “exotic” products: sustainability type products, insurance type products, hardship grant products

3. Testing risk management strategies

- › Supply triggered pricing changes

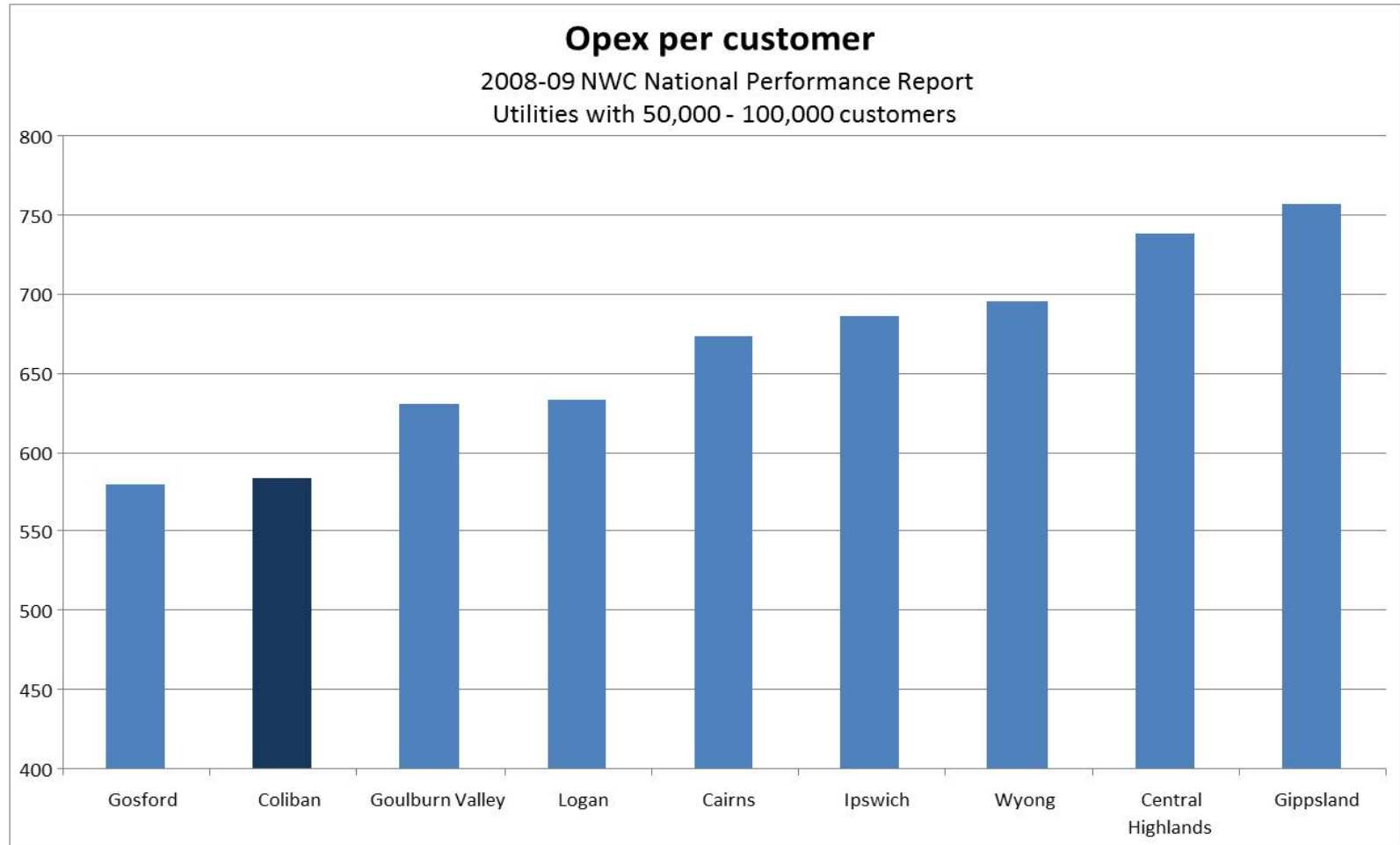
4. Determining our baseline net promoter score.

Questions?

- Acknowledgements
 - › James Garriock Insync Surveys
 - › Jessica Saigar
 - › Jarrah O'Shea

Total Expenses

- One of the lowest opex per customer in Australia



Staff

Staff per 1000 customers

(Full time equivalent staff where available - Victorian regional urban water utilities)

Source: Various utility annual reports 2009-10

