



# Energy Consumer Advocacy Training

## Project Presentation





# **Project Establishment**

# Overview

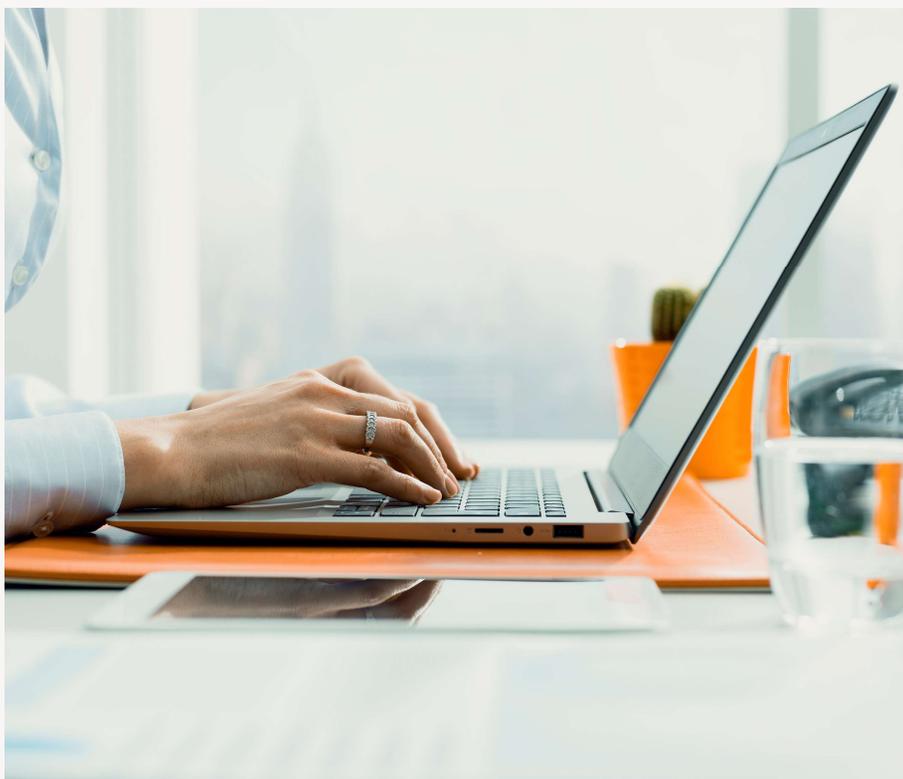


- The WA Advocacy for Consumers of Energy Grants (WA ACE Grants) were established to support energy consumer advocacy and research.
- The WA ACE Grants were established to:
  - support energy advocacy activities;
  - build knowledge and capacity of energy consumer advocates; and
  - promote solution-focused consumer-centric research in the energy sector.
- SEC Newgate received a grant to run an Energy Consumer Advocacy Training Workshop.

## **Workshop aim -**

To develop the skills and strategies of workshop participants to better advocate for energy consumers in Western Australia

# Project approach



1. Survey key stakeholders to determine skills and knowledge gaps
2. Develop tailored training material based on survey data and other research
3. Conduct a one-day advocacy training workshop for energy consumer advocates, local government representatives and representatives from industry bodies

A hand in a dark suit jacket is pointing towards a corkboard. The corkboard is densely populated with various colored sticky notes (yellow, blue, pink, white) containing handwritten text. The background is a light-colored wall. The image has a dark blue and orange diagonal graphic overlay on the left side.

# Project Implementation

CONCLUDING  
THE FELLOWSHIP

FOLLOW-UP  
AFTER THE  
FELLOWSHIP IS  
OVER

FUTURE  
OPPORTUNITIES

RUNNING  
EVENTS

REPORTS  
& REPORTING

ATTENDANCE  
IMPROVED  
BY THE  
I HAVE

THE REPORT  
WRITING IS  
HARD WORK  
IF YOU DON'T  
HAVE

I SPENT MORE  
TIME NEGOTIATING  
FORMAT THAN  
BEING CREATIVE

I NEVER  
KNEW IT  
WAS OVER

NO CREATIVITY

THAT'S 2  
WEEKS FOR  
LHM  
MARKETING  
PLAN FROM

EVALUATING  
ALL THE  
INFORMATION  
AT THE END  
WAS HARD  
DISTILLING  
FRANING

GOT HELP  
FROM OTHERS  
TO 'GUESS' THE  
REPORT

WAS GREAT  
BEING INVOLVED  
C&H

MARKETING  
IS AN ISSUE  
PEOPLE HATE  
HEARING ABOUT  
LHM

I WOULD  
HAVE MADE  
IT PRACTICAL  
IF IT WAS  
FOR EVERYONE

THE EXPOSE  
ADDS VALUE  
TO MY  
BRAND

Flexibility  
of Proj  
was (beneficial)  
Driven by how  
you shape it

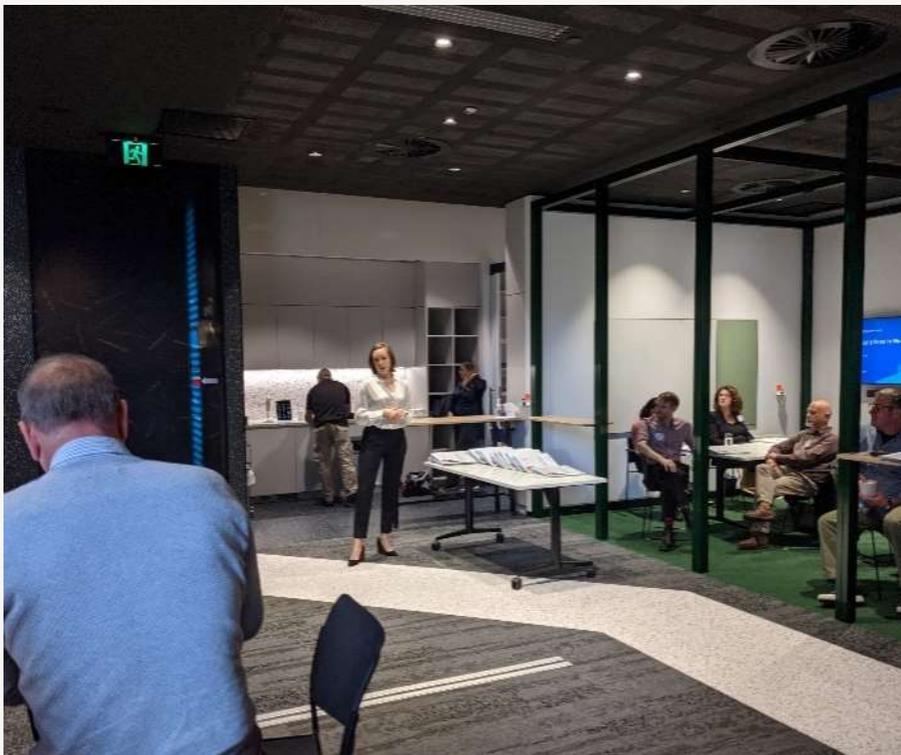
Professional  
Strengths  
were gained  
g. title of  
Fellow

## Pre-survey findings



- There is a significant lack of knowledge of the roles of key sector government and regulatory entities.
- Pricing/affordability, green energy and reliability/supply are the areas of greatest interest for discussion.
- Organisations believe topics of greatest relevance to their advocacy efforts are the future of energy, the impact of renewables and technology and programs for vulnerable people and understanding pricing.

# Energy Consumers Advocacy Workshop



**Rachelle Gill, Assistant Director at Energy Policy WA, regarding energy pricing, how prices are set and what makes up an energy bill.**

SEC Newgate facilitated the advocacy training workshop on Monday 1 November from 9.00am-5.00pm at Synergy's Co Lab in the Perth CBD.

Presenters included:

- Hon. Bill Johnston MLA, Minister for Energy
- Rachelle Gill, Assistant Director, Energy Policy WA
- Graham Hansen, Senior Policy Officer, WACOSS
- Elizabeth Edgar, Manager Residential Customer Success, Synergy
- Charlotte Wirtz, Manager Customer Service, Alinta Energy
- Troy Mulder, Retail Operations Manager, Horizon Power

# Agenda



**Panel Discussion facilitated by Graham Hansen about programs for vulnerable people, hardship and community education.**

- Topics covered through the day included:
  - Understanding energy pricing
  - Energy poverty and advocacy in energy
  - Supporting customers who need it the most
  - The future of energy in WA
  - Advocacy 101
  - Message development

# Advocacy training

Training covered key elements of strategic advocacy.

The importance of  
clear, concise  
advocacy asks

Knowing our  
stakeholders and  
how to analyse  
stakeholders

Organising for  
advocacy success –  
building coalitions  
and planning

Developing a  
persuasive  
message



# Project Evaluation

## Workshop outcomes

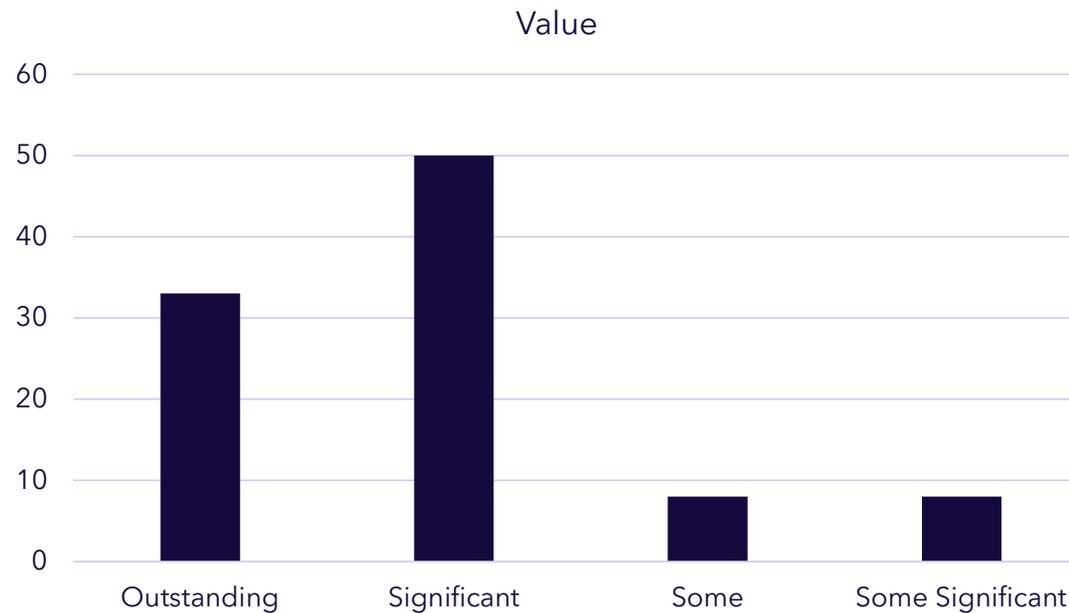


**The Hon Bill Johnston MLA, Minister for Energy providing an overview of the future of energy in WA.**

- The Energy Consumer Advocacy Workshop had 19 attendees (including one online attendee)
- 40 to 60 people were invited (primary contacts were welcomed to bring other people from their organisations) to attend and participate in the workshop.

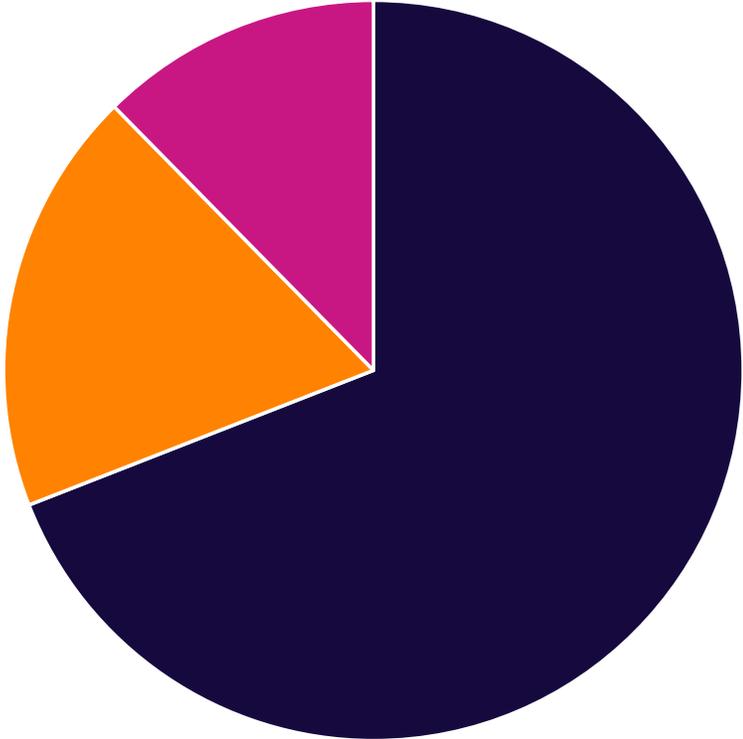
# Workshop feedback

Twelve workshop participants provided feedback on the value of the session.



**No participants indicated the workshop had little or no value.**

# Participants' key takeaways



■ Advocacy ■ Education ■ Networking ■

# Participants' key takeaways

## Advocacy

- Value and timing of workshop
- Need for a structured approach to stakeholder engagement and advocacy

## Education

- Better understanding of the complexity of the sector - variety of stakeholders
- Appreciation of the lack of understanding by consumers

## Networking

- Workshop brought together variety of people in the sector
- Appreciation of the value in collaborating on advocacy

A woman with long dark hair, wearing a white t-shirt and jeans, stands in a meeting room pointing at a wall covered in colorful sticky notes. Several other people are seated around a table with laptops, looking towards her. The room is brightly lit with natural light from a window. The image has a dark blue triangle in the top-left corner and an orange triangle in the bottom-left corner.

# Future Considerations

# Future considerations

Workshop participants were asked about what they would like to see in future workshops and other training which may be offered.

Responses were:

- General consumer advocacy
- Information around evolving communication channels
- More information on 'how to include consumers' in advocacy
- Link directly to WA ACE grants to show how further opportunities could be taken
- More detailed sessions on consumer advocacy planning/mapping
- Further examples of 'best practice' message development and good advocacy case studies.
- Analysis of case studies and examples of energy consumer advocacy gone right or wrong



Questions?

