

# Energy Consumer Advocacy Workshop

**1 November 2021**



wa council of  
social service



GOVERNMENT OF  
WESTERN AUSTRALIA

Energy Policy WA

*With thanks to Synergy for supporting this workshop*

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## Energy Consumer Advocacy Training: Workshop Agenda

Time	Item	Presenters
9.00am	<b>Welcome, introductions</b> Icebreaker activity about government energy entities	<ul style="list-style-type: none"> <li>Rachelle Gill, Assistant Director, Energy Policy WA</li> <li>Lenda Oshalem, Partner, SEC Newgate</li> </ul>
10.00am	<b>Understanding energy pricing</b> <ul style="list-style-type: none"> <li>How are prices set</li> <li>What makes up your bill</li> </ul>	Rachelle Gill, Assistant Director, Energy Policy WA
10.30am	<b>Morning tea break</b>	
10.45am	<b>Energy poverty and advocacy in energy</b>	Graham Hansen, Senior Policy Officer, Western Australian Council of Social Service (WACOSS)
11.00am	<b>Supporting customers who need it the most.</b> Panel Discussion about programs for vulnerable people, hardship and community education and information.	Facilitated by Graham Hansen, Senior Policy Officer, WACOSS Panel members: <ul style="list-style-type: none"> <li>Elizabeth Edgar, Manager Residential Customer Success, Synergy</li> <li>Charlotte Wirtz, Manager Customer Service, Alinta Energy</li> <li>Troy Mulder, Retail Operations Manager, Horizon Power</li> </ul>
12.00pm	<b>Working lunch</b> with the Hon. Bill Johnston MLA, Minister for Energy, State Government. The Minister will provide an overview of the future of energy in WA.	Hon. Bill Johnston MLA, Minister for Energy
1.00pm	<b>Icebreaker activity about leadership and accountability</b>	Facilitated by Lenda Oshalem, Partner, SEC Newgate
1.30pm	<b>Advocacy</b> <ul style="list-style-type: none"> <li>Cutting an issue, when and where in the process you can influence government policy</li> <li>Stakeholder mapping</li> <li>Building coalitions</li> <li>Advocacy planning</li> </ul>	Facilitated by Lenda Oshalem, Partner, SEC Newgate
3.30pm	<b>Afternoon tea break</b>	
3.45pm	<b>Developing a message</b> <ul style="list-style-type: none"> <li>Key elements</li> </ul>	Facilitated by Lenda Oshalem, Partner, SEC Newgate
4.30pm	<b>Wrap and thank you</b>	Facilitated by Lenda Oshalem, Partner, SEC Newgate
5.00pm	<b>Ends</b>	

Time	Item	Description	Presenters	Resourcing
8.00am	SEC Newgate arrive onsite			
8.30am	Participants start to arrive	Need to sign in and fill in COVID questionnaire		
9.00am	Welcome, introductions  Icebreaker activity about government energy entities	<ul style="list-style-type: none"> <li>• Acknowledgement of country</li> <li>• Acknowledge project partners - EPWA and WACOSS</li> <li>• Thank you to Synergy for the co-lab</li> <li>• Welcome</li> <li>• Welcome people joining online</li> <li>• Introductions - Rachelle Gill and SEC Newgate</li> <li>• Around the room introductions</li> <li>• Housekeeping - no wifi, toilet location, mobiles on silent</li> <li>• How this goes well - if you contribute and are engaged. We are here to share and support each other. We are here to learn about each other's issues.</li> <li>• How it goes wrong - if one person or a few dominate the discussion or it gets bogged down in one specific issue</li> <li>• Agenda overview - in pack</li> <li>• Icebreaker - Break into 4 / 5 groups, match the government entity to the definition</li> <li>• Discuss answers</li> </ul>	<ul style="list-style-type: none"> <li>• Rachelle Gill, Assistant Director, Energy Policy WA</li> <li>• Lenda Oshalem, Partner, SEC Newgate</li> </ul>	<ul style="list-style-type: none"> <li>• 6 copies of icebreaker game</li> </ul>

9.50am	Get slides and screen ready for next session			
10.00am	Understanding energy pricing <ul style="list-style-type: none"> <li>• How are prices set</li> <li>• What makes up your bill</li> </ul>	<ul style="list-style-type: none"> <li>• Notes in pack</li> </ul>	Rachelle Gill, Assistant Director, Energy Policy WA	
10.15am	Bring in morning tea			
10.30am	Morning tea break			
10.40am	Get slides and screen ready for the next session  Get chairs ready for panel discussion too			
10.45am	Clear up morning tea			
10.45am	Energy poverty and advocacy in energy	<ul style="list-style-type: none"> <li>• Notes in pack</li> </ul>	Graham Hansen, Senior Policy Officer, Western Australian Council of Social Service (WACOSS)	
11.00am	Supporting customers who need it the most. <ul style="list-style-type: none"> <li>• Panel Discussion about programs for vulnerable people, hardship and community education and information.</li> </ul>	<ul style="list-style-type: none"> <li>• Refer to separate briefing document</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitated by Graham Hansen, Senior Policy Officer, WACOSS</li> </ul> Panel members: <ul style="list-style-type: none"> <li>• Elizabeth Edgar, Manager Residential Customer Success, Synergy</li> </ul>	

			<ul style="list-style-type: none"> <li>Charlotte Wirtz, Manager Customer Service, Alinta Energy</li> <li>Troy Mulder, Retail Operations Manager, Horizon Power</li> </ul>	
11.45am	Bring in lunch			
12.00pm	Set up microphone and/or chair for presentation			
12.00pm	<p>Working lunch with the Hon. Bill Johnston MLA, Minister for Energy, State Government.</p> <p>The Minister will provide an overview of the future of energy in WA.</p>	<ul style="list-style-type: none"> <li>12.15pm to 12.45pm: The Minister will provide a high-level overview of the future of energy, green energy, reliability, security, renewables and tech.</li> <li>Q&amp;A</li> </ul>	Hon. Bill Johnston MLA, Minister for Energy	
1.00pm	Clear up lunch			
1.00pm	Leadership and accountability icebreaker	<ul style="list-style-type: none"> <li>Refer to reading material in packs - Marshall Ganz on leadership and accountability</li> <li>Break into 4 groups, discuss leadership attributes and accountability mechanisms</li> <li>Group 1 - Leadership qualities; brainstorm and report</li> <li>Group 2 - World's worst training guide on leadership; brainstorm and report (in character)</li> <li>Group 3 - Good accountability measures and processes; brainstorm and report</li> </ul>	Facilitated by Lenda Oshalem, Partner, SEC Newgate	<ul style="list-style-type: none"> <li>Easel butchers paper packs</li> </ul>

		<ul style="list-style-type: none"> <li>• Group 4 - World's worst training guide on accountability; brainstorm and report (in character)</li> <li>• Share 2 then 1; 4 then 3; and discuss answers</li> <li>• Reflection: While we're all having a laugh - some of the examples delivered today have actually happened. Does anyone want to share a story about their personal experiences?</li> </ul>		
1.30pm	Advocacy	<p>4 x 30 minute sessions that cover. Each session provides an overview of key elements, an activity and a debrief/discussion about insights and challenges:</p> <ul style="list-style-type: none"> <li>• Cutting an issue: taking a big problem and cutting it into bite size solutions / issues <ul style="list-style-type: none"> <li>- Questions to participants: Why cut an issue?</li> <li>- Activity: Take a problem (household energy bills increasing) and cut it into bite sized issues</li> </ul> </li> <li>• Stakeholder mapping <ul style="list-style-type: none"> <li>- Questions to participants: Who are some of your stakeholders? Why do we need to analyse our stakeholders? Why is it important to know what they think of us?</li> <li>- Activity: Complete stakeholder worksheet (stakeholder analysis of Minister for Energy, Energy Policy WA, Alinta, Synergy)</li> <li>- Questions to participants: Where would you place your stakeholders on the mapping / support matrix? How would you approach</li> </ul> </li> </ul>	Facilitated by Lenda Oshalem, Partner, SEC Newgate	

		<p>stakeholders based on where they go on your mapping / support matrix?</p> <ul style="list-style-type: none"> <li>• Building coalitions <ul style="list-style-type: none"> <li>- Questions to participants: Why is coalition building effective?</li> <li>- Activity: Find possible partners in the room.</li> </ul> </li> <li>• Advocacy planning <ul style="list-style-type: none"> <li>- Questions to participants: Do you think about when and where you can influence policy?</li> <li>- Activity: Brainstorm some of the tactics you have used or would think about using in your advocacy campaigns.</li> </ul> </li> </ul>		
3.15pm	Bring in afternoon tea			
3.30pm	Afternoon tea break			
3.45pm	Clear up afternoon tea			
3.45pm	<p>Developing a message</p> <ul style="list-style-type: none"> <li>• Key elements</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate point of impact with stakeholders: Show video of Maeklong Railway Market (From Train) - Bangkok, Thailand</li> <li>• Activity: Ask participants to write their story following the Self, Us, Now structure and ask participants to share their story. As a group, identify the Self, Us, Now component of the stories shared.</li> </ul>	Facilitated by Lenda Oshalem, Partner, SEC Newgate	
4.30pm	Wrap	<ul style="list-style-type: none"> <li>• Give everyone a feedback form</li> </ul>	Facilitated by Lenda Oshalem, Partner, SEC Newgate	

		<ul style="list-style-type: none"> <li>• Conclude and provide handout of where to go to find out more information / other development opportunities</li> <li>• Thank you</li> <li>• Welcome people to hang around until 4.45pm/5pm to ask questions of each other and SEC Newgate</li> </ul>		
4.45pm/5.00pm	Ends			

# **Icebreaker: Government entities**



Synergy	A corporation owned by the WA State Government, which generates and sells electricity. Western Australia's largest energy retailer and generator with more than one million industrial, commercial, and residential customers.
Western Power	A State Government owned corporation responsible for building, maintaining and operating an electricity network that connects customers across the Southwest of Western Australia, including Perth and Kalgoorlie, to traditional and renewable energy sources.
Horizon Power	A State Government-owned corporation that supplies power to about 100,000 residents and 10,000 businesses across regional and remote Western Australia.
Energy Policy WA	Provides policy advice to government to facilitate the delivery of secure, reliable, sustainable, and affordable energy services to Western Australians.
Economic Regulation Authority	Regulates the gas, electricity and rail industries, and licenses providers of gas, electricity and water services.
Australian Energy Market Operator	Operates the financial markets for trading electricity and manages the system to keep the power supply and demand in balance.
Minister for Energy	Sets out the policy vision and objectives of all relevant energy government agencies and responsible for the effectiveness and efficiency of the agencies to deliver on the government's vision and objectives in the energy space.
Energy Ombudsman	An independent, impartial body that investigates and resolves complaints about electricity, gas and water providers in Western Australia.
Energy Safety	Licences all gas and electrical operatives to ensure that minimum standards are met and utilises inspection and enforcement functions to confirm compliance.

# Energy prices

**Energy Policy WA  
Presentation**





Government of Western Australia  
Energy Policy WA

# Energy prices in Western Australia

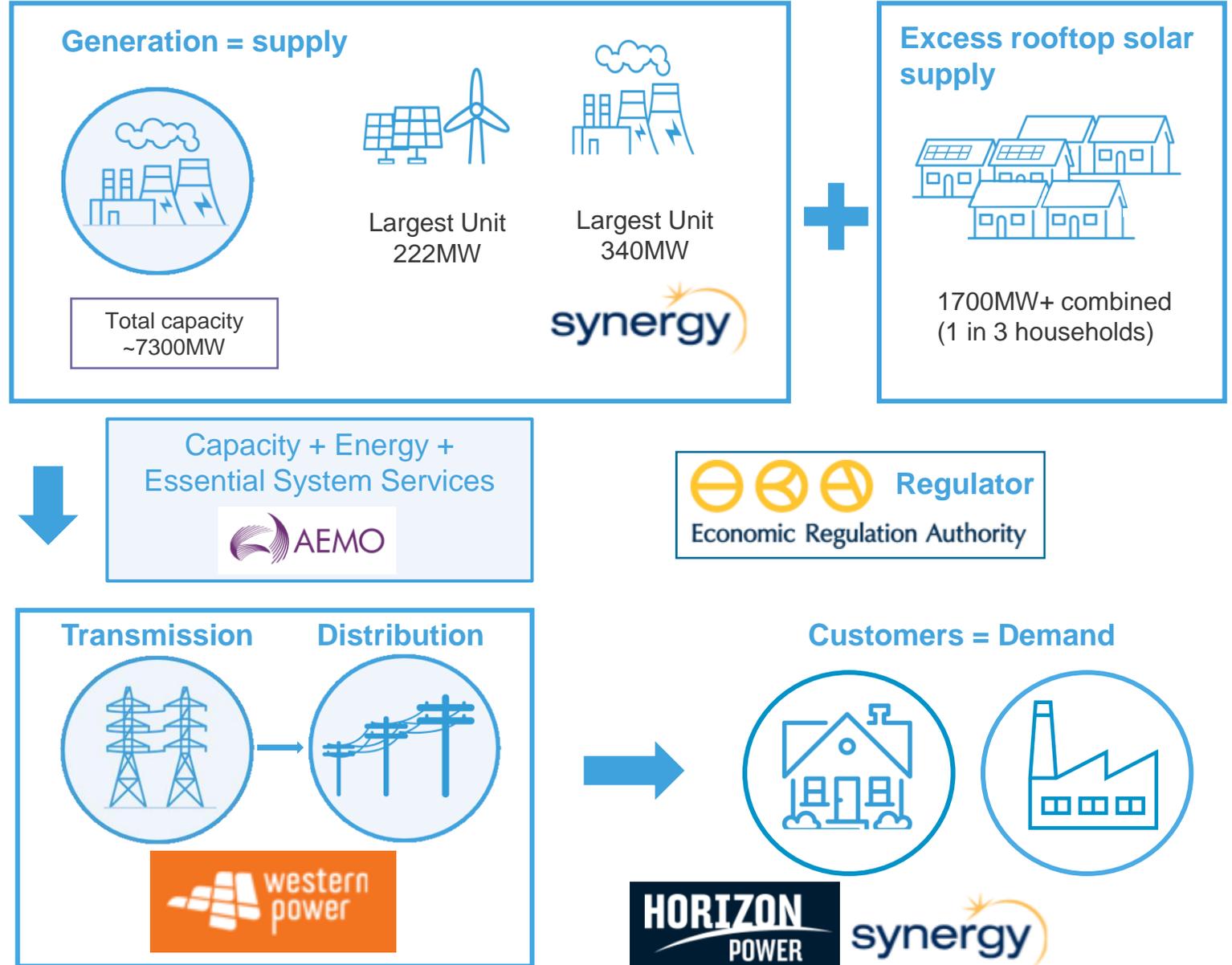
Rachelle Gill

Energy Policy WA

1 November 2021

Working together for a  
**brighter** energy future.

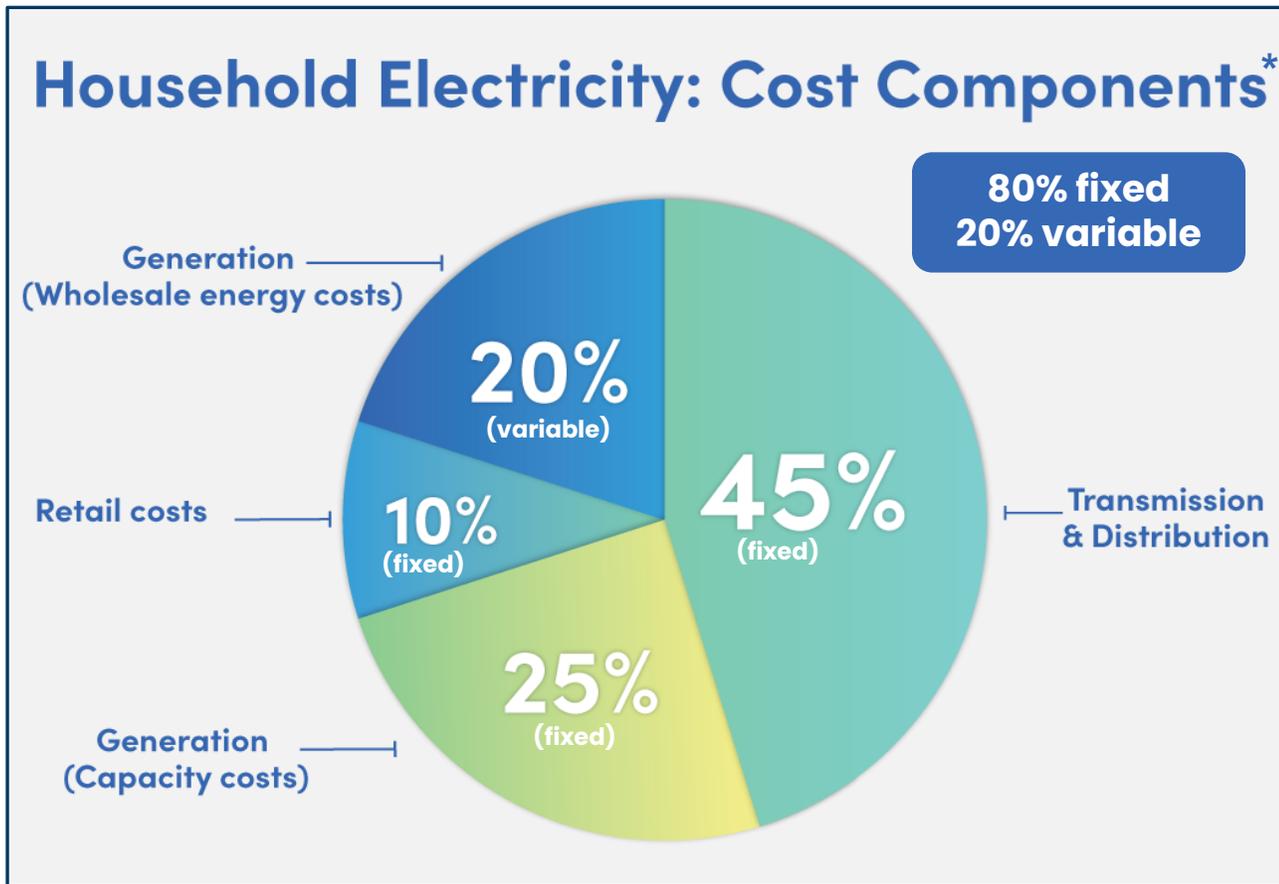
# Bulk electricity supply in the SWIS



# What we pay for

More than just a unit of power

A 'tariff' is a pricing rate



\* Indicative only

## Households

A1/A2 regulated tariff

Supply charge - daily

\$1.0514

Consumption – per kWh

29.3273c

Distributed Energy Buyback Scheme Buyback Rate <i>(applicable to residential customers)</i>	c/kWh
<b>Peak</b> – Between 3pm and 9pm:	<b>10</b>
<b>Off-peak</b> – Before 3pm or after 9pm:	<b>3</b>

# How the prices are set

## For households and small businesses

The Government sets the prices for regulated tariffs small business and households through the State Budget process, considering the costs of energy supply and other economic factors.

They also set the solar buy-back rates for households through this process.

Synergy and Horizon Power pass these prices on through their billing.

Current residential power prices are set around 1.7% lower than it costs to supply.

## Electricity Tariffs

Approved electricity tariff changes for 2021-22, and assumed changes for Budget planning purposes from 2022-23 onwards, are outlined below.

Table 8.8

2021-22 BUDGET ELECTRICITY TARIFF PRICE PATH				
	2021-22 %	2022-23 %	2023-24 %	2024-25 %
<b>NON-CONTESTABLE TARIFFS</b>				
Residential (A1/A2)	1.75	1.75	2.0	2.0
Residential Hot Water (B1)	1.75	1.75	2.0	2.0
Community and Charitable Organisations (C1/C2)	1.75	1.75	2.0	2.0
Charitable Organisation Providing Residential Accommodation (D1/D2)	1.75	1.75	2.0	2.0
Combined Residential/Business (K1/K2)	1.75	1.75	2.0	2.0
Small Business (L1/L2)	1.75	1.75	2.0	2.0
Small Business Time of Use (R1)	1.75	1.75	2.0	2.0
Unmetered Supply (UMS) <sup>(a)</sup>	2.27	2.27	2.27	2.27
Traffic Lighting (W1/W2) <sup>(a)</sup>	3.77	3.77	3.77	3.77
Street Lighting (Z) - South West Interconnected System <sup>(a)</sup>	3.03	3.03	3.03	3.03
Street Lighting (Z) - Horizon Power service area <sup>(a)(b)</sup>	5.90	5.90	5.90	5.90
<b>CONTESTABLE TARIFFS <sup>(a)</sup></b>				
Medium Business (L3/L4)	(3.45)	(3.45)	(3.45)	(3.45)
Medium Business Time of Use (R3)	(0.91)	(0.91)	(0.91)	(0.91)

(a) These regulated tariffs approximate cost-reflective levels and have been smoothed over the forward estimates period in order to minimise large year-on-year movements in price.

(b) Represents the average change across all types of streetlight tariffs. Price paths for specific streetlight types may differ from the average.

Electricity price paths for residential, community, charitable organisation and small business customers will increase in line with inflation forecasts over the Budget period. After the 1.75% increase in 2021-22, residential electricity tariffs remain around 1.7% below Treasury's estimate of cost-reflective levels in 2021-22.

All other tariffs have been adjusted to achieve or maintain cost-reflectivity on a smoothed basis across the Budget period.

The approved streetlight price path in Horizon Power's service area differs from the streetlight price path in the South West Interconnected System (SWIS). This will result in recovery of a greater proportion of costs in Horizon Power's service area and reduce cross-subsidisation by SWIS customers.

# Understanding energy bills



ABN: 58 673 830 106

NAME  
ADDRESS

**Your account details**

Account number 367 706 850  
 Invoice number 2069325780  
 Date of issue 14 Sep 2021  
 Account period 16 Jul 2021 - 14 Sep 2021  
 (61 days)

**Your account summary**

Opening balance	\$0.00
+ This bill	\$466.33
= Total	\$466.33

**Electricity Account Tax Invoice**

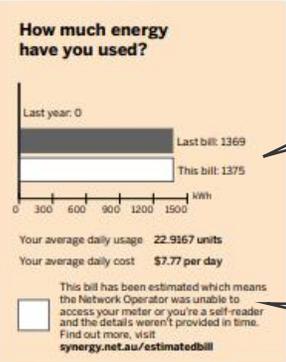
Need help with your bill? Visit [synergy.net.au/help](http://synergy.net.au/help)



**You can access My Account anywhere.**

Register for My Account at [synergy.net.au/surf](http://synergy.net.au/surf)

**How much energy have you used?**



Last year: 0 | Last bill: 1369 | This bill: 1375

Your average daily usage 22.9167 units  
 Your average daily cost \$7.77 per day

This bill has been estimated which means the Network Operator was unable to access your meter or you're a self-reader and the details weren't provided in time. Find out more, visit [synergy.net.au/estimatedbill](http://synergy.net.au/estimatedbill)

**Payment options**

**Direct Debit\***  
The set and forget way to pay. Visit [synergy.net.au/directdebit](http://synergy.net.au/directdebit)

**Credit/Debit Card\***  
Online: [synergy.net.au/payments](http://synergy.net.au/payments)  
Phone: 1300 650 900

**Post Billpay\***  
Pay in person at any post office.

\*2608 5250398319  
MS R GILL  
Account number: 367 706 850

**BPAY\*/BPAY View\***  
Biller Code: 2600  
Reference: 525 039 8319  
Contact your bank or financial institution to make this payment from your cheque, savings, debit or transaction account.

**Centrepay**  
Eligible residential customers can use Centrepay to make voluntary, regular deductions from their Centrelink payments. Visit [humanservices.gov.au/centrepay](http://humanservices.gov.au/centrepay) and register using Synergy reference 555 035 042 S.

**Mail**  
Send your cheque payable to Synergy with this payment slip to GPO Box U1913 Perth WA 6845.  
\*Fees may apply

synergy

Payment number 525 039 8319

Direct Debit 05 Oct 2021 **\$466.33**

<0000046633> <000260> <000525039831009> >

Total due

Payment support options

Usage comparison table

This bill has been estimated

Payment options

# Understanding energy bills

## How we've calculated your bill

### Account summary

Last bill	\$500.34
Payments	\$500.34cr
<b>Opening balance</b>	<b>\$0.00</b>

Account activity

### Your energy supply details

Supply address:  
NM: 80015095599  
Next scheduled read date: 09 Nov 2021

### Your usage summary for meter number: 410M178960

Supply period: 16 Jul 2021 - 13 Sep 2021	Previous meter reading	Current meter reading	Units imported (kWh)	Units exported (kWh)
Anytime usage	45127	^46502	1375.0000	

^Your current meter reading has been estimated by the Network Operator.

Electricity used

### This bill

Home Plan (A1) tariff  
Bill period: 16 Jul 2021 - 13 Sep 2021

	Units	Unit of measure	Unit price (cents)	Amount
eConnect				
Residential Anytime consumption	1375.0000	kWh	26.6612	\$366.59
Supply charge	60	days	95.5818	\$57.35
Plus GST @ 10.00%				\$42.39
<b>Total</b>				<b>\$466.33</b>

Break down of charges (ex GST)

If you're having problems paying your account, assistance is available. Please contact us before the due date.

A \$6.15 fee may apply for additional reminder notices sent regarding overdue payment of this account.

Service and complaints information

### Important information

**Need more time to pay?**  
If you're on holidays or just a little short this month, we can help. Visit [synergy.net.au/extension](http://synergy.net.au/extension)

**Moving home?**  
Start, close or transfer your connection online. Visit [synergy.net.au/moving](http://synergy.net.au/moving)

**Concessions**  
Concession card holders may be eligible to receive a rebate on their residential electricity bill. For more information, visit [synergy.net.au/concessions](http://synergy.net.au/concessions)

**If your account has been estimated**  
If you wish to find out how or why it was estimated, or if you would like to request a meter reading, call us on 13 13 53.

**Customer Charter**  
For information on our products and services, and our obligations under the Customer Service Code, visit [synergy.net.au/charter](http://synergy.net.au/charter)

**Complaints process**  
At Synergy, we're here to help. If you have a complaint, please call 1800 208 987 to speak with our Customer Service Representative. If they're unable to resolve your complaint, our Complaints Team may be able to help. If your complaint remains unresolved, you can contact the Energy and Water Ombudsman on 1800 754 004.

**Faults**  
Call the Western Power 24hr emergency line on 13 13 51.

### We're here to help

[synergy.net.au](http://synergy.net.au)  
 13 13 53  
 TTY Service: 13 36 77  
 Interpreter Service: 13 14 50

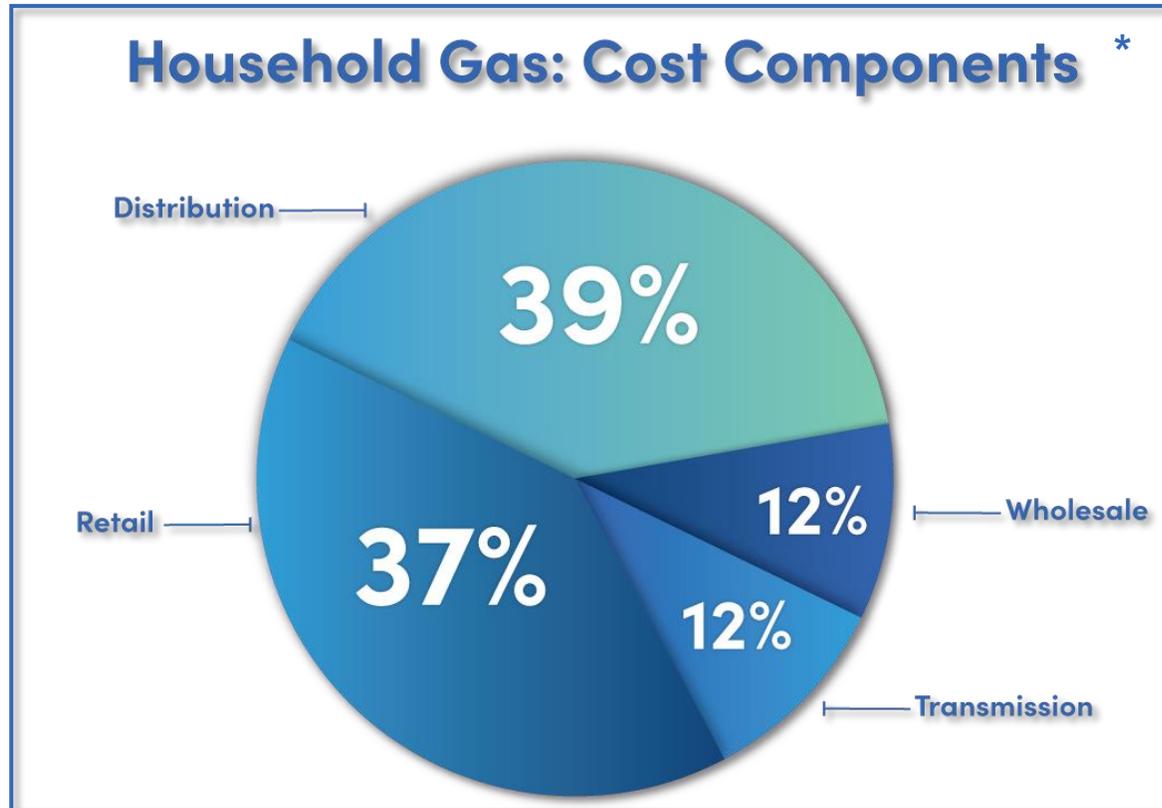
2 of 2

Contact and interpreter information

Working together for a **brighter** energy future.

# What we pay for

More than just a unit of gas



\* Indicative only

## Mid-West/South-West Households

Regulated tariff cap

Supply charge

Consumption

Daily

First 12 units/day

Over 12 units/day

22.23c

15.35c

13.84c

# Gas Prices

## Household and small business prices

Retail competition is available for household and small business gas purchases.

Retail prices are capped by the Government, but retailers can choose to charge any amount below that cap.

The cap varies between gas supply areas of the Mid-West/South-West area, the Albany area and the Kalgoorlie-Boulder area due to the different costs to supply in those regions.

Competition in the Mid-West/South-West area has resulted in there being many different discounted offers for gas.

Shopping around can save you money!

But remember to check:

- What part of the charges the discount applies to
- How long it applies for
- If there are any other obligations attached (such as direct debit)

*We're working for  
Western Australia.*

**#brighterenergyfuture**

# Energy poverty and advocacy

**WACOSS Presentation**

A large decorative graphic in the bottom right corner consisting of a dark blue triangle pointing downwards and an orange triangle pointing upwards, meeting at a white diagonal line.

# Energy Poverty and Advocacy in Energy

# What is energy poverty?

- A lack of affordable, reliable and adequate energy services
- Presents in three intersecting and overlapping ways

# Energy billing hardship

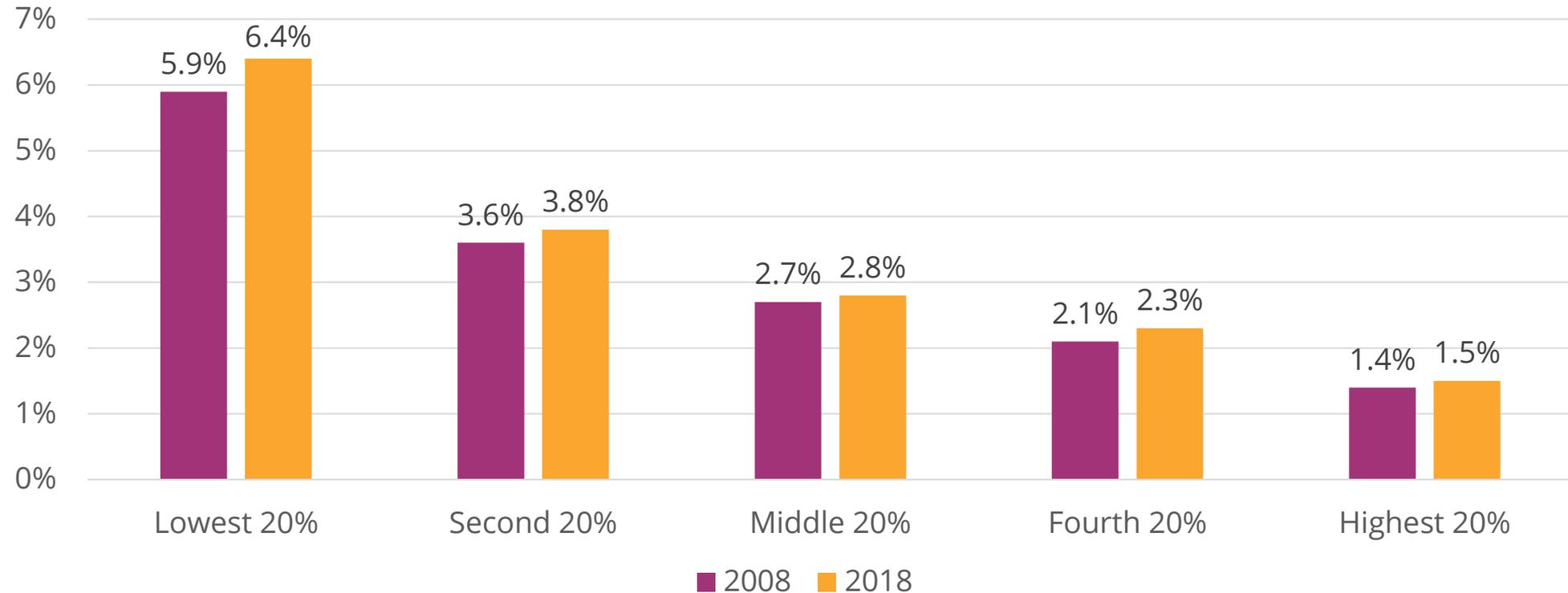
- The state of not being able to afford to pay your energy bill
- Under the Small Use Customer Code what we would likely characterise as financial hardship
- May be temporary or persistent, but is more than just in the immediate

# Restricting energy use

- Commonly where households restrict their use of appliances to regulate temperatures
- Can lead to serious physical and mental health effects

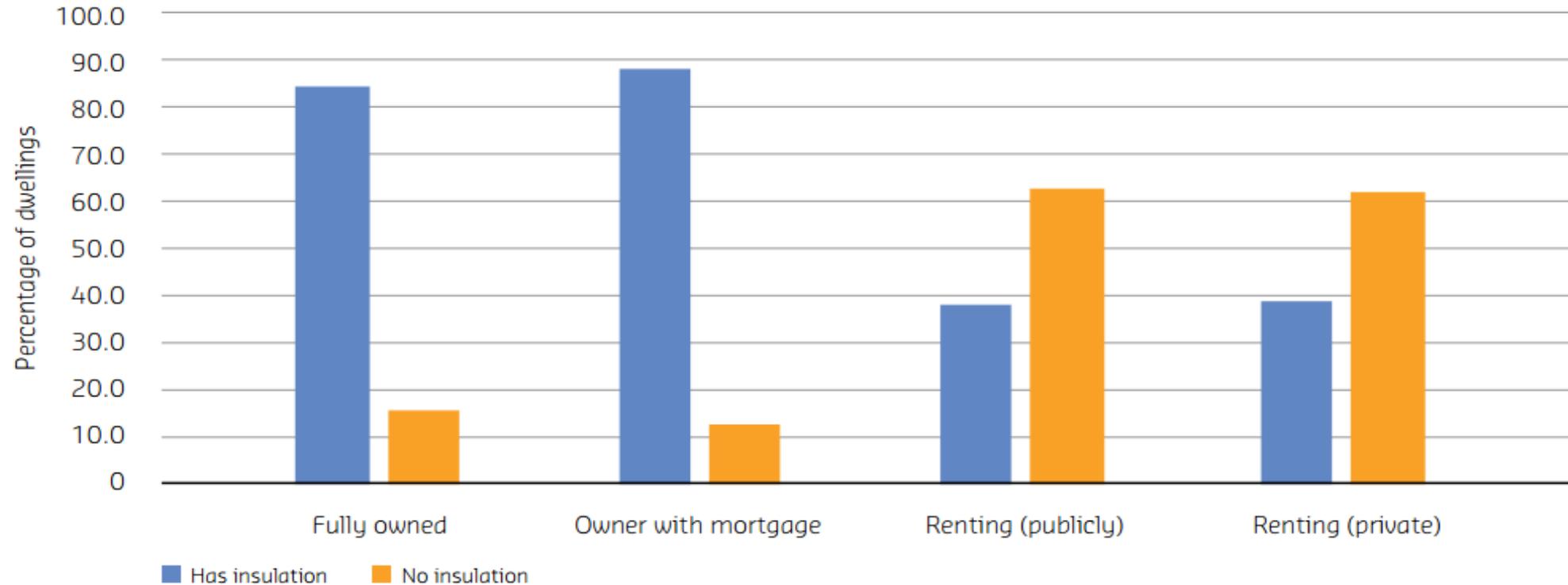
# Low income / high proportion on energy

Electricity and gas expenditure as a percentage share of income by disposable income quintiles (Australia-wide)



Source: ACOSS and the Brotherhood of St Laurence (2018)

# Home energy efficiency



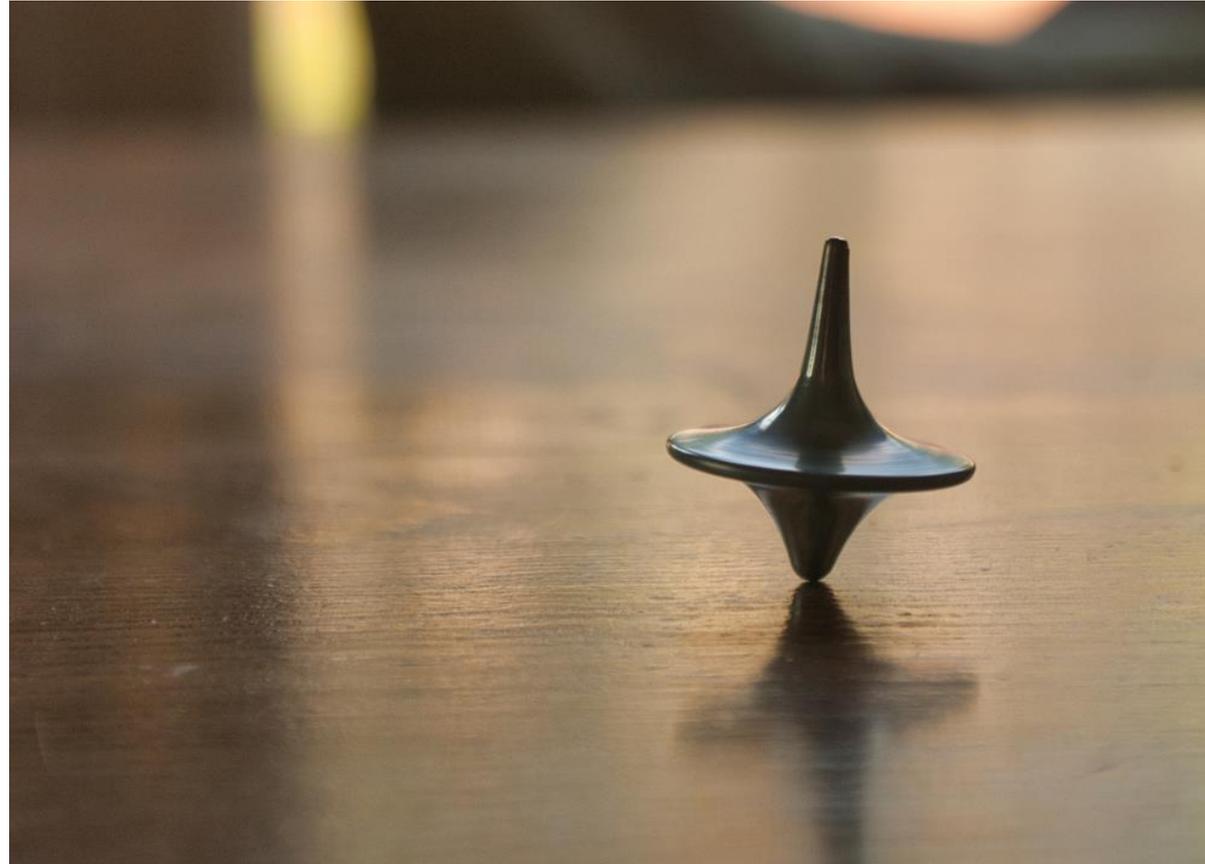
Source: ABS. Cat. No. 4656-5

Source: Bankwest Curtin Economics Centre (2016) *Energy Poverty in WA*

# Engaging in the energy system

- Reasons for not engaging can include type of home, geography, rental status, affordability, language, literacy, complexity, network restrictions
- Acceleration of access to DER opens the divide
- Critical that social and distributional impacts are at the centre of energy policy or regulatory decisions

# Energy advocacy case study



# Key lessons

- Successful advocacy can take a very long time
- Keep close eye on changing environment
- Keep clear on the outcome you want to achieve

# **Panel discussion briefing note**



## Energy Consumer Advocacy Training Workshop

10.30am	Morning tea break	
10.45am	Energy poverty and advocacy in energy	Graham Hansen, Senior Policy Officer, Western Australian Council of Social Service (WACOSS)
11.00am	Supporting customers who need it the most.  Panel Discussion about programs for vulnerable people, hardship and community education and information.	<ul style="list-style-type: none"> <li>Facilitated by Graham Hansen, Senior Policy Officer, WACOSS</li> </ul> Panel members: <ul style="list-style-type: none"> <li>Elizabeth Edgar, Manager Residential Customer Success, Synergy</li> <li>Charlotte Wirtz, Manager Customer Service, Alinta Energy</li> <li>Troy Mulder, Retail Operations Manager, Horizon Power</li> </ul>
12.00pm	(12.15 to 12.45) Working lunch with the Hon. Bill Johnston MLA, Minister for Energy, State Government.  The Minister will provide an overview of the future of energy in WA.	Hon. Bill Johnston MLA, Minister for Energy

### Introduction words for panel

- We can't lose sight of the fact that the reason we have an energy sector is to provide a means for our community to have a better standard of living.
- One of the key factors in ensuring this is for energy to be delivered efficiently and affordably, not just to businesses but to more vulnerable communities and those with more limited incomes.
- Energy is an essential service and disconnections have significant implications for people.
- The energy sector in WA has an obligation to support customers who need help the most. Economic and life circumstances should not exclude people from the opportunities and comforts affordable energy.
- This Panel Discussion will focus on programs for vulnerable people, hardship and community education and information.
- In keeping with one of the themes of today, the aim of this discussion is to help educate and inform.
- To that end, while there are many issues and questions on specific case studies and examples, this discussion should be about exploring what Synergy, Alinta Energy and Horizon do in this space - Supporting customers who need it the most.

## Panellists

Today's panel comprises representatives from Synergy, Alinta Energy and Horizon Power

	<p><b>Elizabeth Edgar, Manager Residential Customer Success, Synergy</b></p> <p>Leads the Residential Customer Success Team, ensuring the needs of the customer are understood and delivered to whilst ensuring that even the most vulnerable customers are not left behind. Working with community partners and industry experts to develop solutions in service, billing, collections and financial hardship that service the people of Western Australia.</p>
	<p><b>Charlotte Wirtz, Manager Customer Service, Alinta Energy</b></p> <p>Manages Alinta's customer service team which is the nexus between the company and the community.</p> <p>The customer service team help customers access more affordable energy and maintain supply if they are in financial difficulty.</p>
	<p><b>Troy Mulder, Retail Operations Manager, Horizon Power</b></p> <p>Leads Horizon Power's Retail Operations group, including Contact Centre, Billing, Credit and Financial Hardship. Partners with key external agencies to support our most vulnerable customers in regional and remote Western Australia with a high level of empathy and understanding.</p>

## Invite panel members to give an introduction / overview for 2-3 minutes each

### ~11.15am Question and Answer session

1. Can you start by giving us an overview of your organisation's activities and policies on hardship?
2. Do you have a way of identifying vulnerable customers? For each of you, what sections of the community do you deal with most when it comes to hardship?
3. How do you engage and support different sections of the community, such as culturally and linguistically diverse communities?
4. Information is key - What are you doing to make it easier for people to find the information they need - particularly on hardship programs?
5. What is your policy on disconnections and hardship eligibility?
6. What do you think will be the impacts of the transition to renewables on pricing?
7. How closely are you working together with government to ensure an affordable, inclusive and equitable transition to renewable energy?
8. [For Horizon and Synergy] With rooftop solar as a way for people to address their own energy use - how do you make it more accessible for people on lower incomes? How do address the equity issue for people living in regions?
9. Hardship comes in many forms. With the increase in domestic violence rates, what are you looking at to help people affected?
10. We're hearing a lot about hydrogen these days, how / when do you expect this will have an impact on customers?
11. Do you think there is demand for more information on electric vehicles? Are you working on anything customer facing in this space?

12. Do you communicate to customers about climate change, and the impact energy supply and cost to customers? How do you do it and what feedback do you get?
13. What kind of information do customers tend to always ask you?
14. If you could wave a magic wand to make it happen, what area or areas of energy literacy would you like customers to know more about?
15. From your personal experience, what would be the best thing organisations in this room could do to better work with you and advocate?

### **Pivot statements**

At some stage it is possible that questions from the floor could steer the session away from the intended purpose, which is to inform and educate on policy and operations around vulnerable customers.

A facilitator's role is to bring things back on track. You set the stage by giving an overview of panel's purpose and objectives - effectively setting the boundaries and rules.

Suggested pivot lines for use:

"That's a good question. If we had more time we could unpack it, but I'll direct it to the panel like this ..."

"That's an interesting example of an issue with the sector. I'll ask the panel how they're approaching it and addressing the issue from a policy perspective."

"That's a good question and deserves an answer, but given we are focussing on policy and education you might be better to raise that one on one during the lunch break. Can you reframe the question?"

"This is a good opportunity to hear from the panel on policy and issues. We understand there are a lot of questions and issues on a lot of different topics. But today is about policy and education - so let's try to stay on track." [then move on to another question or re-pitch it in your own words]

# Synergy documents

**Supporting documents for  
panel discussion**



# About Synergy



- Synergy is the State's largest electricity generator and retailer of gas and electricity with more than one million residential, business and industry customers.
- Synergy provides 52% of the electricity sold to households and business customers in the South West Interconnected System (SWIS) and about 55% of the contestable gas load in the industrial and commercial market. Synergy's generating portfolio is extensive and diverse.
- Synergy owns and operates power stations in the SWIS which extends from Kalbarri in the north, east to Kalgoorlie and south to Albany.
- Synergy has a dedicated commercial and residential solar team that is experiencing strong growth.
- Synergy is owned by the Government of Western Australia, represented by the Minister for Energy.

## Step into the future with us

New technologies and innovation are enabling greater choice and more sustainable energy solutions for WA households and businesses and we're excited to be part of the transition.

That's why we have a dedicated team of experts working with local communities and other organisations to trial emerging technologies including energy storage devices, community batteries, virtual power plants (VPPs) peer to peer (P2P) trading and others - to pioneer future energy solutions for WA.

### From a service perspective, your Account Manager is supported by a team of experts consisting of:

- billing officers
- business energy consultants
- sales fulfilment officers
- contract managers

We have been in the market for over 100 years and have developed a solid relationship with Western Power.

We have also developed processes internally on how to communicate effectively with both ATCO and Western Power and in a timely manner.

We will act on your behalf with the network operator and be your advocate for any network related queries or issues.

### Synergy offers an Online Portal, My Account, which will help you:

- keep track of your usage
- compare your usage with others
- set up an energy action plan
- access quick & secure payment options
- update account details
- reporting (carbon emission and usage)
- view billing history for all accounts

**Consumption and expenditure reports and other customised reports can be provided upon request.**

**Your business partnership starts here.**

To find out more, visit [synergy.net.au/business](https://www.synergy.net.au/business) or contact our dedicated business team on **13 13 54**.



# Who is Synergy?

Why we do what we do.



## Our purpose

Leading Western Australians to their intelligent energy future.

Our purpose statement is the result of a collaborative consultation process involving employees and customers to uncover – not invent – Synergy’s reason for existing.

It’s a statement that wraps together our aspirations and actions, draws on both our history and future focus and gives us a point of difference.

It’s a statement that should motivate us and our community and guide us in our transition from being an essential energy provider, towards living up to our capabilities and delivering more intelligent outcomes.

Synergy is focused on the future - a future in which we are the first choice for energy, trusted to provide homes and businesses with innovative and effective products and services, for today and tomorrow.

## Our vision

Synergy’s vision is to be the first choice for energy in WA.

Therefore we must:

- Develop products and services our customers want;
- Move to a sustainable cost base;
- Optimise value across our portfolio; and
- Stand out.

## Who are our customers?

We have one million residential and business customers within the WA electricity grid, called the South West Interconnected System (SWIS) who purchase our electricity, gas, solar and battery products.

## Customer-centric philosophy

We put the customer at the very centre of everything we do. We must regularly ask ourselves, “what value will this create for our customers?”

## Our values

Our corporate values are integral to driving the business in the right direction. They are the unique qualities we look for in our people.



**Innovation/Dare it**



**Accountability/Own it**



**Collaboration/Share it**



**Trust/Show it**

# Supporting our WA community



Here at Synergy, we are committed to making a difference for our customers not only today, but for generations to come. The world is changing and we're helping our WA community find our collective way forward into an intelligent energy future. Here are some of the initiatives we've supported recently.

## Synergy Community Solar Fund

WA is home to a range of amazing charities and not-for-profit groups. Our Synergy Community Solar Fund is helping these groups discover new ways to save energy – with SolarReturn systems supplied and installed by us.<sup>^</sup>

By putting the sun to work for them, these community groups could save money on electricity bills and invest these savings back into the fantastic work they do in our WA community.

<sup>^</sup> Visit [synergy.net.au/communitysolar](https://www.synergy.net.au/communitysolar) to find out more.

## Synergy Schools Solar Challenge

Each year thousands of Year 6 and Year 8 students from around WA take part in our Synergy Schools Solar Challenge, a joint initiative with the Science Teachers Association of WA (STAWA).

Students take on the challenge of building and racing solar-powered standardised kit cars against other schools, learning basic engineering principles and having fun along the way. The challenge aims to get young people excited about science while teaching them about the benefits of renewable energy.

Visit [solarchallenge.net.au](https://www.solarchallenge.net.au) to find out more.

## Supporting Lifeline WA through our Synergy Xmas Lights Trail

At the end of every year, WA lights up with homes across the state featuring spectacular Christmas light displays. Unfortunately, with financial concerns and other serious issues to consider, Christmas is not a happy time for everybody. Lifeline WA supports our WA community at Christmas and throughout the year.

We've designed the Synergy Xmas Lights Trail to support Lifeline WA, raising money and awareness to help people in crisis across our state. If you, or someone you know, is in a crisis situation, call Lifeline WA on 13 11 14.

Visit [xmaslightstrail.com.au](https://www.xmaslightstrail.com.au) to find out more.

## Synergy Smart Energy Hub

Confused about solar and battery technology? Visit the Synergy Smart Energy Hub at Home Base Subiaco to learn how solar and battery power work. You can also get energy-efficient home design tips, explore Synergy's range of solar products and learn about potential future uses of your home solar/battery system based on several Synergy home trials in progress.

Visit [synergy.net.au/energyhub](https://www.synergy.net.au/energyhub) to find out more.



# Working together to help you stay connected

Even when finances are low,  
we're here to help.



## Our Service

We're always working to help our customers, whatever circumstances they're in. Our team is here to assist if you're finding things tough to manage financially. They will always handle your calls in confidence; with fairness, dignity and compassion.

In this guide, we've put together some handy energy saving tips to help you manage your energy usage.

### The Keeping Connected Program

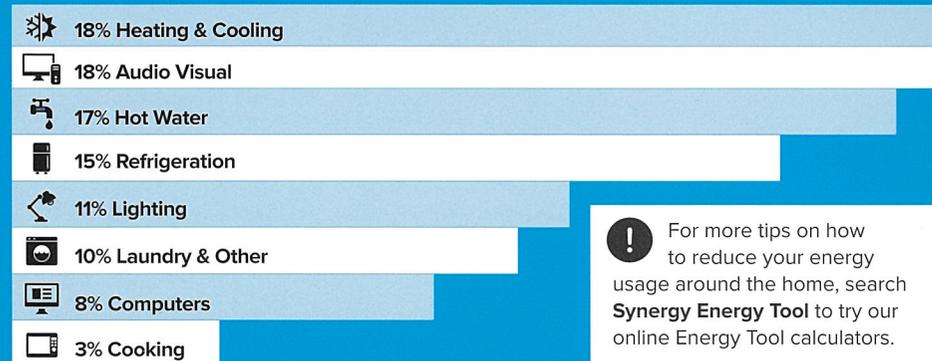
If you are experiencing acute financial hardship and qualify for our Keeping Connected program, you may also have access to our specialist hardship team. They will work with you to tailor assistance to your needs.

They can give you guidance on managing your bill, provide incentives to help you maintain agreed payment plans and offer advice on how you can reduce your electricity usage. If you have a life threatening illness or are experiencing long-term unemployment, you may be able to participate in the Power on Payment program.

## Selecting energy efficient appliances

Buying energy-efficient appliances can save you money off your electricity bills and reduce your energy consumption. Take a look **below** at what appliances contribute most to electricity use around the home.

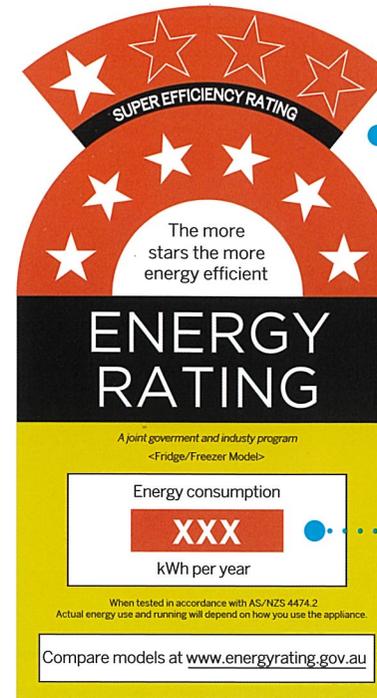
## Which appliances contribute most to your bill\*



\* Source: The Australian Residential Electricity Atlas 2011, Connections Research 2011

## The Energy Rating Label

The Energy Rating Label on new appliances shows the star rating and other useful information about energy consumption.



### ★ More stars, more savings

- ★ When comparing similar sized products look for more stars and save money.
- ★ The more energy efficient a model, the less energy it will use and the less it will cost you to run.
- ★ Energy Rating Labels are an Australian Government requirement on new appliances, making it easy to compare running costs.

### 💰 Low score saves more

- ★ The lower the kWh figure, the less energy the appliance uses and the cheaper it will be to run.

## The Energy Rating Label is mandatory for a range of appliances including:



Refrigerators & freezers



Televisions



Clothes washers & dryers



Computer monitors



Dishwashers



Swimming pool pumps (voluntary only at this stage)

Source: www.energyrating.gov.au

# Energy Saving Tips

Saving energy does require some effort, but if you start with a couple of small changes, it doesn't have to be a daunting task. Try the following easy tips to help you improve your energy efficiency.

## Around the house

- Switch off any chargers at the wall when you have finished charging your device. Many mobile phone and tablet chargers continue to use electricity even when you have unplugged your device.
- Replace standard globes with energy saving fluorescent globes and replace halogen down lamps with LED bulbs.

## Bedroom

- Let warmth in through your windows, especially north-facing windows in winter, by opening your blinds and curtains on sunny days to allow warm sunlight in.

## Laundry

- Only use your washing machine when you have a full load.
- Avoid using the dryer. Hang clothes on an outdoor line or on a wire clothes rack under shelter.
- Regularly clean the filter of your dryer to keep it running efficiently.

## Living room

- Turn TVs, DVD players, set top boxes and gaming consoles off at the wall, try not to leave them on standby.

## Charge smart

- Your solar panels only produce electricity you can use during the day, so make sure you recharge your devices such as mobile phones, laptops, tablets, electric toothbrushes and cordless vacuum cleaners during the day.

## Bathroom

- Limit the amount of time spent in the shower – aim for four minutes or less.

## Heating and cooling

- Only heat or cool rooms being used and close doors to rooms not in use when the heater or air conditioner is on.
- Set your heater to no more than 20°C in winter and keep your air conditioner above 24°C in summer.

## Kitchen

- Wait until your dishwasher is full before running it.
- Switch off all appliances at the wall when not in use, including the microwave.
- Thaw food in the fridge the night before it's needed to avoid using energy to defrost.

If you are experiencing difficulties paying your bill, please visit [synergy.net.au/support](http://synergy.net.au/support) to find out how we can help.

 synergy

# Shop around for the most energy efficient appliances



## Choose an appliance with a high star Energy Rating Label

The more stars on an Energy Rating Label, the higher the energy efficiency. Appliances with a high star rating generate few greenhouse gas emissions. Sometimes high star-rated models can cost a little more to buy, but choosing a cheaper product with fewer stars could end up costing you more in the long run.



## Ongoing running costs

When choosing an appliance, consider the full lifetime cost of operation. Ongoing running costs can easily exceed the appliance's original purchase price. Energy efficient appliances can save hundreds of dollars each year in running costs.



## Maintenance

It's important to maintain appliances carefully. Poor maintenance can lead to higher energy use. For example, a leaky seal on a refrigerator door can struggle to maintain cool temperature and can significantly increase running costs and reduce the appliance's performance.



## Disposal

When your appliance comes to the end of its life carefully consider its disposal. Dispose of old fridges and air conditioners properly to avoid release of ozone damaging CFCs. Talk to your local council about recycling programs in your area.

Source: [www.yourenergysavings.gov.au](http://www.yourenergysavings.gov.au) and [www.energyrating.gov.au](http://www.energyrating.gov.au)

## How much does an appliance cost to run?



1000 watts (W) = 1 kilowatt-hour (kWh)

1kWh = 1 unit of Power

**Annual cost to run = Energy Consumption (kWh) x Electricity Tariff (cents/kWh):**

If you want to know how much an appliance will cost to run, multiply the kWh number by your electricity tariff (cents per kWh) to get the annual running costs. You can then break this down further to a cost per day and cost per bill.

**For example:**

4hrs of heating using a 2000 watt fan heater = 2kWh x 4 hours = 8 units of Power (8kWh)

28.8229 cents x 8 units of power = \$2.30 per day

60 day billing period = \$138 per bill

This is based on four hours of heating using an upright 2000 watt fan heater. Estimated consumption costs. Does not include the daily supply charge. Estimates based on the A1 tariff as at July 2019 and may vary based on your applicable tariff, the particular appliance, the duration of use, the time of use, general conditions and appliance settings. For up to date tariff information visit [synergy.net.au](http://synergy.net.au).

## FAQs

### What should I do if I experience payment difficulties or hardship?

If you're having trouble paying your Synergy bill, call us right away on **13 13 53**.

### How do I set up a payment plan?

If appropriate, we can set up a payment arrangement, which is basically an agreement to pay your bill in instalments. We will send you an instalment plan showing your new payment dates and agreed payments.

### How does Synergy assess my capacity to pay under a payment plan?

Once we have all the relevant information about your situation, we may be able to offer you further time to pay. We will work with you to confirm the number of instalments and the amount required to repay your outstanding debt.

Then we'll let you know your estimated consumption during the period of the payment plan and how the payments are calculated, including the seasonal impacts (summer/winter).

If you are still having payment difficulties while on the payment plan, tell us and we can see if we can help you more. We will always adjust the payments to make sure you are paying just the right amount so that you don't have a large credit or debit at the end of the payment plan.

### How do I avoid disconnection?

According to the Code of Conduct, we can generally disconnect your power if you haven't paid your bill within 26 business days of us sending it to you. That's something we want to avoid, so contact us on **13 13 53** as soon as possible and we can discuss your situation and see if we can work out a payment arrangement to suit us both.

### What are my payment options?

You can pay a number of ways, online, over the phone, or in person at Australia Post. You can also apply to make regular payments on your electricity bill through Centrelink Centrepay. Centrepay is a free, direct bill paying service, where a regular amount of money is deducted from your Centrelink payment to pay your power bill.

Please call or visit your nearest Centrelink office and ask for a Centrepay deductions form. We can help you select the best payment option for you – simply visit [synergy.net.au/payments](http://synergy.net.au/payments) or call us on **13 13 53**.

### What if I have been disconnected?

We want to get you reconnected as quickly as possible so call **13 13 53** immediately, and we can help you manage your account and discuss your options. Once an appropriate payment plan has been agreed to, Synergy will arrange reconnection according to the Code of Conduct and within the standard service level agreement with Western Power. Please note this can take up to 6 business days.

### I have a concession card. What rebates can I receive and how can I apply?

Rebates are provided under the State Government Energy Rebate Scheme for various charges on your electricity account. For more information head to [synergy.net.au/rebates](http://synergy.net.au/rebates)

### What if I become bankrupt?

If you're facing bankruptcy, you'll receive the same treatment as any other customer, remain on the same electricity tariff and receive the same billing and payment terms. If you're bankrupt and are assessed as experiencing payment difficulties or financial hardship, we may consider cancelling debt incurred up to your date of bankruptcy in certain circumstances. However we encourage you to call us on **13 13 53** and arrange an easier payment plan through the 'Keeping Connected' program.

# Contact us

If you are having trouble paying your bill, it is important that you give us a call. The sooner you discuss your situation with us, the sooner we can help you.

We'll do our best to assist you and keep you connected.

Please contact us on one of the following methods:



## Online

[synergy.net.au/contactus](http://synergy.net.au/contactus)



## Phone

**13 13 53** between 7am – 7pm (WST),  
Monday to Friday (excluding public holidays)

**(08) 6212 2222** for calls outside Western Australia

**(08) 9221 8608 TTY** (for customers with hearing or  
speech difficulties)

Need help with this guide? Call  **13 14 50** to arrange  
an interpreter or visit their website [tisnational.gov.au](http://tisnational.gov.au)

## To help stay connected Synergy recommends you:

- Have your concession card details applied to your account
- Agree to a payment plan and make payments as promised
- Seek help from a financial counsellor
- Contact us to request an alternative or revised payment plan if you can't meet the agreed payment plan.



# Your quick guide to saving energy and money

Saving energy around your business doesn't have to be difficult. We've put together this quick guide which could help you reduce your energy use and help your business save. It doesn't have to be a daunting task as you start with small changes.

## In the workplace

Always refer to energy rating labels and choose equipment with the highest star ratings possible. Buying the right sized equipment for your business needs may make a significant difference to your energy usage.

### Refrigeration



- Manage fridge stock levels, load stock in batches and turn off when not required
- Reduce heat intrusion by maintaining door seals and limiting door openings

- Keep evaporators clean and ice free
- Re-stock your fridges/freezers at the end of each day
- Maintain regularly and install automatic door closers and/or strip curtains on walk-ins
- Keep condensers clean, locate them in cool places and maximise air circulation above them

### Lighting



- Reduce unnecessary lighting
- Dim lights where possible
- Use natural light where available

- Install motion sensors that automatically switch lights on and off in areas used infrequently during opening hours
- Lighter coloured walls, ceilings and furnishings reflect more light to working areas, which means you will require less light
- Arrange appropriate lighting levels for specific tasks, for example, you will not require as much light in a corridor as you would at a workstation
- Select the right lamp and luminaire fittings to save energy costs and reduce ongoing maintenance and replacement costs
- Install energy efficient lights (go for LED). They last up to 25 times longer than halogen downlights

### Kitchen



- Turn appliances off when they are not required
- Use smaller, more efficient equipment (microwaves, kettles) where appropriate
- Fully load the dishwasher to save water and energy

### Heating and cooling



- Keep doors closed where possible to prevent cool or warm air from escaping
- Keep blinds shut during hot periods to prevent heat from getting in
- Don't overheat or cool; set appropriate temperature limits in the range of 21°C to 25°C
- Maintain equipment properly to ensure your heating and cooling systems operate efficiently
- Investigate improving insulation, or retrofitting double glazing, window tinting and reflective coating for your building
- Use energy efficient lighting and avoid using electrical equipment that generates heat
- Locate heat-generating equipment outside the building

### Office equipment



- Switch all office equipment off at the wall each night
- Use emails rather than print-outs and faxes
- Set your printer options to print documents on both sides and in black and white
- Swap your desktop and monitor for a more energy efficient laptop

Your best business partnership starts here.

To find out more, visit [synergy.net.au/business](http://synergy.net.au/business) or contact our dedicated business team on 13 13 54.



# **Alinta Energy documents**

**Supporting documents for  
panel discussion**



# Saving energy can help you save money

Did you know, we use most of our household energy heating our homes in winter or cooling them in summer. But, as the amount of energy you use increases, so too can your bill. Luckily, saving energy is something anyone can do.

These helpful tips could help you save energy and money on your household energy bills. Here are some basic things to get started with.



## Cooling in summer

1. Increase the temperature setting on your air conditioner – even a couple of degrees can make an impact. The recommended temperature range for summer in Perth is between 21-25°C.
2. Clean the air filter in your air conditioner – it'll improve air flow and run smoother and more efficiently.
3. Use the timer on your air conditioner to control when and how long your air conditioner runs. Try running it during the day and evening, but set it to turn off in the early hours of the morning. Those couple of hours in the morning will save energy.
4. Only use a fan if you're in the room. A fan creates a breeze, which will help keep you cool, but it doesn't actually cool the room, so it's only useful if you're in the room.
5. If you use a ceiling fan in combination with your air conditioner, you can set your air conditioner to a slightly higher temperature and still remain cool.
6. Go alfresco – cooking inside can raise the room temperature. If you do cook inside, try to avoid the oven as it will raise the room temperature much higher than the stove top.



## Heating in winter

7. As tempting as it may be, try not to overheat your room. The recommended temperature range for winter in Perth is between 18-22°C.
8. Keep doors closed to rooms you're not using. This will keep warm air in the room you're in and save you heating rooms you're not using.
9. Draught-proof your home by sealing any gaps or cracks to stop heated air from escaping.
10. Control when and how long you use your heater. Try running your heater during the day or evening, but turn it off an hour before you go to bed.
11. Open your curtains and blinds during the day and let the sunlight heat your room. Close your curtains and blinds before the sun sets and while you're heating your rooms to keep the heat in.
12. As the weather gets cooler, it's much cheaper to layer up than to switch on the heating. Pull out the Ugg boots, dressing gown and extra blankets and rug up. Only use your heater when you need to.





## Cooking

13. Only boil what you need. Boiling a full kettle when you're only making one cup of tea takes longer and wastes energy.
14. If a recipe calls for the oven to be pre-heated, consider skipping this step. Try to limit the total amount of time you have the oven heating.
15. If your oven has a fan-force option, use this for your cooking. Most recipes will give the option to cook fan-forced at a lower temperature setting, which can result in savings on your bill.
16. If you're cooking on the stove top, keep lids on pots and pans and use the right sized pot for hob. Try cooking in bulk, freeze the excess for later and reheat your food in the microwave – this will use less energy in the long run.



## Hot water usage and laundry

17. Go Eco. Washing with hot water can add up on your gas usage, as well as electricity and water. Most washing machines and dishwashers will have an "eco" mode, which washes clothes or dishes for a shorter time at a lower temperature.
18. Time your showers. Shorter showers can help you keep your energy bills under control. You can save even more hot water by switching to a low-flow shower head.
19. Lower the thermostat on your hot water system. The recommended temperature is 60°C for storage systems and 55°C for instantaneous systems.
20. Consider patching any leaks and insulating your pipework. This will save any wasted hot water or heat when the water is transported. If you're not sure how, contact a qualified plumber.
21. Avoid using the dryer – make the most of the sunlight when you can.



## Lighting and appliances

22. LEDs are the most energy efficient light globe. If you haven't already, replace you're your old halogen light globes with LEDs.
23. If you're not using it, turn it off and unplug it. Appliances on standby will continue to draw down power, even when you're not using them.
24. Have your large appliances, like your air conditioner and gas heater, regularly serviced. Just like a car, regular maintenance and servicing will help to ensure your appliance runs safely and efficiently.



## Future investment

**If you've tried the basics and are willing to invest more time and money for the prospect of future savings, you could try some of the following options.**

25. Upgrade old appliances to energy efficient ones. Appliances typically account for 30-40% of home energy use. In Australia it's mandatory for appliances to have an Energy Rating Label which you can use to help choose a new energy efficient appliance that suits your needs.
26. Think about double-glazing your windows. This can reduce heat loss or gain by 30% compared to single glazing, as well as reducing noise from outside.
27. Switch to an instantaneous gas hot water system. The kind of hot water system you run can make a big difference to your energy bills. There are two main kinds – a storage system or instantaneous system. A storage system heats a large amount of hot water and keeps it hot ready for use throughout the day. An instantaneous gas system only heats the water as you use it, so the system doesn't waste energy on heating water that's not being used.
28. Insulation isn't just for keeping warm in winter. Insulation can help keep your home cooler in summer by moderating the temperature inside your home. There are a range of different types of insulation and products available, including ceiling and roof insulation, wall insulation, floor insulation and water pipes. Most heat transfer happens through the roof and ceiling, so keep this in mind.
29. Make the most of the sun. Solar is one of the most affordable renewable energy sources available today – it's a great option to consider. When the sun is out, your solar panels are generating your own electricity, so you don't need to buy energy from the network. If you can do the most energy-intensive tasks during the day when the sun is out (like heating, cooling, washing and drying), you'll help to keep your energy costs as low as possible.

To help you save, we've been putting some of the best tips we've learnt over the past 25 years on our website, visit [alintaenergy.com.au/blog](https://alintaenergy.com.au/blog).

## a commitment to you

Alinta Energy is committed to treating all customers on a case by case basis and will consider all available options. Alinta Energy will rely on the assessment of your financial counsellor to determine what you can afford. We will work with you or your nominated representative towards a mutually agreeable solution that suits your circumstances.

We will ensure you are treated sensitively and with respect.

## feedback

We want to make sure you enjoy being a customer of ours and welcome feedback, be it positive or negative. You can do this in a number of ways:

- call us on **1800 677 945** (free call from a land line). Normal charges apply for calls initiated from a mobile phone
- log your feedback or complaint at **customer.complaints@alintaenergy.com.au**
- post your comments to:

**Alinta Energy**  
**Attention – Customer Complaints**  
**Locked Bag 55**  
**Perth BC WA 6849**

We will endeavour to resolve your enquiry or complaint during our initial conversation with you. Full details of our complaint handling policy can be found on our website at **alintaenergy.com.au**

If you are not satisfied with the response or outcome and would like the matter escalated further, you can contact the Energy Ombudsman on:

- phone: 1800 754 004 or 08 9220 7588
- mail: PO Box Z5386 Perth WA 6831
- website: **ombudsman.wa.gov.au/energy**

## contact us

Free call:

**13 13 58**

(Monday – Friday 8am-5pm  
except public holidays)

Online:

[www.alintaenergy.com.au](http://www.alintaenergy.com.au)

Email:

[customer.services@alintaenergy.com.au](mailto:customer.services@alintaenergy.com.au)

TTY:

**National Relay Service 13 36 77**



**Telephone Interpreter Service**  
**1300 195 575**

Large print copies of this brochure are available on request.

Alinta Sales Pty Ltd trading as Alinta Energy  
ABN 92 089 531 984

Locked Bag 55 Perth WA 6849

**T** 13 13 58

**F** 08 9486 3346

**E** [customer.services@alintaenergy.com.au](mailto:customer.services@alintaenergy.com.au)

# all customers deserve a fair go

## Continuous Energy Program (Hardship Policy)



[alintaenergy.com.au](http://alintaenergy.com.au)



alintaenergy



alintaenergy

## an understanding

Alinta Energy values positive relationships with our customers. We recognise there may be times when you may not be able to pay your bill as a result of short term payment difficulties or long term financial hardship.

If you are experiencing difficulty in paying your bill by the due date, we encourage you to call us on **13 13 58** as soon as possible. If you are experiencing payment problems you may request a temporary suspension of actions.

You can also call us on this number if you would like more information about our Continuous Energy Program. Our friendly team is trained to assist you.



## a range of options

Financial Hardship may be caused by (but is not limited to):

- Loss of primary income.
- Spousal separation or divorce.
- Physical and mental health issues.
- Loss of a spouse or loved one.
- Chronically ill child.
- Domestic violence.
- Low income budget management issues.
- Unforeseen factors reducing a customer's capacity to pay.

If you are experiencing payment difficulties or financial hardship, we have a range of options available to assist you, including:

- Additional time to pay.
- Temporary suspension of recovery actions on your account.
- Instalment payment plans, including the revision of an existing plan or payment extension.
- Alternative payment options, including Centrepay or Income Management or payment in advance, in addition to regular payment options.
- Referral to a free local and registered Financial Counselling Service.
- Ability to redirect your bill to a third person.
- Access to the Hardship Utilities Grant Scheme (HUGS).
- Reduction and/or waiver of fees, charges and debt.
- Information on concessions and rebates.
- Information about energy efficiency.

## a program to help

Our Continuous Energy Program has been developed in consultation with financial counsellors. The Continuous Energy Program allows you to continue to use energy without risk of disconnection if you participate in the program.

Your participation includes meeting the program criteria, making and attending financial counselling appointments, making regular affordable payments towards your bill and keeping Alinta Energy informed of your changing circumstances.

**If you are experiencing difficulty in paying your bill by the due date, we encourage you to contact us as soon as possible and we will work with you to find a solution.**



# Family & Domestic Violence Policy



## Your safety is important to us:

If there is an immediate threat to your safety, please call **000**. For additional assistance, please contact 1800 Respect (**1800 737 732**).

## We're here to support you

We recognise that family and domestic violence (family violence) is a serious and widespread occurrence in our society. We are committed to supporting customers who are experiencing family violence with empathy and sensitivity. We will ensure the security and privacy of your account information and financial circumstances.

## What is Family and Domestic Violence?

The Australian Government defines family violence as any behaviour that is violent, threatening, controlling or intended to make you or your family feel scared and unsafe (Unwanted Behaviour). Family violence is not perpetrated only through physical violence. It may also include, but is not limited to, the following kinds of Unwanted Behaviour:

- a. sexual
- b. emotional or psychological
- c. verbal
- d. spiritual or cultural
- e. economic or financial
- f. technological
- g. social

## Our Training

Your safety is our priority.

We understand that family violence is complex and sensitive. That's why we train relevant staff to understand the potential severity and consequences of family violence, treat you with respect and provide you with practical support. Training includes:

- a. how to identify the signs of family violence,
- b. how to engage effectively and appropriately with affected customers
- c. how to apply this policy

Training is delivered to staff who:

- a. engage with customers;
- b. manage, train or otherwise direct staff who engage with customers; and
- c. are responsible for the development and deployment of relevant products, processes and systems.

## Your Account Security & Privacy

We are committed to the security of your personal information and will engage with you to determine your preferred methods of communication. You may:

- a. provide us with more than one preferred communication method;
- b. ask us not to use a particular method to contact you; and
- c. change your preferred contact methods at any time.

We understand it may be difficult for you to safely or conveniently speak with us. You can therefore authorise us to liaise with the support person of your choice, who may be:

- a. a financial counsellor.
- b. someone who helps you manage your energy bills; or
- c. anyone else you deem appropriate.

To authorise a support person:

- contact us on **1300 920 557** to add your support person;
- request a 'Letter of Authority', which will allow you to detail who your support person is, and when we may speak with them.

We will then work with your support person in line with your authority.

If you wish to have our 'Letter of Authority' form sent to you via email or in the post, please contact us on **1300 920 557** or email us at **[wc.hardship@alintaenergy.com.au](mailto:wc.hardship@alintaenergy.com.au)**

Once completed, please return this form to us.

### **Managing Debt and Payment Difficulty**

Alinta Energy understands that financial difficulty can affect anyone, and we will provide you with assistance during these trying times.

We believe in treating our customers with respect, empathy and in a non-judgemental manner. We also understand that your circumstances are unique: we and will work with you to identify the type of assistance that best suits your situation.

Our options are designed to assist you, whether you are in arrears or not.

We can assist you with:

- a. managing your ongoing cost of energy; and,
- b. overcome your energy debt.

We monitor overdue accounts as part of our normal business operations, which helps us identify who may need extra support. We also encourage you to contact us to access assistance as soon as possible after you start to experience financial difficulties.

Specific practical assistance we can offer includes:

- a. arranging more time for you to pay;
- b. setting up periodic instalment payment plans;
  - i. [assisting you to set up] Centrepay and direct debit;
  - ii. referring you to external organisations that can provide you with financial counselling;
  - iii. assisting you to obtain relevant Government and non-Government grants via utility assistance programs; and
  - iv. providing practical energy efficiency advice to reduce your ongoing energy usage.

### **Interpreter Service**

To access an Interpreter Service, please call **1300 195 575** or you can find further information at **[alintaenergy.com.au](http://alintaenergy.com.au)**.

External Support	Contact number and information
<b>Australia Wide:</b>	
<b>Emergency</b>	<b>000</b>
<b>National 1800 RESPECT</b>	<p><b>1800 737 732    <a href="http://www.1800respect.org.au">www.1800respect.org.au</a></b>            National support available 24/7 for people experiencing sexual assault, domestic or family violence, their friends and family and for professionals supporting someone experiencing, or at risk of experiencing sexual assault, domestic or family violence.</p>
<b>MensLine Australia</b>	<p><b>1300 789 978    <a href="http://mensline.org.au">mensline.org.au</a></b>            The national telephone and online support, information and referral service for men with family and relationship concerns. Callers have access to 24-hour support, anywhere anytime.</p>
<b>Lifeline</b>	<p><b>13 11 14    <a href="http://www.lifeline.org.au">www.lifeline.org.au</a></b>            Lifeline is a national charity all Australians experiencing emotional distress with access to 24 hour crisis support and suicide prevention services.</p>
<b>Western Australia:</b>	
<b>Women's Domestic Violence Helpline</b>	<p><b>1800 007 339    <a href="http://www.dcp.wa.gov.au">www.dcp.wa.gov.au</a></b>            A state wide 24 hour service providing support for women, with or without children who are experiencing family and domestic violence.</p>



# Horizon Power documents

**Supporting documents for  
panel discussion**





# Prepaid Power Toolkit

September 2021

**HORIZON**  
POWER

**We want to make life better for us all. That's why we're pushing the boundaries of technology to find solutions that reduce energy costs and support our communities.**

To help our customers reduce their energy bills, stay in control of their energy use, and provide more customer choice, Horizon Power is making more payment options available.

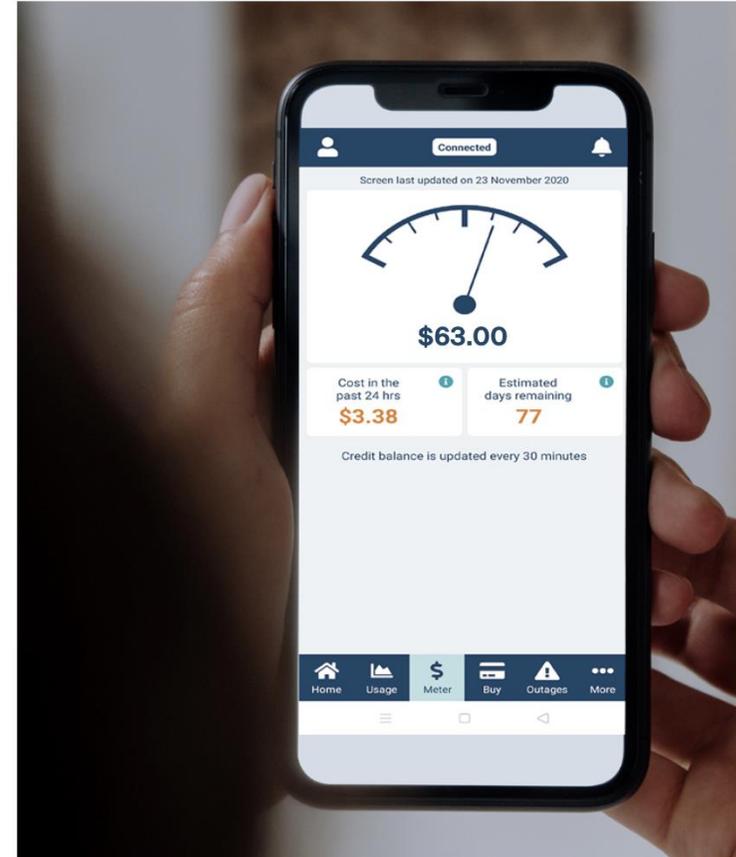


# Prepaid Power explained

Prepaid Power allows customers to prepay the power they need so they can gain more control of their energy usage and avoid such issues such as bill shock, which will help with debt management.

Customers will be able to manage their prepaid account via the Horizon Power app to:

- Buy power credits
- Track their remaining credit
- See how long that credit is estimated to last
- View energy consumption



# Eligibility requirements

To be eligible for a Prepaid Power, you must be a **residential customer** that has:

1. An advanced meter installed
2. Access to their meter box (must be unlocked)
3. No life support equipment used within the premise
4. Access to a smart phone/device to recharge. You can buy credit via:
  - The Horizon Power app
  - A Payment Kiosk at a Horizon Power office; or
  - Selected financial counselling services
5. These stickers will need to be placed adjacent to their meter



**How to use this meter** 

1. Call Horizon Power on 1800 447 707 before you move in and when you move out. You will need a Horizon Power account number to buy power.
2. Download the Horizon Power APP on your smart device and register using your account number.
3. Buy power on the Horizon Power App. This will be credited directly to your meter.
4. To connect power to your house after you pay, **press button 2** on your meter and hold it down until you hear a click.
5. Emergency credit is available between 11.00am to 9.00am every day, unless your emergency credit limit has been reached.

**If you have any questions, call 1800 447 707**

**Reporting a fault if you have no power** 

1. Check the Main Switch and Circuit Breakers are on.
  - Push the Main Switch down to turn it OFF and then push back up to ON to reset.
  - If the Circuit Breakers will not reset to the ON position, it means there is an electrical problem in your home and you should call an electrician.
2. If you are a prepayment meter customer and your meter will not connect when you press button 2, please call **1800 447 707**.
3. If the Main Switch and Circuit Breakers are ON and you still have no power, contact Horizon Power faults on **13 23 51**.

**Please let Horizon Power know if life support equipment is in use**

# How to apply

Customers can sign up by contacting their nearest depot through the Horizon Power team or with assistance from a financial counsellor.

They will be required to complete an **account establishment form**, even if they have an existing account

## Account Establishment Form

Application for Electricity Supply



Close an Account:			
Account Name:			
Address:			
Account Number (if known):		Phone Number:	
Vacating Date:		DoB:	
Postal Address for Final Account:			
Open an Account:			
Post Paid Billing <input type="checkbox"/>	Prepaid Power <input type="checkbox"/>	To check if you are eligible for Prepaid Power, please call 1800 447 707. You must be a residential customer with:	
<input type="checkbox"/> An advanced meter installed			
<input type="checkbox"/> Access to a smart phone/device			
<input type="checkbox"/> Access to your meter box			
<input type="checkbox"/> No life support equipment used within the home			
Meter Number (if known):			
Supply Address:			
Street Number:		Unit Number:	Lot Number:
Street Name:			
Suburb:		Postcode:	
Account Holder Details:			
Title:	First Name:	Middle:	Surname:
Gender (male/female):	DoB:	Phone:	
E-mail:			
Postal Address (if different from supply address):			
Add an Authority on Account (optional)			
Title:	First Name:	Middle:	Surname:
Gender (male/female):	DoB:	Phone:	
Account Holder's Signature:		Date:	
Rebates & Concessions - Eligible customers will have the applicable rebates/s applied to their electricity account			
Centrelink Health Care Card <input type="checkbox"/>	Pensioner Concession Card <input type="checkbox"/>		
WA Senior's Card <input type="checkbox"/>	Veteran Affairs Gold Card <input type="checkbox"/>		
Name on Card:			
Card Number:		Expiry Date:	
Dependent children?	<input type="checkbox"/> Yes <input type="checkbox"/> No	if yes, number of children:	

horizonpower.com.au | Horizon Power ABN 57 955 011 697

# Welcome pack

**Prepaid Power**  
Gain more control of your energy costs

Take control of your power costs by switching the switch to prepaid power. The **Horizon Power app** gives you even control and visibility of your power usage, while allowing you to purchase power whenever and wherever you want. There's no need to sign to become a prepaid customer and all lock-in contracts, so you can switch back any time.

To be eligible for a prepaid account you must be a residential customer who has:

- An unsecured meter installed - it will look like the meter below
- Full access to your meter box that **PHYSICALLY UNLOCKS**
- Access to a meter above a fence to a driveway power
- No 10kV support equipment being used at the premises.

To switch to a prepaid account, please call us on 1800 447 707 or visit our **Horizon Power app** where you can see if you're eligible. For more information visit [www.horizonpower.com.au/prepaid](http://www.horizonpower.com.au/prepaid)



Smart by the power of life

**HORIZON POWER**

**Prepaid Power**  
How to buy power for your meter

**How to register on the app**

When you register on the app, you can view your balance, energy use and more.

- Tap the **+** icon in the top left and select Register
- Enter your account number and tap Next
- You will be asked to enter your full name and either date of birth, mobile number or email address. If your information does not match our records, you will be asked to contact us
- Enter and confirm a four digit PIN. If you complete the registration successfully, your screen will look like this

**Share energy costs in the home**

Anyone can buy power for your meter and contribute to the energy expenses in your home. They just need to download the Horizon Power app and:

- Tap Buy (or Pay) at the bottom of the screen
- Tap Other account (or Guesthouse as guest)
- Enter your account number and add their own payment details

**How to download the app**

Download the Horizon Power app from one of the following stores:

Available on the **App Store**  
GET IT ON **Google Play**

If you require more information about Prepaid Power, please contact us.

Prepaid account enquiries 1800 447 707  
Email [prepaid@horizonpower.com.au](mailto:prepaid@horizonpower.com.au)  
Visit [www.horizonpower.com.au/prepaid](http://www.horizonpower.com.au/prepaid)

If you don't speak English we will arrange an interpreter service.  
If you have hearing or speech difficulties please call 1800 447 707.  
For faults or emergencies, please call 13 23 51



[horizonpower.com.au/prepaid](http://horizonpower.com.au/prepaid)



Bag

**Prepaid Power**  
Meter Guide

**Credit Balance**

The '\$cr' message displays the credit balance of the meter, rounded to the nearest dollar. 'Connected' indicates that your meter is energised and that you have power.

**Press Button 2 to Connect**

When the meter is armed and ready to be energised, the 'PRESS b2 to Connect' message will scroll across the screen. To connect your power, press and hold button 2 until you hear a click.



**HORIZON POWER**

**Account Number**

**HORIZON POWER**

For assistance, please contact your local Horizon Power office or call us on 1800 447 707. For faults or emergencies call 13 23 51.




**Prepaid Power** **HORIZON POWER**

For assistance, please visit your local Horizon Power office or call

**1800 447 707**  
8am - 5pm weekdays

Visit: [www.horizonpower.com.au/prepaid](http://www.horizonpower.com.au/prepaid)  
Emergency or supply interruptions: 13 23 51

Your account number: \_\_\_\_\_



# Using your meter

# Meter display



## Online

The **OnLine** message is displayed when the meter has communication with the operating systems. The **disconnected** message indicates that the meter is not energised.

# Meter display



## Press B to connect

When the meter is armed and ready to be energised, the **'PrESS btn2 to ConnEct'** message will scroll across the screen. To connect your power, press and hold button 2 until you hear a click. The 'disconnected' message to 'connected'.

# Meter display



## Credit balance

The '\$cr' message displays the credit balance of the meter, rounded to the nearest dollar. 'Connected' indicates that your meter is energised and that you have power.

# Meter display



## Low credit balance

The **lo crdt** message is displayed when the credit balance is below the value of \$10 and when the meter is using emergency credit. The **connected** message indicates that the meter is energised.

# Meter display



## Debt balance

The '**\$dt**' message displays the debit balance of the meter, and thus how much emergency credit you have used. 'Connected' indicates that the meter is energised and that you have power.

# Meter display



## Please Pay

The 'PLS PAY' message displays when the power has been disconnected due to the credit amount reaching \$0.00; or when the emergency credit has been exhausted.

# SMS notifications

Message from Horizon Power. The available credit on your Meter has reached \$10.00. Please add credit to prevent disconnection.

**Low credit warning** - the credit balance has reached \$10.00

Message from Horizon Power: You have successfully added \$10.00 to your Meter and your balance is \$20.51.

**Payment made to account** - a credit has been applied to the customer's meter

Message from Horizon Power. You have no available credit and will be disconnected. Please purchase credit to reconnect.

**No available credit** - the credit balance has reached \$0.00. After 11.00am the customer will be able to access emergency credit until 9.00am the following business day, unless their emergency credit limit of \$100 has been reached

Message from Horizon Power. Your Meter can be reconnected. Please press button 2 on the meter for 5 seconds to restore.

**Premises can now be energised** - the customer is now able to reconnect their meter, following disconnection due to insufficient credit

# How to buy power



Good afternoon  
Register to access extra features

**HORIZON**  
POWER

- Prepaid Power customers will be required to purchase power via the app on a smart device. The app can be downloaded from Apple App Store or Google Play
- All Horizon Power offices will be equipped with a payment kiosk where people can buy power
- Selected financial counsellors will be provided with a payment kiosk
- New recharge operators will not be established

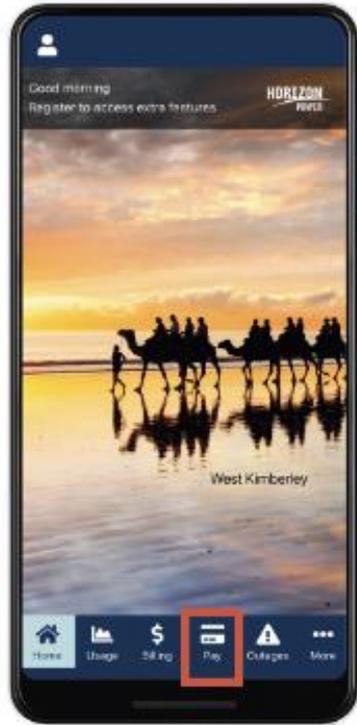
East Kimberley

Google Play



**HORIZON**  
POWER

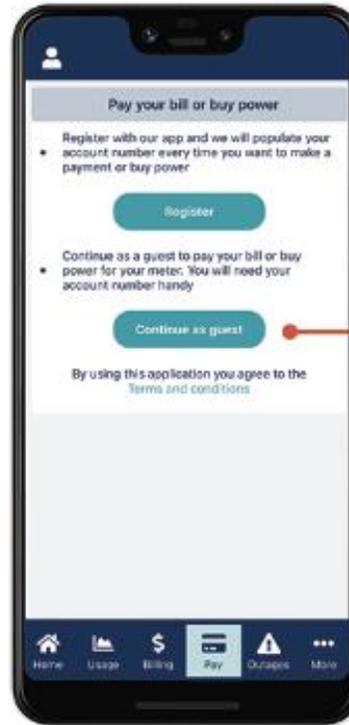
# Buy power via the app



## Step 1

Tap the **Pay** icon at the bottom of the screen to add credit to your meter.

**You don't need to register in the app to buy power.**



## Step 2

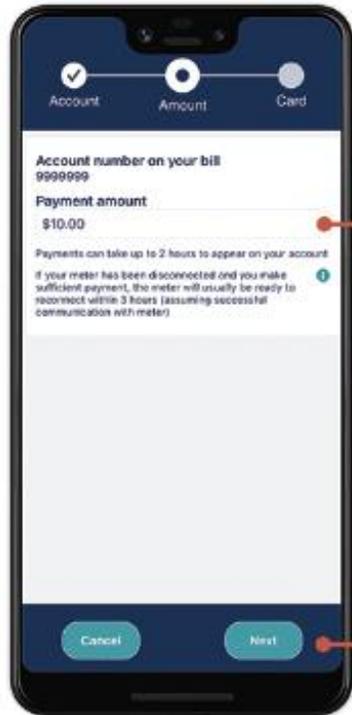
Tap **Continue as guest** if you have not registered with the app.



## Step 3

Enter your account number and tap **Next**.

# Buy power via the app



## Step 4

Enter a payment amount of at least \$10.00.

A bank surcharge applies and will be deducted from the credit amount.

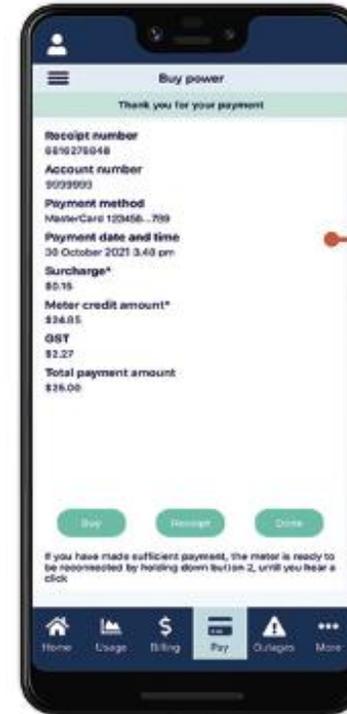
Tap **Next** to proceed.



## Step 5

Enter your debit, credit or Indue card details.

Tap **Pay now** to verify your card details and proceed with the payment.



## Step 6

If your payment is successful, your receipt will be displayed and the credit will appear on the meter within 2 hours.

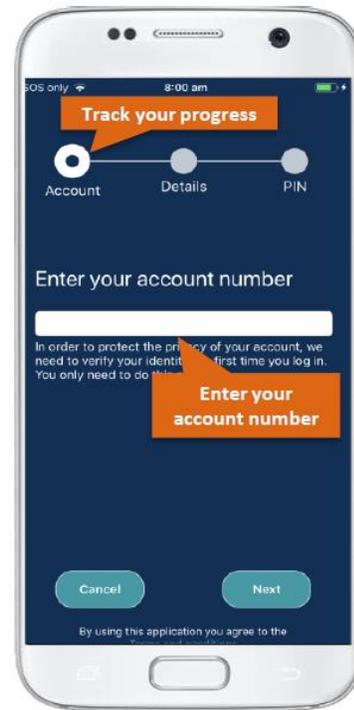
# Register on the app

Registering on the app unlocks additional features that can assist customers in managing their account.

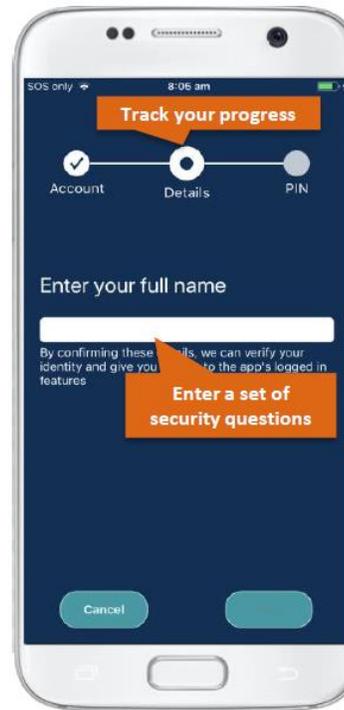
Home screen



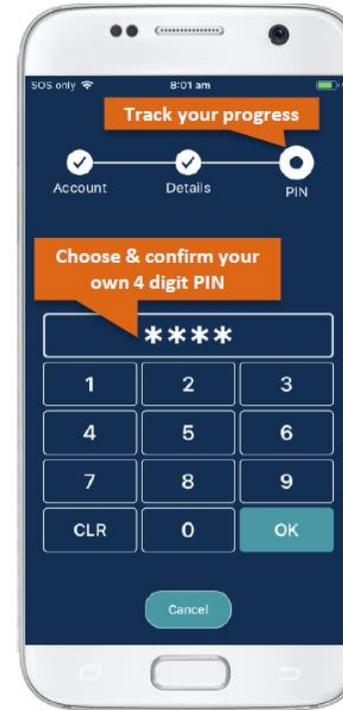
Enter account no.



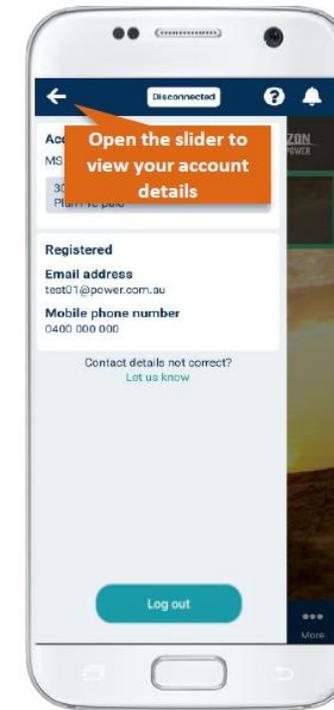
Verify details



Register PIN



View your details



# Additional app features

## Meter balance



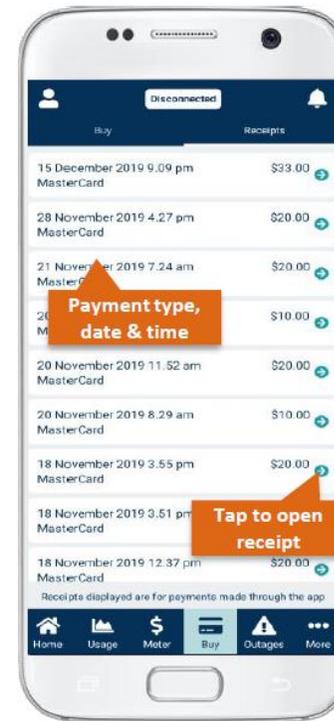
## Power usage



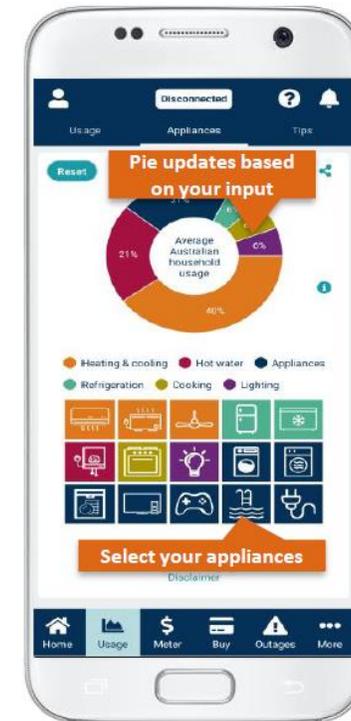
## Buy power



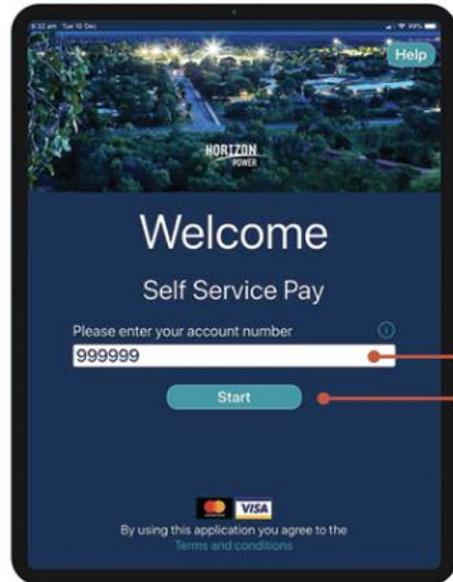
## Payments



## Energy saving tips

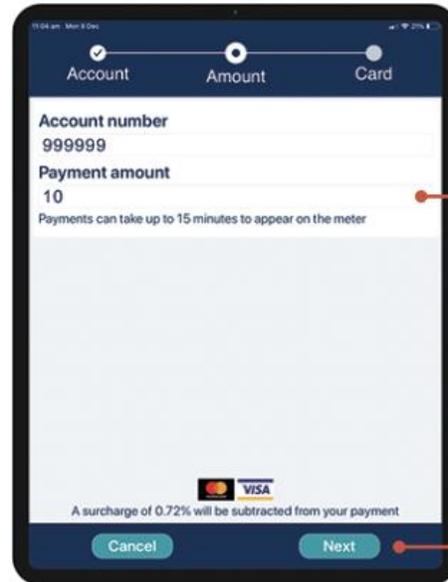


# Buy power via Payment Kiosks



## Step 1

Enter your prepaid account number and tap **START** to begin.

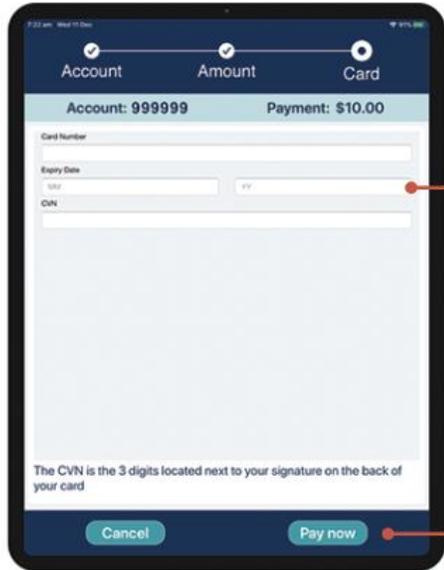


## Step 2

Enter an amount between \$10 and \$1000. Please note that a bank surcharge will be deducted from the total.

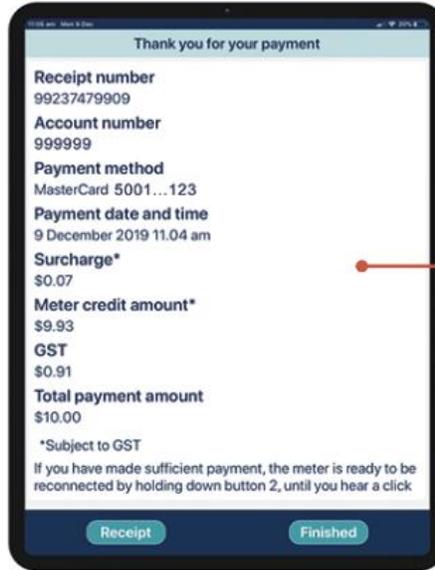
Tap **NEXT** to continue.

# Buy power via Payment Kiosks



## Step 3

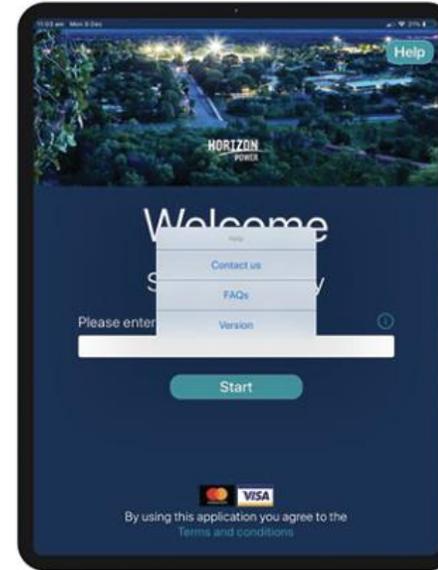
Add in your payment details and tap **PAY NOW**.



## Step 4

If your payment is successful, a payment confirmation will be displayed.

To email your receipt, tap **RECEIPT**. Or if you're finished, tap **FINISH**.



## HELP

At any time, you can tap **HELP** for assistance. If you would like to speak to someone, select **CONTACT US**.

# FAQs

# FAQ

## About

**What is Prepaid Power?** Prepaid Power means you pay for your power upfront before you use it, allowing you to pay what you want, when you want it.

**How does it work?** Payments made will show as a credit balance on the meter and on the app. The credit balance on the app updates every 30 mins to show you how much energy your household is using. You can top up your balance at any time using the Horizon Power app.

**How much does it cost?** There is no cost to you to become a Prepaid Power customer.

**Can I change back if I don't like it?** Yes, you are not locked into a contract. You can change at any time.

## Eligibility

**How do I know if my meter is compatible for Prepaid Power?** If you have an advanced meter from Horizon Power, then chances are you are compatible to be a prepaid customer. If you're not sure, then contact your local depot or call 1800 447 707 and we'll let you know.

**I don't have a key to my meter box, does this matter?** Yes, you need to have access to your meter box. Without it, you can't be setup for Prepaid Power.

**I don't have access to a smart device, can I be switch to Prepaid Power?** No, you need access to the Horizon Power app to purchase Prepaid power.

**I have a business. Can I choose to be on Prepaid?** Currently Prepaid is only available for customers on the A2 residential tariff.

**I'm a life support customer. Can I get Prepaid Power?** No, if you or anyone in your household relies on life support equipment, you can't be setup for Prepaid power.

# FAQ cont.

## Emergency credit

**Will my power be disconnected if I run out of money?** If you run out of credit, the power will be disconnected. After 11.00am until 9.00am the following business day, you can access emergency credit, enabling you to be reconnected. If you have exceeded the emergency credit limit of \$100 you will be unable to reconnect until a payment is made to the meter. This will pay off the emergency credit first.

**What is emergency credit?** Emergency credit allows you to stay connected when you run out of credit. It is available after 11.00am until 9.00am the next business day, unless you exceed the emergency credit limit of \$100.

**Is emergency credit free power?** No, any emergency credit that is used must be paid back. To ensure you return to a credit balance, you will need to pay enough to clear the emergency credit amount first.

## Purchasing power

**Where can I buy power?** You can purchase power through the free Horizon Power app.

**Can I make payment over the phone with Horizon Power?** No, Horizon Power cannot accept payments over the phone.

**What do I do if I have forgotten my account number?** Either contact your local depot or call 1800 447 707.

**Can anyone buy Prepaid Power for my home?** Yes, anyone can buy power for your home. They will just need your Horizon Power account number to purchase power via the app. It is a great way to get everyone to contribute.

# FAQ cont.

**Can I apply for a concession?** Yes, please call 1800 447 707 and we can check your eligibility. You will need to provide us with your concession details, including a CRN. [More information](#)

**I don't get paid until next week. What do I do?** You can access emergency credit after 11.00am to remain connected until 9.00am the following day. If your emergency credit has been exceeded you will be disconnected until the meter is in credit, or you have available emergency credit.

**How do I know my credit balance?** The balance is displayed on the meter itself. This information is also available on the app if you have registered your account. For information on how to read your meter please refer to the "Meter Display" guide.

**Why do I need to register on the app?** By registering your details on the Horizon Power app, not only can you buy power for your meter, but you can also see your balance at any time, check your usage, see outages and so much more.

**How much power can I buy at a time?** The minimum amount that you can purchase is \$10. The maximum is \$1000.

**How long does it take for my payment to show on my meter?** The payments are usually credited to the meter within 10 minutes. If this has not been credited to your meter within 30 minutes you can call 1800 447 707 for assistance.

**Can I set up direct debit for Prepaid?** Not yet, but we are working on it.

**Can I set up Centrepay deductions for prepaid?** Yes, we can set this up for you by calling 1800 447 707. Please note that Centrepay deductions may take up to two (2) business days to credit your meter.

**I am currently receiving REBS, will I still be eligible for this if I convert to Prepaid?** If no changes are made on the existing account, there will be no changes to your REBS eligibility. For more information visit <https://www.horizonpower.com.au/solar/buyback/>

# FAQ cont.

**What happens to left over credit on my meter if I move?** When moving out of your house it is important to call 1800 447 707 to close your account. Our friendly team will be able to assist you with refunding any remaining credit on your meter. You will be unable to receive a refund at a Horizon Power retail outlet.

**Can I transfer credit to a meter in someone else's name?** Yes, please call 1800 447 707 and we can do this for you.

## Solar

**Will my solar still work if I have no money on my prepaid meter?** No, once a meter is disconnected the solar inverter will also disconnect. While an inverter is disconnected your solar installation will not generate power and you will be unable to receive REBS or DEBS credits.

**Can I have my solar buyback credits applied to a prepaid meter?** Your buyback credit (REBS or DEBS) will automatically be applied to your prepaid meter.

## Applying for Prepaid

**How do I apply for Prepaid Power?** Please contact your local Horizon Power depot, call 1800 447 707 or your local financial counsellors' service where we will be able to assist you.

**Who can I contact for help with my account?** Please call 1800 447 707 for any enquiries with your account.

**For more information visit**

**[www.horizonpower.com.au/prepaid](http://www.horizonpower.com.au/prepaid)**

**Prepaid account enquiries: 1800 447 707**

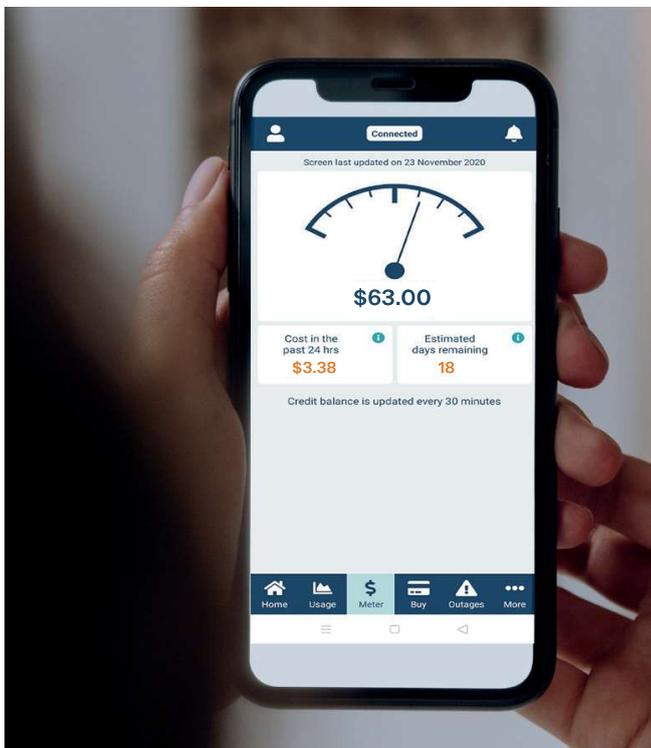
**Monday to Friday 8am – 4pm**

**HORIZON**  
POWER

# Prepaid Power

## Gain more control of your energy costs

Take control of your power costs by making the switch to Prepaid Power. The Horizon Power app gives you more control and visibility of your power usage, while allowing you to purchase power wherever and whenever you want. There is no cost to you to become a Prepaid Power customer and no lock in contract, so you can switch back any time.



**To be eligible for a Prepaid Power account you must be a residential customer who has:**

- An advanced meter installed - this will look like the meter below
- Easy access to your meter box that must be unlocked
- Access to a smart phone/device to purchase power
- No life support equipment being used in the premises

To check if you are eligible for Prepaid Power, please call us on 1800 447 707 or contact your local Horizon Power office where we can assist you.

For more information visit

[www.horizonpower.com.au/prepaid](http://www.horizonpower.com.au/prepaid)





# FAQs

## What is Prepaid Power?

Prepaid Power gives you the option to pay for your power upfront, allowing you to only pay for what you need, when you need it.

## How does it work?

When you purchase power on the Horizon Power app it will update the balance shown on the meter and on the app. The balance updates every 30 minutes to reflect how much power has been used. If you are running low on credit you will receive notifications from Horizon Power reminding you to buy more power.

## How do I know if my meter is compatible?

Contact your local Horizon Power office or call **1800 447 707** and we can let you know.

## How much power can I buy at a time?

You can buy a minimum of \$10 and a maximum of \$1000.

## Can anyone buy power for my home?

Yes, anyone can buy power for your home, they will just need your Prepaid Power account number to purchase power via the Horizon Power app. It is a great way for everyone to contribute.

## Will my power be disconnected if I run out of credit?

If you run out of credit between 9.00am and 11.00am Monday to Friday you will be disconnected. You can access emergency credit after 11.00am until 9.00am the following business day to enable you to be reconnected. If you exceed the emergency credit limit you will be unable to reconnect until a payment is made to top up your prepaid balance.

## Is emergency credit free power?

No, any emergency credit that is used must be paid back. Any payments made to an account will automatically pay back emergency credit first.

## I don't have access to a smart device. Can I prepay my power?

No, you need access to the Horizon Power app to purchase power. Horizon Power cannot accept payments over the phone.

## I'm a life support customer. Can I prepay my power?

If you or anyone in your household relies on life support equipment, you will not be able to move to Prepaid Power.

## I have a business. Can I prepay my power?

Currently Prepaid Power is only available for customers on the A2 residential tariff (residential homes).

## I don't have a key to my meter box. Does this matter?

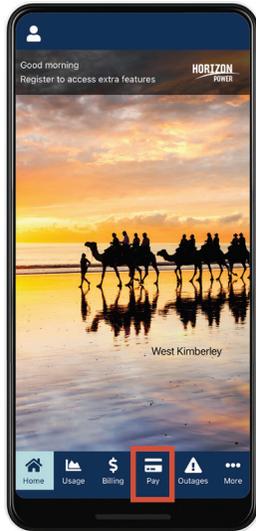
Yes, you need to have easy access to your meter box and it must be unlocked. Without access, you cannot be setup for Prepaid Power.

## Can I apply for a concession?

Yes, call **1800 447 707** and we can check your eligibility. You will need to provide us with your concession details, including your CRN.

# Prepaid Power

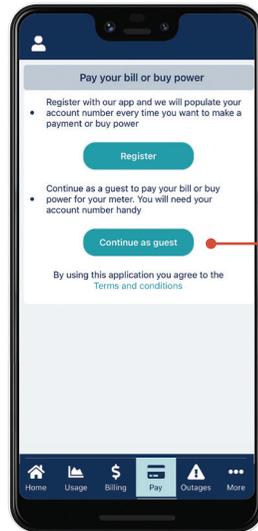
## How to buy power for your prepaid meter



### Step 1

Tap the **Pay** icon at the bottom of the screen to add credit to your meter.

**You don't need to register in the app to buy power.**



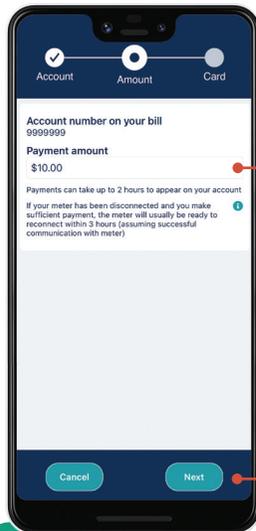
### Step 2

Tap **Continue as guest** if you have not registered with the app.



### Step 3

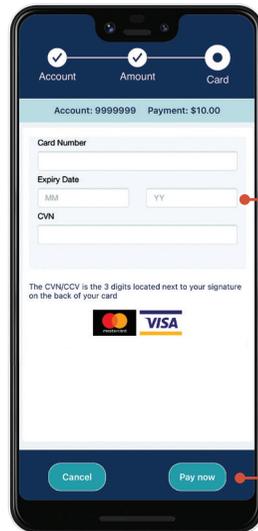
Enter your account number and tap **Next**.



### Step 4

Enter a payment amount of at least **\$10.00**.

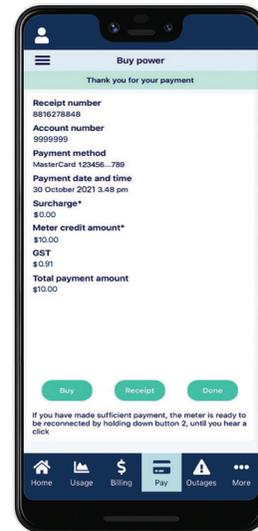
Tap **Next** to proceed.



### Step 5

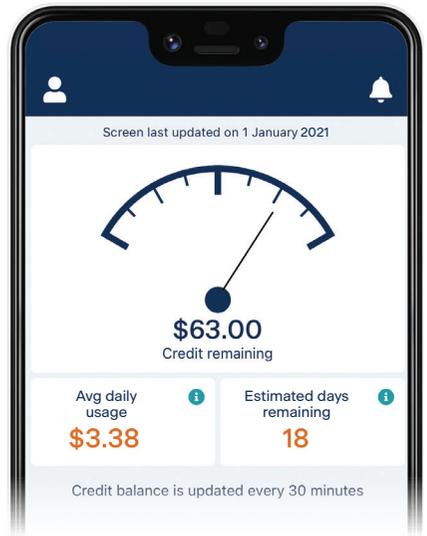
Enter your debit, credit or Indue card details.

Tap **Pay now** to verify your card details and proceed with the payment.



### Step 6

If your payment is successful, your receipt will be displayed and the credit will appear on the meter within 15 minutes.



## Do more than just buy power

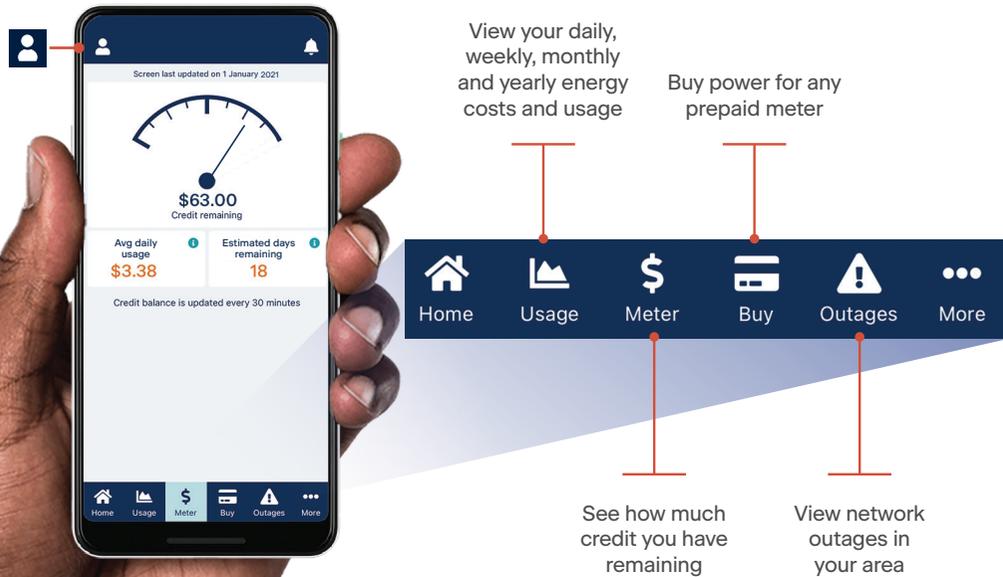
When you register on the app you can:

- Check how much power you've used
- See how much credit is left
- See how long your credit is likely to last
- Receive low credit warnings
- Get power saving tips

# How to register on the app

When you register on the app, you can view your balance, energy use and more.

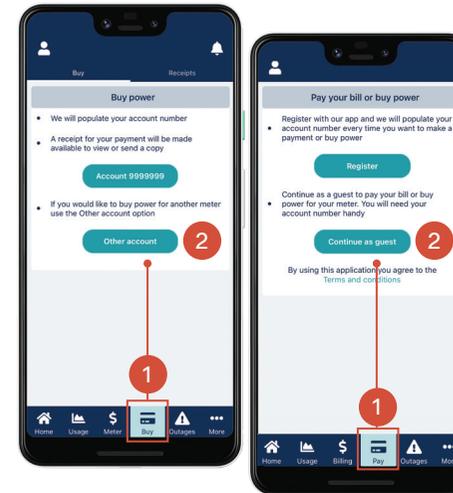
1. Tap the  icon in the top left and select **Register**
2. Enter your account number and tap **Next**
3. You will be asked to enter your full name and either date of birth, mobile number or email address. If your information does not match our records, you will be asked to contact us
4. Enter and confirm a four digit PIN. If you complete the registration successfully, your screen will look like this:



# Share energy costs in the home

Anyone can buy power for your meter and contribute to the energy expenses in your home. They just need to download the Horizon Power app and:

1. Tap **Pay** (or **Buy**) at the bottom of the screen
2. Tap **Other account** (or **Continue as guest**)
3. Enter the account number, amount and payment details



## How to download the app

Download the Horizon Power app from one of the following stores.



If you require more information about Prepaid Power, please contact us.

Phone: 1800 447 707  
Email: [support@horizonpower.com.au](mailto:support@horizonpower.com.au)  
Visit: [www.horizonpower.com.au/prepaid](http://www.horizonpower.com.au/prepaid)

If you don't speak English we will arrange an interpreter service.  
If you have hearing or speech difficulties please call 1800 461 499 (TTY).  
For faults or emergencies, call 13 23 51

# Leadership



# Leadership

## Introduction

We have been discussing the social setting within which people organize: who are the actors and what are their interests, their resources, and their power to act on their interests. Sometimes people gain the “power to” mobilize resources they need by developing greater interdependence around common interests and shared resources (collaboration). In other cases, people challenge the “power over” them of others who deny them needed resources (claims making). In either case, the first step toward problem solving is to engage people with one another to discern their common interests and develop the capacity to act on them. This is what leaders do. And that’s why organizers focus on identifying, recruiting, and developing leaders.

## What Leaders Do

Who is a leader? Many of us call to mind historic figures like Dr. Martin Luther King, Nelson Mandela, Jane Addams, Robert Kennedy or President Reagan. In reality, we find leaders everywhere - linking together networks through which we work to achieve common purposes. In every community, church, classroom, and organization hundreds of people are doing the work of leadership without which these efforts would not survive.

So what do leaders do that makes them leaders? Leaders accept the responsibility for enabling others to achieve their purposes in an uncertain world. Leaders choose to accept this responsibility. The responsibility they accept is for engaging with others, their constituency. The challenge they accept is one of enabling their constituency to define and achieve desired goals. When we know exactly what to do, when there are no surprises, no new challenges to face, and we’re following a routine, what need do we have of leadership? It’s when we enter the domain where the rules don’t quite work, where we don’t know which rules apply, where we’re trying to do something that hasn’t been done before – or that we haven’t done before - that’s when leadership enters the picture.

So what is it exactly that leaders do to earn leadership? How do they “enable” others to engage with uncertainty successfully? What is the work they do? And why is it so important?

Most of us have had lots of experience in “disorganizations,” as shown in Leadership Chart #1. What are they like?

- They are divided. Factions and divisions fragment the organization and sap it of its resources.
- They are confused. Each person has a different story about what's going on. There is a lot of gossip, but not very much good information.
- They are passive. Most "members" do very little so one or two people do most of the work.
- They are reactive. They are always trying to respond to some unanticipated new development.
- They are inactive. No one comes to meetings. No one shows up for activities.
- And they drift. There is little purposefulness to meetings, actions, or decisions as things "drift" from one meeting to the next.

Being part of a disorganization can be pretty discouraging, demotivating, and disengaging.

On the other hand, some of us may have had experience with organizations that really work.

- They are united. They have learned to manage their differences well enough that they can unite to accomplish the purposes for which they were formed. Differences are openly debated, discussed, and resolved.
- They share understanding. There is a widely shared understanding of what's going on, what the challenges are, what the program is and why what is being done had to be done.
- People participate. Lots of people in the organization are active - not just going to meetings, but also getting the work of the organization done.
- They take initiative. Rather than reacting to whatever happens in their environment, they are proactive in their environment.
- They act. People do the work they must to make things happen.
- They share a sense of purpose. There is purposefulness about meetings, actions, and decisions and a sense of forward momentum as work gets done.

So what makes the difference? Why are some groups disorganizations and other groups organizations? It is the quality of the work that leaders get done within them that makes groups work.

- Leaders turn division into solidarity by building, maintaining, and developing relationships among those who form the organization.
- Leaders turn confusion into understanding by facilitating interpretation of what is going on in the work of the organization.
- Leaders turn passivity into participation by motivating - inspiring people to commit to the action required to accomplish the group's goals.

- Leaders turn reaction into initiative by strategizing – engaging others in thinking through how the organization can use its resources to achieve its goals.
- Leaders challenge inaction by mobilizing people to specific actions that turn their resources into the means by which they can achieve their goals.
- Leaders transform drift into purpose by accepting responsibility for doing the leadership work necessary for the group to succeed. Leaders challenge others to accept their responsibility as well.

In each of the upcoming sessions, we will look at how leadership is exercised as relationship building, motivation, strategy, and action.

Leadership: Charts 1, 2, 3



### Leadership as Relationship

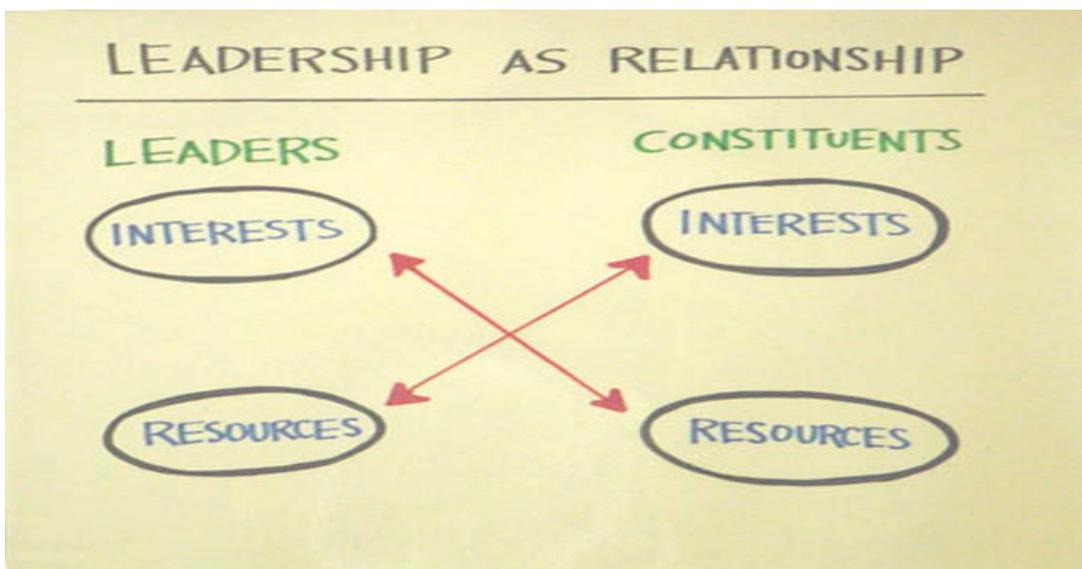
Although we will discuss relationships in more depth next week, what is particular about the relationship among leaders and their constituents? James McGregor Burns argues leadership can be understood as a relationship that emerges from repeated “exchanges” or “transactions”

between leaders and followers or constituents.<sup>i</sup> Leaders provide resources that constituents need to address their interests and constituents provide resources that leaders need to address their interests in turn. (Leadership Chart #5) These relationships are not limited to a single leader and a single “follower”, but include relationships between a leader and a team, a group, a community or a constituency whom the leader enables to work effectively together.

What do we exchange in this kind of relationship? Constituents may get a sense of empowerment, access to resources, help solving a problem, etc. Leaders may get the same things - and they get something that is worth accepting the responsibilities that come with leadership. Dr. King describes this as the “drum major instinct” - a desire to be first, to be recognized, and even to be praised. As much as we may not want to admit it, this might sound familiar. Rather than condemn it - it is, after all, part of us - Dr. King argues it can be a good thing, depending on what we do to earn the recognition we seek. He quotes Jesus as saying to James and John, “if you want to be my disciples you not only “can” be first, you must be first - first in love and first in service.”<sup>ii</sup>

Based on this view of leadership, then, who makes leaders? Can they be self-anointed? Can I decide one day that I am a leader? Or do I earn leadership by entering into relationship with those who can make me a leader - my constituents? This makes it easy to recognize leaders. There is one simple test. Do they have followers? Fine speeches, a wonderful appearance, lovely awards and excellent work aside - no constituency, no leaders.

Leadership: Chart 4



## Leadership and Structure

Many of us may not want to think of ourselves as followers or as leaders for that matter. Often we are told, especially in elite institutions, that we are all leaders...or we should be. Leadership is highly praised, but no one says anything about being a good constituent, collaborator...or citizen. But organizations that depend on collective action can be effective only if people accept both leadership and follower ship roles. Leading and following are not expressions of who we “are” but of what we “do” - in a specific meeting, committee, project, organization, or institution. We may play a leadership role with respect to one project and a followership role with respect to another.

What are the differences in those roles? Most importantly, leaders accept responsibility for the “whole” – the whole team, the whole project, the whole job - while a team member, constituent, or collaborator accept responsibility for a “part” of the whole. Leaders accept responsibility for seeing to the work that a group must do to work together successfully. Doing the work that enables group efforts to succeed is how leaders earn their leadership.

On the other hand, some of us question the whole concept of leadership. Shouldn't everyone be considered a leader? Is leadership really necessary? Isn't it repressively hierarchical? Why do we need this kind of structure at all? Can't we just “come together”?

In her *Tyranny of Structurelessness*, feminist sociologist Jo Freeman argues that organization (or collaboration of any kind) simply doesn't work if we don't have ways to assign clear responsibilities and hold ourselves accountable for fulfilling them.<sup>iii</sup> The idea of a structureless group, she writes, “becomes a smokescreen for the strong or the lucky to establish unquestioned hegemony over others.” And, ““for everyone to have the opportunity to be involved in a given group and to participate in its activities the structure must be explicit, not implicit.”<sup>iv</sup>

Although leadership can be exercised by individuals working in a team - a leadership team can bring complementary strengths to bear on solving a problem - the responsibility of seeing to the team itself still has to rest somewhere. And effective leadership doesn't imply domination. Effective leaders facilitate interdependence and collaboration to create more “power to,” based on the interests of all parties. Domination is the exercise of “power over,” a relationship that meets interests of the “power wielder” at the expense of everyone else. Leadership can turn into domination if we fail to hold it accountable.

## **Leadership and Authority**

We are also wise to distinguish “authority” from “leadership.” Authority is a “legitimacy” of command usually attached to specific social positions, offices, or roles - legitimacy supported by cultural beliefs as well as coercive resources. An organization is a way to formalize authority relations among the participants – people’s rights and their obligations. Bureaucracies structure authority as a set of rules according to which managers direct subordinates. Markets structure authority as a set of rules according to which entrepreneurs can design incentives for persons to make enforceable choices based on their individual economic resources. Civic associations – organizations we are focusing on in this course – usually structure authority democratically in that leaders are accountable to the constituents whom they serve. Exercising leadership in a civic context can require more skill than the other settings because it depends more on persuasion than on command.

Most of us have been in situations in which those with authority have not earned their leadership, but try to compel cooperation based solely on their legitimacy or “power over”. In these circumstances, to what extent do we think our interests are acknowledged and addressed? How does this affect our motivation and performance?

Cultures have institutionalized beliefs about who is “authorized” to lead and who isn’t that can bar certain “kinds” of people from the opportunity to earn leadership. Leaders who develop under these conditions constitute a challenge to conventional ideas of authority. Authority can also be a resource a person can draw upon to earn their leadership. And sometimes leaders find authority has been conferred upon them as a result of their having earned their leadership. But leadership and authority is not the same thing.

Finally, we can distinguish leaders from “activists.” Hard working activists show up every day to staff the phone bank, pass out leaflets, and put up posters, and make critical contributions to the work of any volunteer organization. This is not the same, however, as engaging others in doing the work of the organization. Leadership is exercised through relational work.

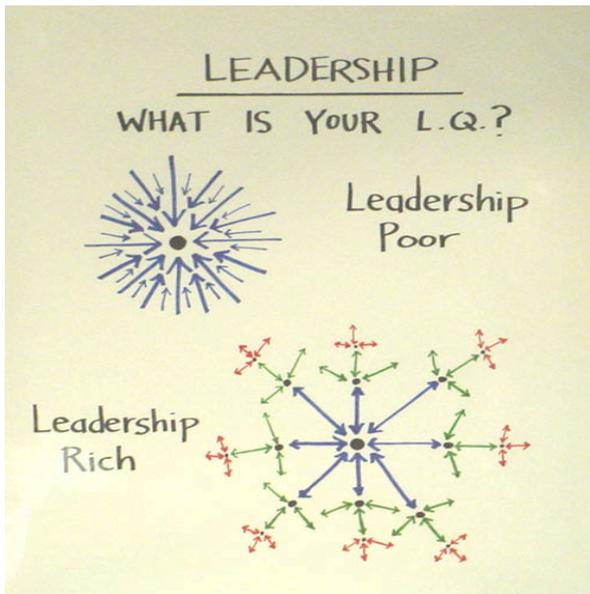
## **Leadership Development**

So if leaders are so important to organizations, how can organizations make sure they have the leaders needed to accomplish its mission? Organized people are empowered to make lots of things happen - especially new organizations learning to do new things - not by the efficiency of

their systems, but by the depth of their leadership capacity. This is particularly true of civic associations that bring people together, facilitate their understanding of one another, and enable them to act together on common interests.

Take a look at the “leadership quotient” of your organization. How many leaders do you see doing leadership work? Is there one “leader” with everyone else linked to that leader like spokes to the hub of a wheel? Or are there lots of “leaders” linked with each other and with other members, multiple centers of coordination, inspiration and action. Are some people “followers” in relation to some “leaders” but “leaders” in relation to other “followers”? Or are some people always “leaders” and others always “followers”? Is it "leadership rich" or is it "leadership poor"?

Leadership Chart #5



### **Giving Up Control to Build Power**

So why aren't “leadership rich” organizations an everyday thing? Why is it that so often we wind up the dot in the middle of all the arrows? What does it take to develop a “leadership rich” organization? It's not a new problem. As recounted in Exodus, Moses required the intervention of his father-in-law Jethro, who had his own interest in the matter to begin getting the picture.<sup>V</sup> He was trying to do it all himself, but why? Because he was hungry for the power? Because he needed to keep himself busy? A more likely explanation is that, like many of us, he wanted it done right, and he thought that meant that he had to do it himself. But as long as he was trying to

do it all himself, it couldn't be done well, much would not get done at all. The belief that holding onto all the control would ensure all was done well was an illusion. So Jethro offered him a way out. Find the courage to let go of some of the control and risk letting others share in the responsibility for leading. But not just anyone – he urged him to find people with leadership potential, people who were “capable, God-fearing, and honest”.

Far more fundamental than how we structure our organization, what kind of training programs we have, and what kind of awards banquets we hold is coming to terms with this fundamental question: are we willing, and able, to let go of enough control to let others lead? Can we let go of enough control to allow our organization to build the power that can only be achieved by letting it grow leadership rich?

And if we are ready, how do we make it work?

**Leadership Development Cycle:  
Identify, Recruit, Develop**

Leadership development work occurs as a cycle, as shown in Chart #6: identifying potential leaders (opportunities for them to emerge), recruiting them into leadership positions (opportunities for leadership to be earned), and creating opportunities for them to develop their capacity (opportunities for leaders to grow) on an ongoing basis. It requires learning how to delegate - and mean it; creating a supportive organizational structure; and providing coaching.

Identifying leaders requires looking for them. Who are people with followers? Who brings others to the meetings? Who encourages others to participate? Who attracts others to work with them? Who do other people tell you to “look for?” Alinsky writes about community networks knit together by “native” leaders - people who take the responsibility for helping a community do its work out of their homes, small businesses, neighborhood hangouts, etc. They can be found coaching athletic teams, organizing little leagues, serving in their churches, and surfacing in other informal “schools” of leadership. Where would you look for these kinds of leaders around here?

Although leading is a matter of “doing” and not “being” – and people do leadership work in different ways - there are some clues you may want to attend to, especially when looking for people that will make good organizers. It is hard for a person who has not learned to be a *good listener* to become a good organizer. You have to understand the interests of your constituency if you are to help them act on those interests. Listening means learning to attend to feelings -

*empathy* - as well as to ideas because the way we feel about things affects our actions more than what we think about them. *Curiosity* helps us see the novel as interesting rather than threatening, enabling us to learn how to face new challenges that are always a part of organizational life. A good *imagination* helps because strategizing is a matter of imagining different futures and possible ways to get to them. A sense of *humor* helps you from taking yourself and your troubles too seriously and helps keep things in perspective. A *healthy ego* is very important. Arrogance and a wish to dominate others are usually signs of a weak ego constantly in need of reassurance. Leadership also requires *courage* - the willingness to take risks, make choices, and accept the consequences.

Recruiting leaders requires giving people an opportunity to earn leadership. Since followers create leaders, they can't appoint themselves and you can't appoint them. What you can do is create opportunities for people to accept the responsibilities of leadership and support them in learning how to fulfill these responsibilities. If you have to get the word out for a meeting, you can get three of your friends to help you pass out leaflets in the Yard one day or you can find one or two people in each House who will take responsibility for recruiting 5 people from their House to attend. They earn their leadership by bringing the people to the meeting. What other ways can you think of that you can give people the opportunity to earn leadership?

No matter how careful you are, leadership development requires coming to terms with the fact that it entails risk. Risk small failures early in the life of a project in order to avoid big failures later on. If you take the risks required to learn to delegate, you will learn how to do it and you will learn who "comes through" and who doesn't. It is important to learn this with a small meeting at stake and not the monster rally of 5000 at which only 50 people show up. One reason to set up quantifiable goals, regular reports, and ongoing evaluation is to detect early failure and success so they become "learning opportunities" for everyone. "So, Mary, why did that work so well?" "So, Sam, what happened there? What could you have done differently?" Don't assume everyone is going to do everything right from the very beginning because it never happens. Also, it is often not completely clear what the "right" way is at the beginning of a project. Think about how to turn this fact to your advantage. Where can you get the courage to take the risk of letting other people share in the responsibility for outcomes you care about?

We only develop good judgment about whom to select by taking risks, making choices, experiencing success and failures, and learning from this experience - and we will still be surprised. On the other hand, the more experienced we are the better judgment we can begin to develop. There is no "rule book" to go to on this, but if you are afraid to risk making choices, you

never learn to make good choices. Here are some questions you might ask yourself. How do you select to whom to delegate? How do you know who the right person is? How can you find out ahead of time? How do you know when a person is ready for a big job? Are you selecting them because they are easily available or because they are the right people for the job? Are you selecting them because they already know what to do because you have worked together before or because they "look as if they can learn what to do" with some good coaching? Or did you select them because you "heard" they were good? Where did you hear that? Who told you? Should you believe them? How do you know?

Developing leaders requires structuring the work of the organization so it affords as many people as possible the opportunity to learn to lead - *delegation*. Distributing the leaflets through House Committees, for example, shares the responsibility for engaging others with many people. It is true organizing the work in this way can be risky. You may delegate to the wrong people; they may let you down; etc. But as Moses learned from Jethro, if you fear delegating, the strength of the community is stifled and can never grow. But you can do things to increase the chances of success. Leadership training sessions help clarify what is expected of leaders in your organization, give people the confidence to accept leadership responsibilities, and express the value your organization places on leadership development.

Developing leaders is not about assigning tasks, but offering responsibility. It is different to ask: "would you make these 50 phone calls telling people about the meeting?" versus "would you take responsibility for getting 10 people to come to the meeting? You will? Great! Here's some things that may help you contact them and get them there -- a list of names and phone numbers of people who said they were interested, 100 leaflets, some posters, and some sign-up sheets you could use to get commits." Do you see the difference? With the "task," the person can become a kind of yo-yo: go do this, come back for what's next, go do that, come back for what's next. They are "helping" you with your responsibility. With a "responsibility," the person takes it and runs with it, and you can help them meet "their" responsibility. But when looking for someone to take responsibility, don't make the responsibility easier, and easier, and easier...until there's nothing left. The challenge is in learning to motivate people to accept the level of responsibility needed to get the job done. And when a person has accepted responsibility, the motivation work continues. Keeping others motivated, keeping yourself motivated, and getting the work done go together. All are based on real accountability, lots of coaching, and lots of recognition of success.

Responsibility is only real, however, if the person is clearly accountable for the responsibility he or she accepted. Accountability should be regular, specific, and timely. The point of

accountability is not to catch someone to punish them, but to learn what kind of results they are getting so everyone can learn from them. If someone is having trouble, we need to learn why so we can figure out what to do about it. If someone is being successful, we need to learn why so we can try the same thing in other places. Without accountability the most important learning we can do in the course of a campaign - systematic reflection on our own experience - is impossible. You cannot expect a person to take responsibility without authority. If you want someone to take the responsibility to get 10 people to a meeting, hold them accountable, provide training, offer support - but give them the authority to do what they've been asked to do. If you see or hear of them making a mistake - or think you can do it better - this means going directly to them, not around them or taking care of it for them. It is really a matter of basic respect.

Finally, as Hackman shows, you can provide "coaching" that helps new leaders strategize about their responsibilities and encourages them as they deal with difficult situations.<sup>vi</sup> Once a person accepts responsibility, it is in your interest to offer her as much support as she wants to ensure her success. The challenge is learning to offer support without taking back the responsibility. "Oh, you'll get the ten people to come? Great! Let's sit down for a few minutes and "role play" just what you're going to say to them." Or "give me a call to tell me how it's going - or if you run into problems." A regular coaching session means you want to meet not because you think they are in trouble, but because you are interested in their work. These sessions can be very useful for learning what's really going on out there as well. And coaching is, of course, one of the best ways to make mentoring real.

## Leadership Chart #6



### Leadership Team or "Lone Ranger"

The most successful organizers are those who form a leadership team with whom to work early on in their campaign. Although it can be a mistake to recruit people to act as an "organizing committee" too early - especially if you are not careful to recruit people drawn from the constituency whom that community views as leaders or, at least, potential leaders - organizers more often err in delaying too long. The sooner you have a team of people with whom to work, the sooner the "I" of the organizer becomes the "we" of the new organization. Once you have formed a leadership team you can more easily establish a rhythm of regular meetings, clear decisions and visible accountability that will help make things actually happen. You don't build an organization of 500 people by recruiting them all yourself. You build it by finding people willing and able to commit to help building it with you. If you don't have a leadership team working with you by midterm, it's time to look very closely at why.

## Conclusion

Although identifying, recruiting and developing leaders is critical to the capacity - or power - of most organizations, it is the particular focus of organizers whose work is to be leaders of leaders. The primary responsibility of an organizer is to develop the leadership capacities of others and, in this way, of the organizations through which their constituents act on their common interests.

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## Helpful Hint #2



## QUESTIONS

### Leadership

1. Have you developed a leadership team? If yes, how are you exercising leadership within this team? If no, what is your leadership role within your project?
2. Who else exercises leadership in your project/organization? How do you know they are leaders? How do they exercise leadership? How do they earn leadership?
3. What kind of organizational structures, procedures, or programs have contributed to the development of the leaders? Who put them in place? How well do they work?
4. Are you delegating leadership? What is being delegating to whom? What have you found to be the challenges of delegating leadership? The rewards?
5. Do you, or others in your project/organization, have conscious strategies for identifying, recruiting and developing leadership? What are they?

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<sup>i</sup> J. M. Burns (1978). Leadership. (New York, Harper and Row).

<sup>ii</sup> Martin Luther King, J., (1986 (1991)), The Drum-Major Instinct (4 February 1968). A Testament of Hope: The essential writings and speeches of Martin Luther King, Jr., (New York, HarperCollins) 259-267.

<sup>iii</sup> J. Freeman, (1970), "The Tyranny of Structurelessness." Women's liberation movement, USA.

<sup>iv</sup> Ibid.

<sup>v</sup> The Bible, Exodus 18.

<sup>vi</sup> J. R. Hackman and R. E. Walton, (1986), "Leading Groups in Organizations". Designing Effective Work Groups. P. S. Goodman. (San Francisco, Jossey-Bass), 72-119.

# **Advocacy and message presentation**





# Advocacy

November 2021

# Program

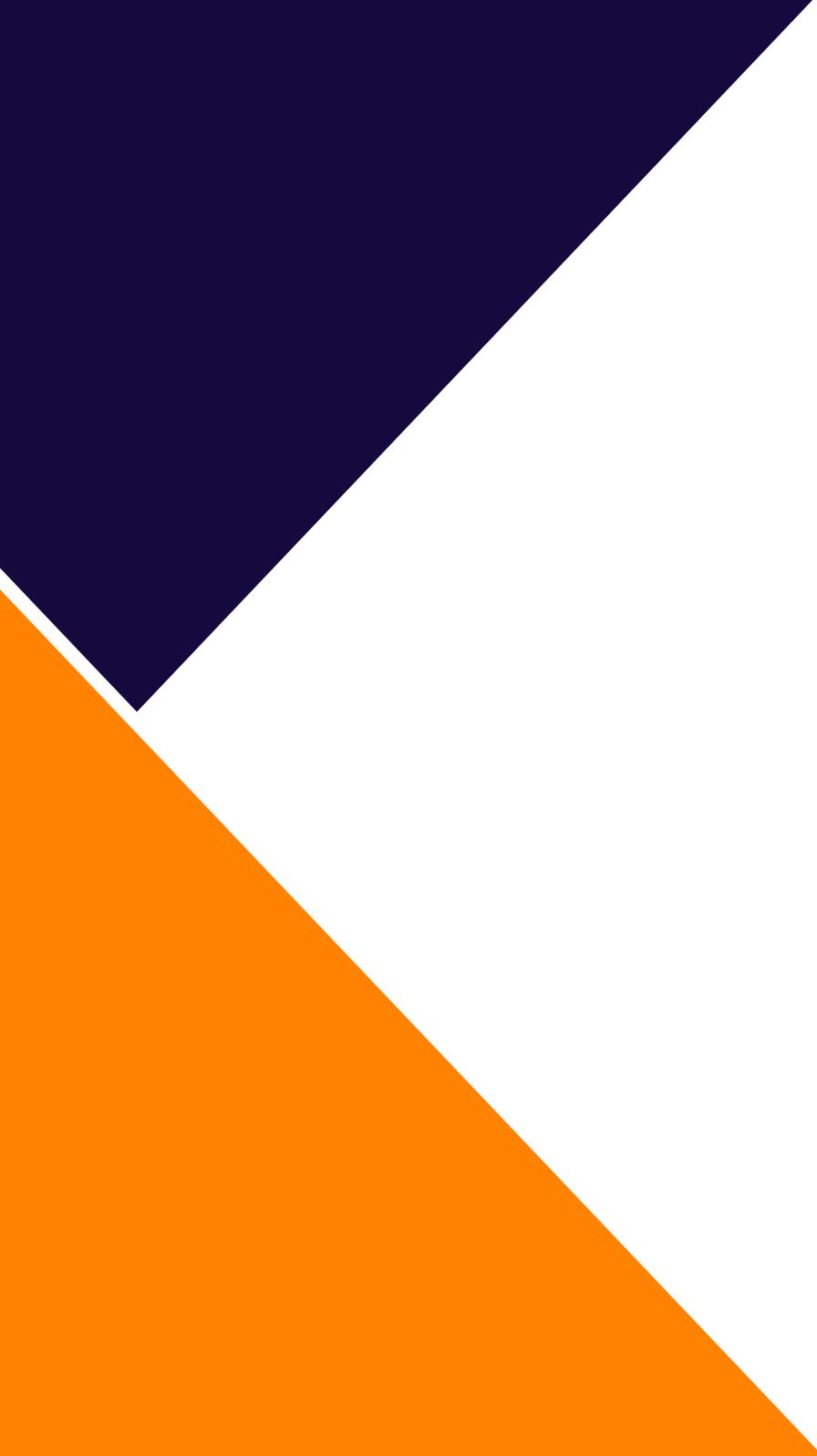
**We will now cover the following five linked areas of strategic advocacy**

1. Cutting an issue
2. Stakeholder mapping
3. Building coalitions
4. Advocacy planning
5. Developing a message

# Objectives

## 6 key objectives for this part of the training:

1. Align on our understanding of strategic advocacy.
2. Learn about when and where you can make an impact.
3. Understand how stakeholder mapping informs your advocacy effort.
4. Reflect on the power of coalition building in supporting and enhancing your advocacy.
5. Improve knowledge of core elements of advocacy planning.
6. Learn about persuasive messaging.



# Cutting an issue

## Problem vs Issue

A **problem** is a broad area of concern e.g. pollution and unemployment.

An **issue** is a solution or partial solution to a problem e.g. more public transport, container deposit scheme; or cheaper training courses and targeted return to work programs.

# Why advocate on part of the problem?

Problems are abstract, issues are specific

People need to feel their efforts make a difference

By winning on an issue, we make problem solving seem achievable

Focus our efforts and resources

Governments address problems issue by issue

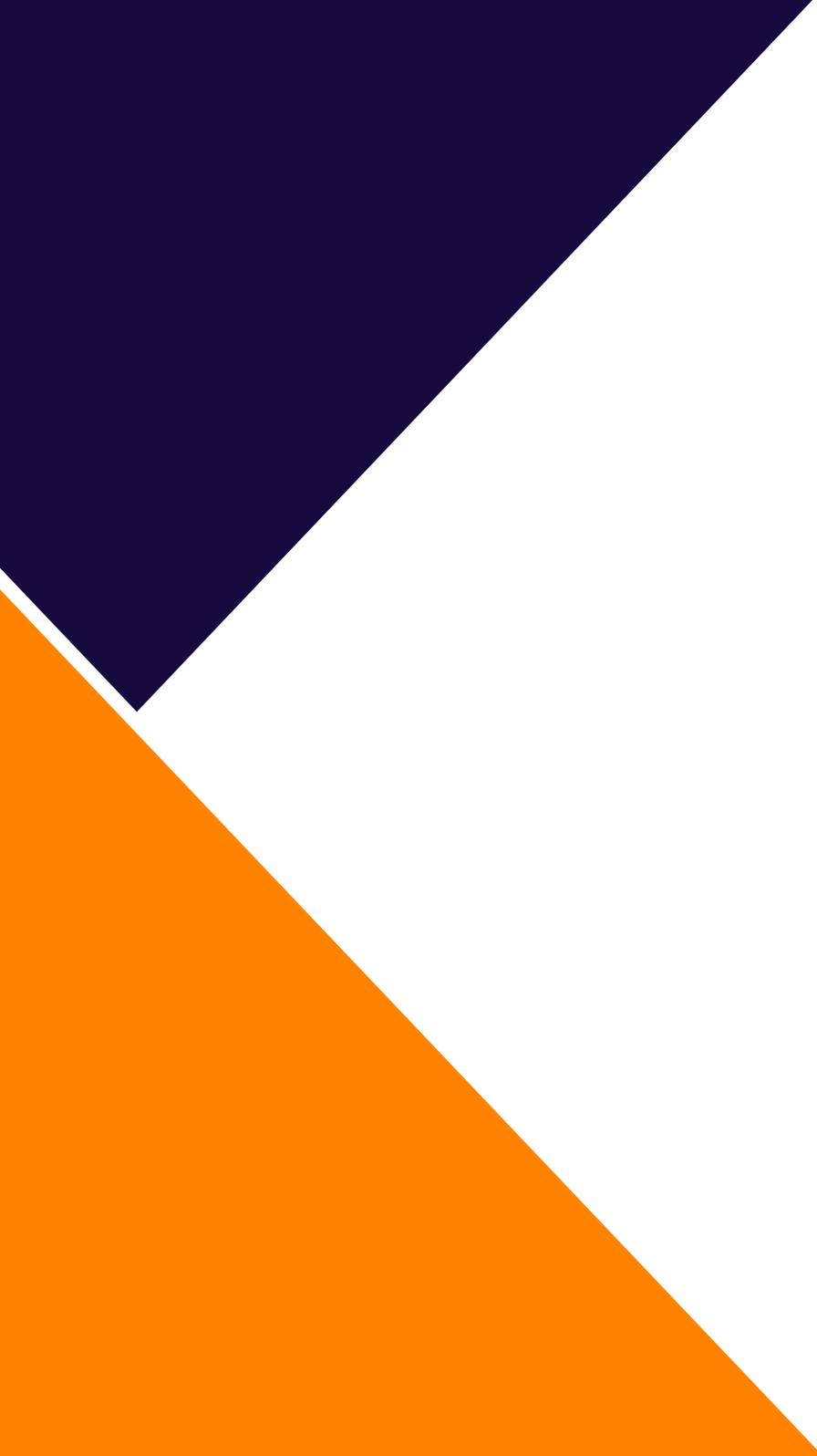


**Fewer, clearer asks  
increases chances  
of a positive  
response and limits  
your chance of a  
no.**

- Specific
- Clear
- Costed
- Direct
- Simple

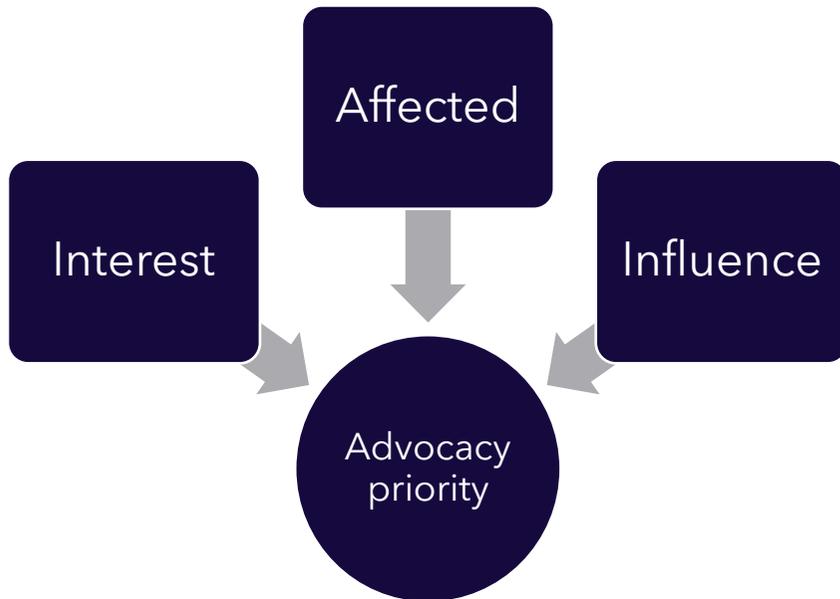
## **How to cut the issue?**

Consider how to cut a bigger problem into smaller issues that have traction with (or appeal to) different target decision makers, community groups and other audiences.



# Stakeholder mapping

## What are stakeholders?



## Who are our stakeholders?

Key players,  
decision  
makers,  
**primary**  
stakeholders

Target  
audience,  
influencers,  
**secondary**  
stakeholders

# Why do we need to understand our stakeholders?

Put more ideas  
on the table

Pathway to gain  
buy-in

Saves you from  
being  
blindsided

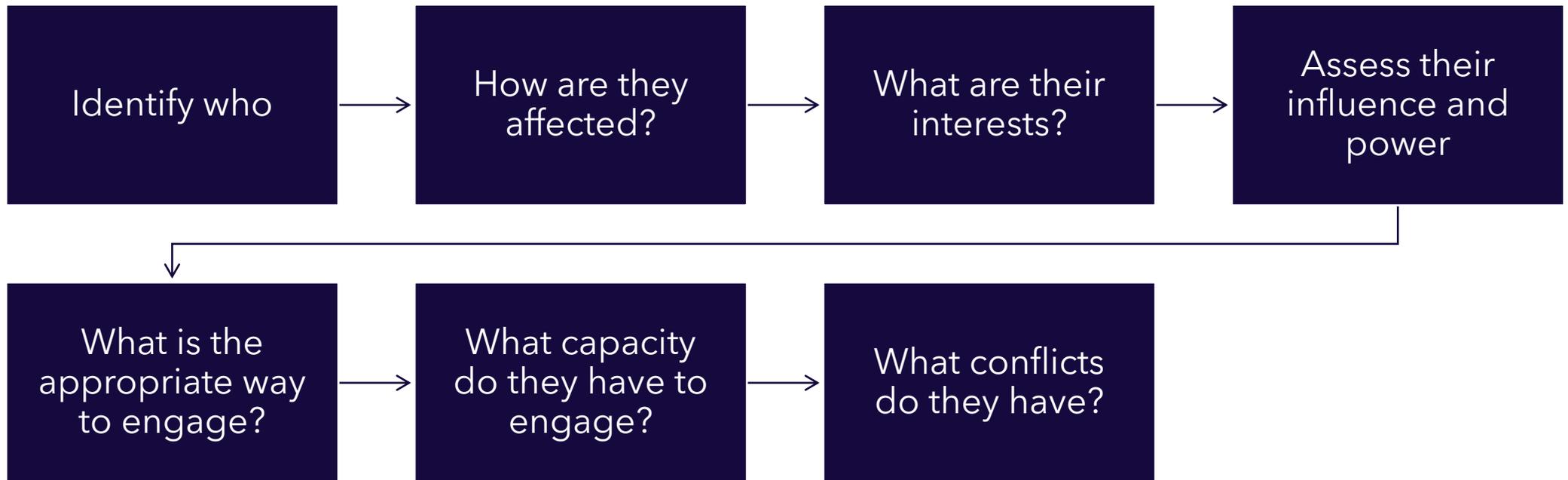
Strengthens  
your position

Identify  
supporters /  
bridges

Gives you  
credibility

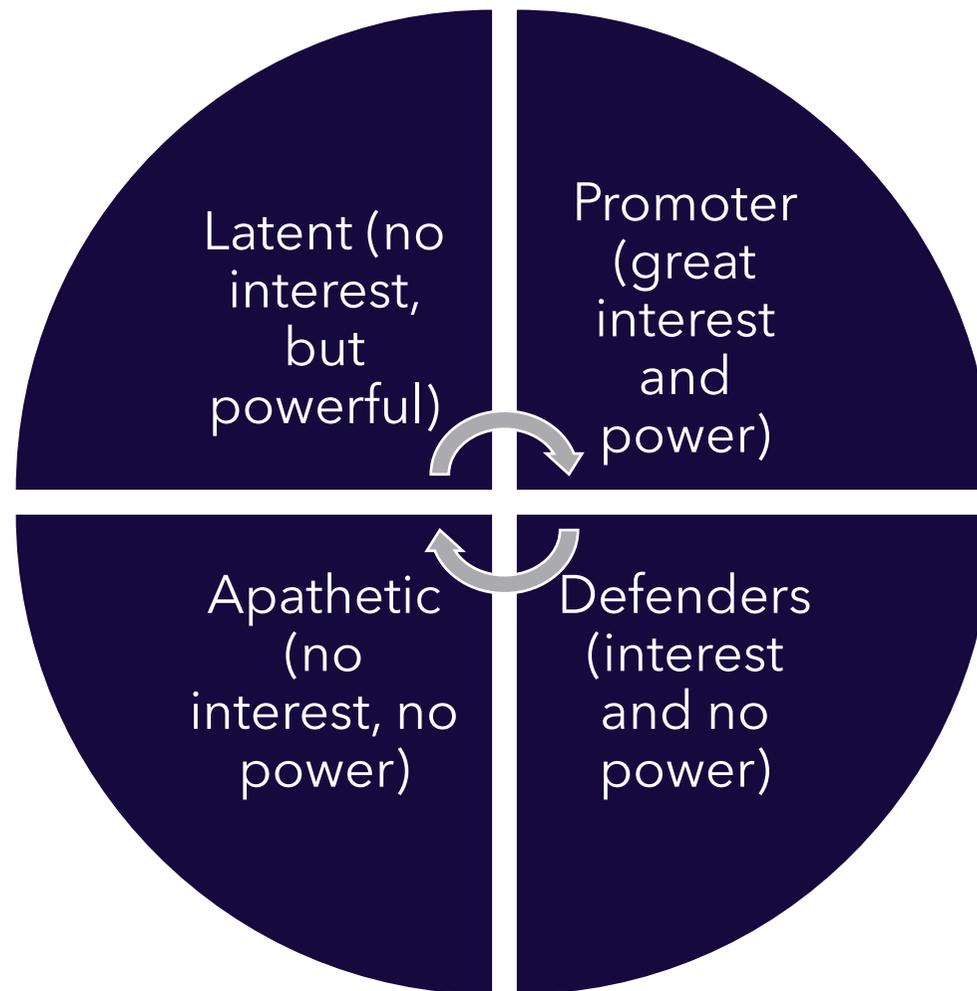
More chance of  
success

# How do we undertake stakeholder analysis?



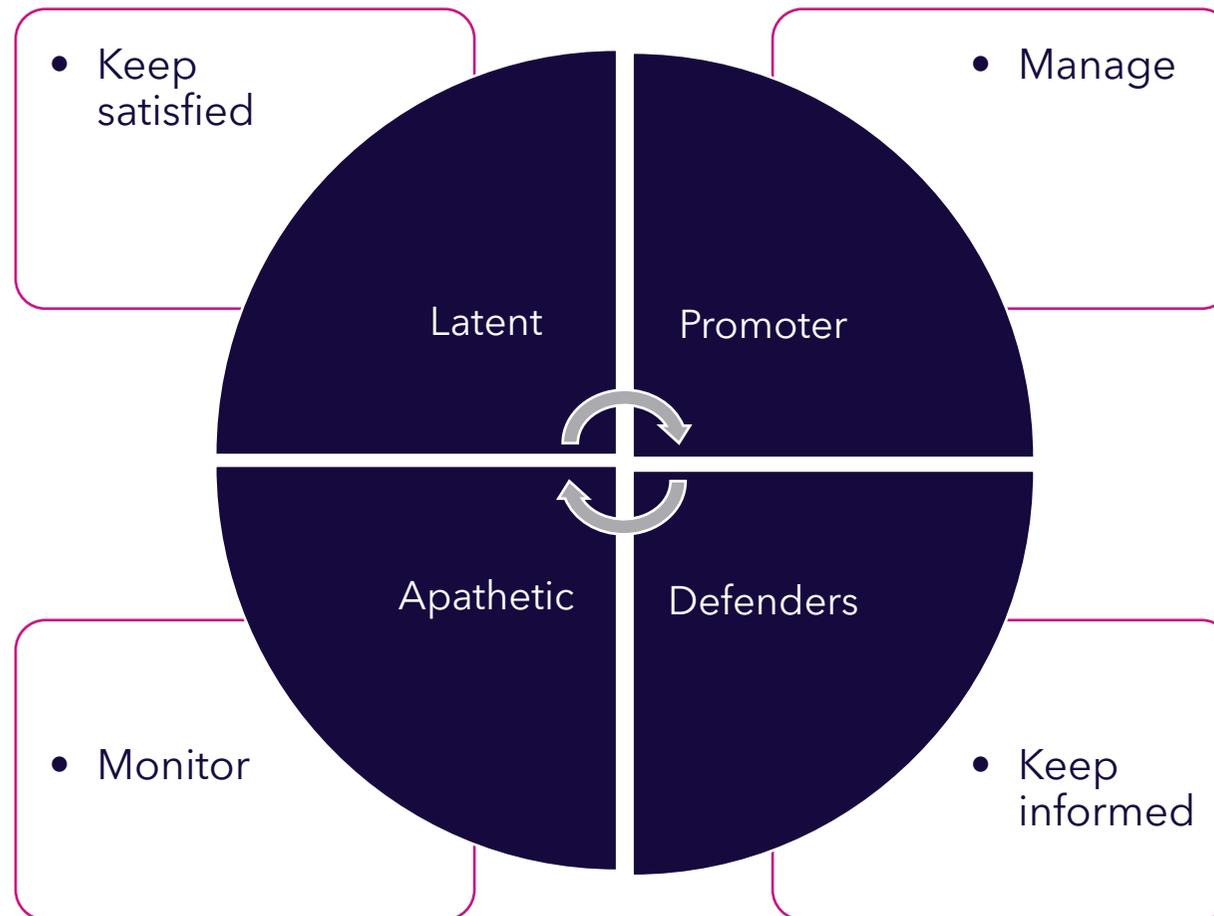
# Stakeholder mapping

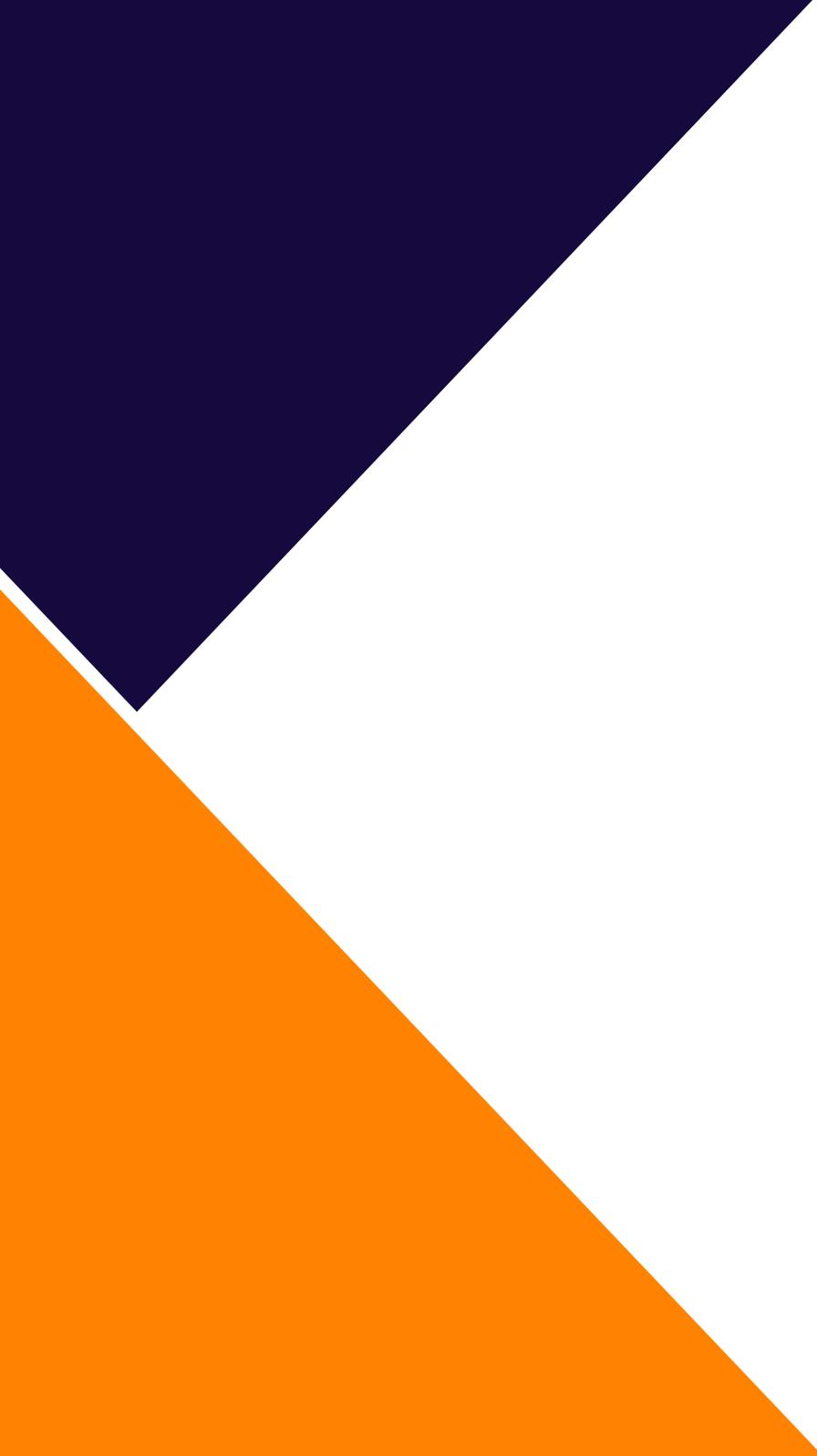
Supporter, moderate supporter, neutral, moderate opponent or opponent.



# Approach to stakeholder engagement

Supporter, moderate supporter, neutral, moderate opponent or opponent.





# **Building coalitions**

## **What is community?**

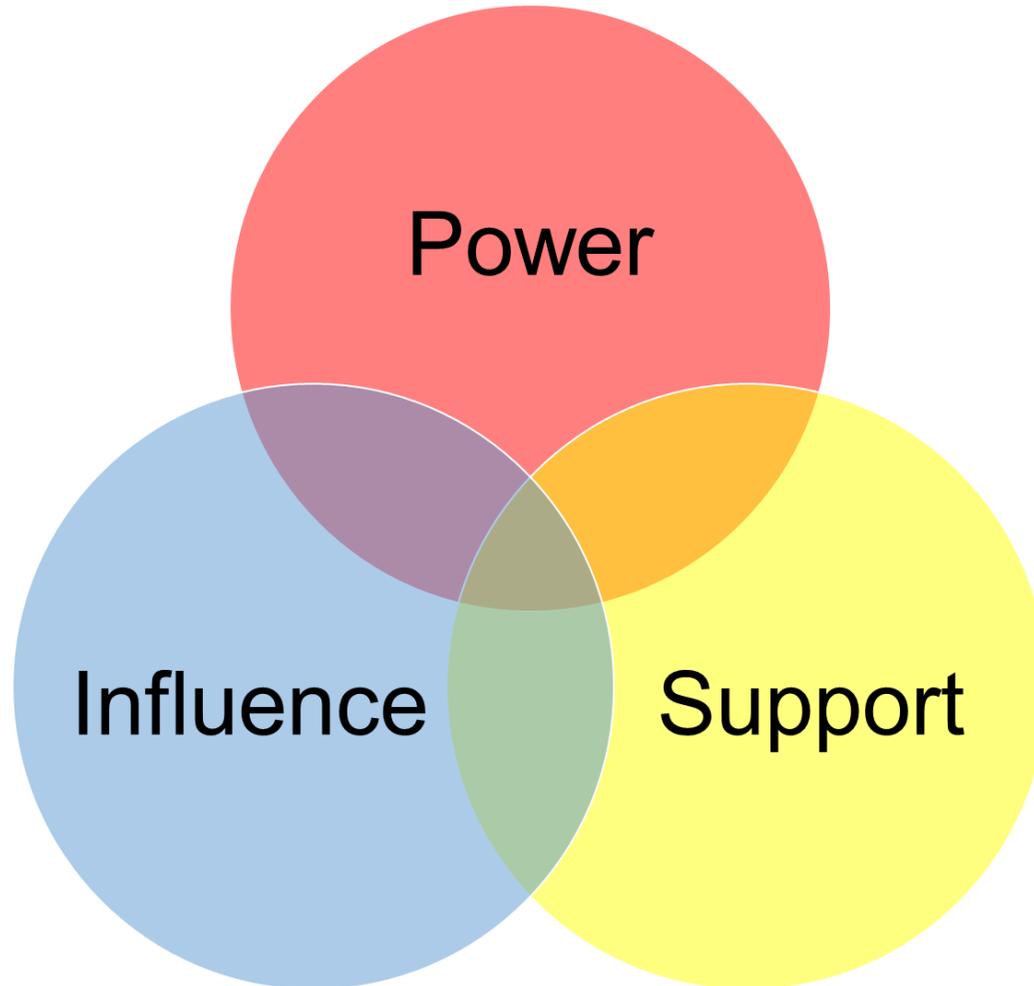
Community can mean a group of people, an organisation representing the community, a community of people with a common interest, a common identity (cultural or geographic communities) or common purpose.

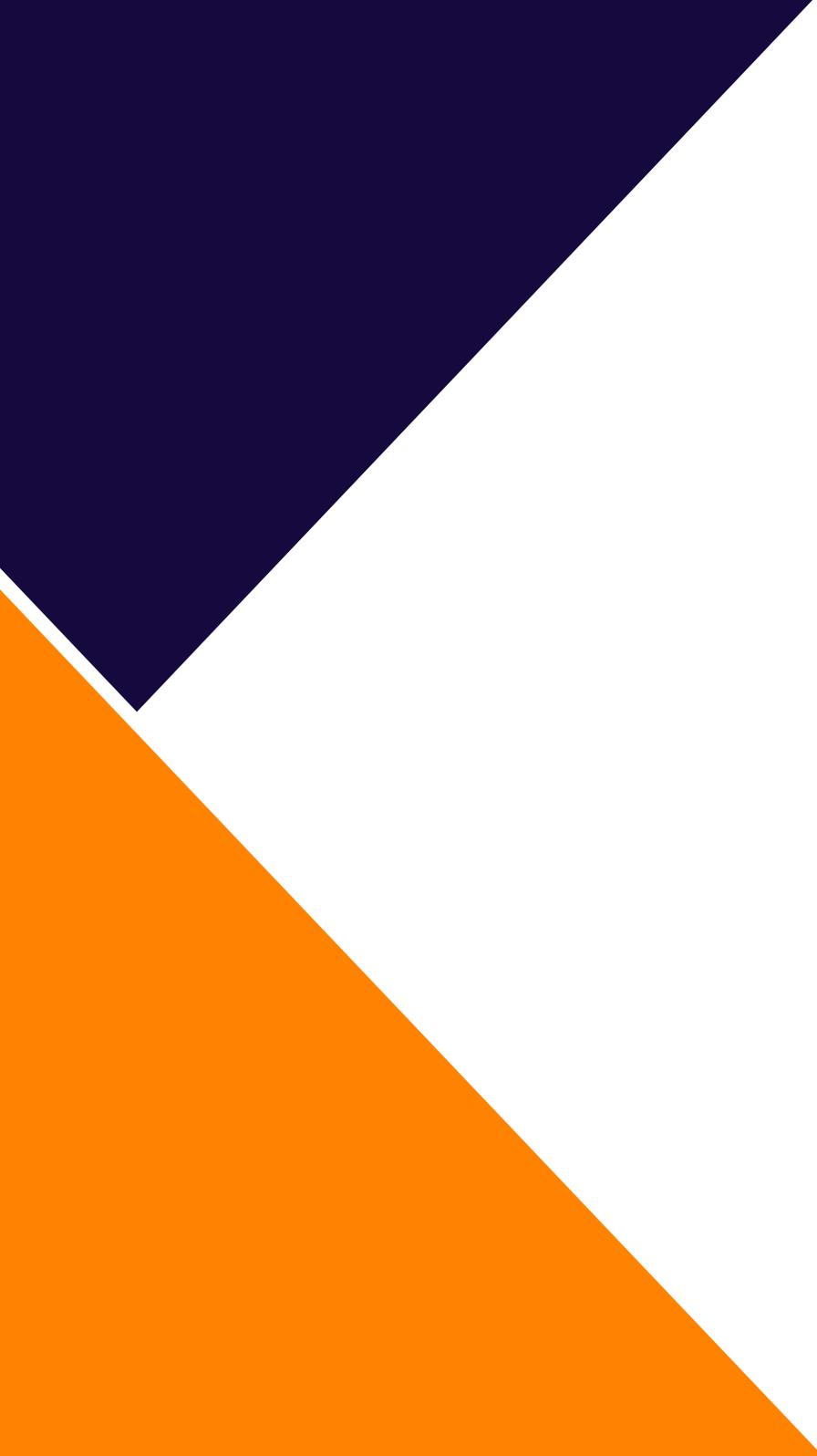
## **What is community organising?**

Reaching out, engaging and fostering relations with community advocates and groups to form a coalition of supporters.

The principle behind collective organising is that when people work together, they are stronger than those working alone.

# Why is coalition building effective?





# **Advocacy planning**

# Framework for organising



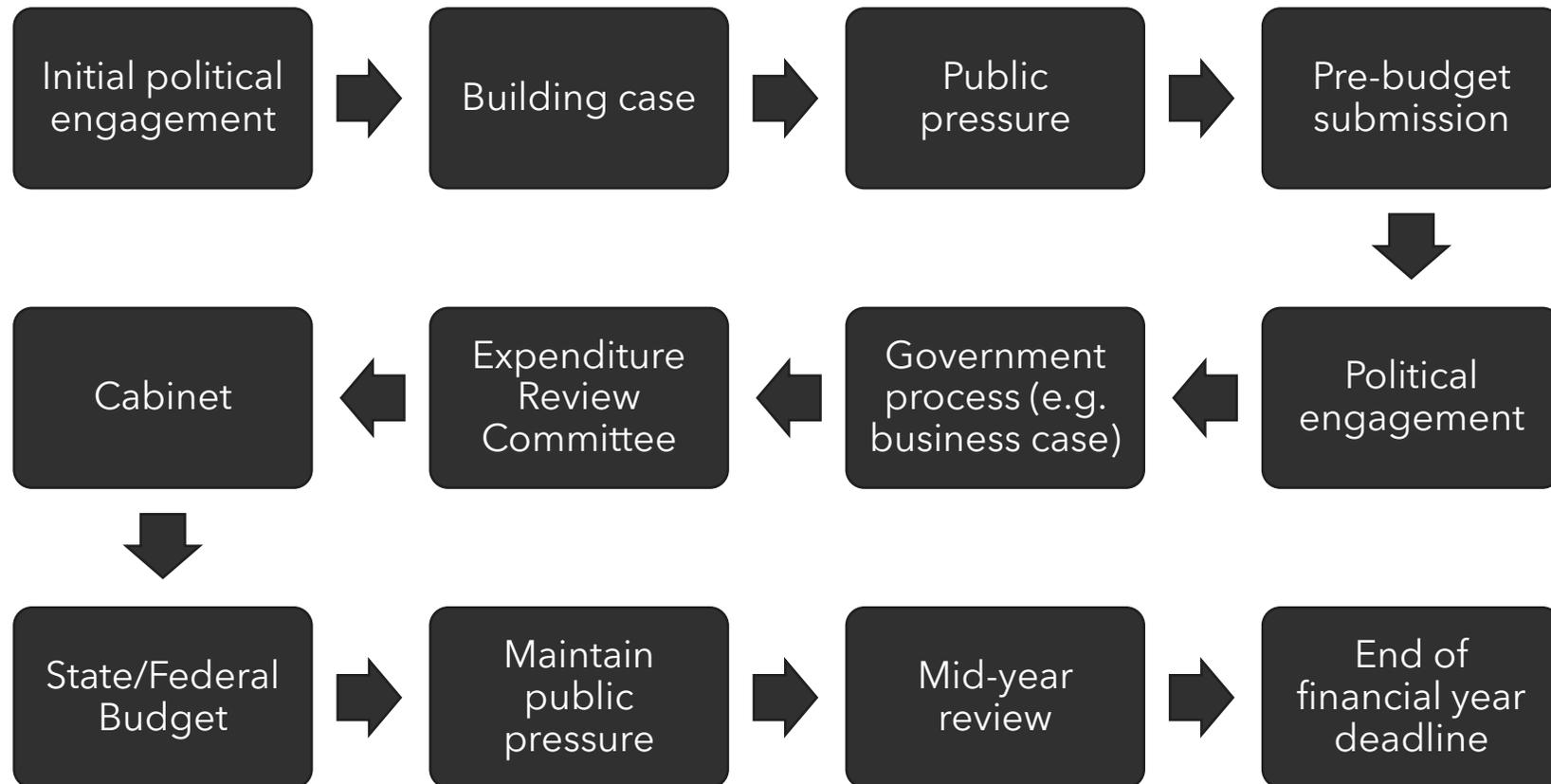
# Planning

**Engage directly, as well as indirectly through the media, digital media and community engagement to boost advocacy.**



# Timing is everything...

Knowing when key decisions are made will inform timing of engagement and communications activities. Consider - Government Budgets.





# Developing a message

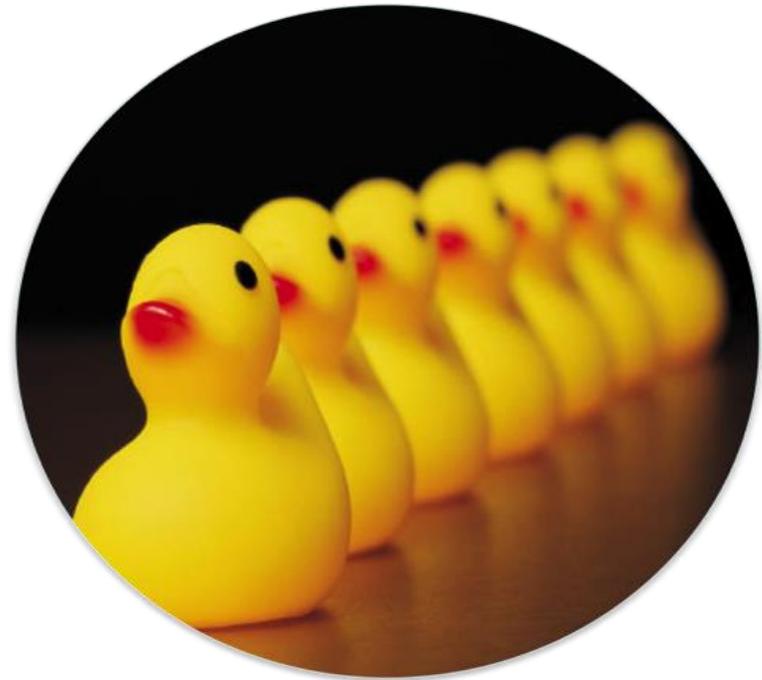
# Message theory

## Two types of messages

**CHANGE**



**STAY THE COURSE**



# Message

## What is it?

A limited body of truthful information  
which is consistently conveyed  
by YOUR organisation in order to provide  
the persuasive reason(s)  
for an audience to choose and act  
on behalf of YOUR CAUSE.

# Message

## What is it?

A limited body of truthful information  
which is consistently conveyed  
by YOUR organisation in order to provide  
the persuasive reason(s)  
for an audience to choose and act  
on behalf of YOUR CAUSE.

# MAKING A DIFFERENCE

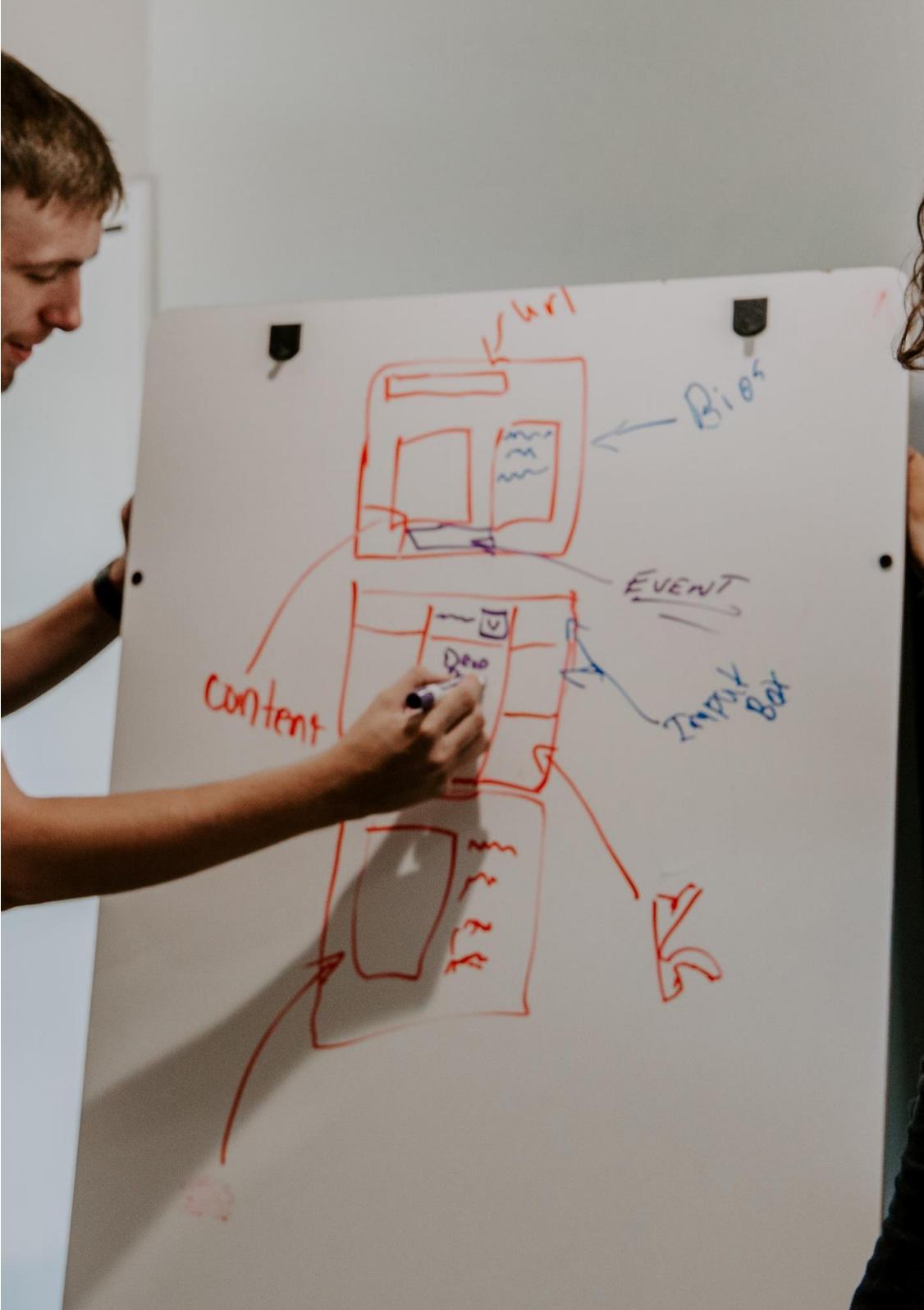


# Developing a message

## Key principles

- Keep your message simple
- Relate your message to stakeholders
- It has to be believable
- It has to be repeated





## Tips

### For good messaging -

- Use your own words
- Don't use cliches
- Give a contrast and a choice
- Use stories - not just a list of facts / numbers
- Remember people support people, not statistics



## Story

- Motivates people to join you in taking action relevant to the current challenge
- Lets people know you share their experience
- Underpinned by values

# Structure of story

## SELF

**Lets people know  
you share their  
experience**

## US

**Who is the "us"?**  
**What shared values  
& experiences will  
you draw upon when  
you ask people to  
support you?**

## NOW

**What urgent  
challenge are you  
calling on others to  
join you in facing?**  
**What action can you  
take together?**

# Thank you

Please complete your feedback forms.



# **Stakeholder analysis worksheet**



# Stakeholder Analysis.

<p><b>Identify who:</b> Name the stakeholders. What category of stakeholder are they? Do you know their names and positions? Have they been in the role long?</p>	
<p><b>How are they affected:</b> How does your issue or ask impact the stakeholder? Is this something they want to see happen and why?</p>	
<p><b>What are their interests:</b> What does the stakeholder care about? Where would you like to find this information? Social media, web search, research, asking around?</p>	
<p><b>Assess their influence and power:</b> Are they the decision maker? Do they control the funding? Do they influence others? Are they responsible?</p>	
<p><b>What is the appropriate way to engage:</b> Meeting, social media, through the media, invite to an event, formal, informal, direct or indirect?</p>	
<p><b>What capacity do they have to engage:</b> Are they busy? What have they got going on? How important will this engagement be to them and why?</p>	
<p><b>What conflicts do they have:</b> Are they bound by policies? Do they object to the issues? Do they have a direct interest? Do they have other stakeholders calling on them to do something different? Would it be problematic for them to agree with you? Do they have support of their own decision makers if they support you?</p>	

# Story worksheet



# Public Narrative

self & us & now

Public narrative is a way to exercise leadership by motivating others to join you in action on behalf of a shared purpose.

The goal is to identify your own motivations—or values—for why you have been called to leadership (story of self), because soon you will be calling on others (story of us) to join you in action (story of now).

Public narrative is about learning a process, not writing a script. It can be learned only by telling, listening, reflecting, and telling it over and over again.



**A story of self:** Why were you called to take leadership on this urgent challenge? Why do you care? Why do you care enough to act? Why do you care enough to lead? Where did you get the hope? What were the key choice points that set you on your path? What stories can you share that will enable us to experience sources of your caring and your hope, moments that moved you, that will enable us to “get you”?

**A story of us:** Who is the “us” that you will call upon? What shared values, experiences, or hopes will you draw upon when you ask them to join you in action? What stories can you share that express these values?

**A story of now:** What urgent challenge are you calling on others to join you in facing? What is the source of hope that action could be fruitful? What action can they take together to achieve a clear outcome? And how can they begin now, at this moment?

# Handy links



## Energy Consumer Advocacy resources links

Finding information on the energy sector can feel like it is more difficult than it needs to be. Below are some links to useful resources:

### Electricity and gas providers

<b>Synergy</b>	A corporation owned by the WA State Government, which generates and sells electricity. Western Australia's largest energy retailer and generator with more than one million industrial, commercial, and residential customers.	<ul style="list-style-type: none"> <li>• <b>Energy plans:</b> <a href="http://www.synergy.net.au/Your-home/Energy-plans">www.synergy.net.au/Your-home/Energy-plans</a></li> <li>• <b>Energy tips:</b> <a href="http://www.synergy.net.au/Your-home/Energy-tips">www.synergy.net.au/Your-home/Energy-tips</a></li> <li>• <b>Bills:</b> <a href="http://www.synergy.net.au/Your-home/Help-and-advice/Bills">www.synergy.net.au/Your-home/Help-and-advice/Bills</a></li> <li>• <b>Concessions:</b> <a href="http://www.synergy.net.au/Your-home/Help-and-advice/Concessions">www.synergy.net.au/Your-home/Help-and-advice/Concessions</a></li> <li>• <b>Hardship:</b> <a href="http://www.synergy.net.au/Your-home/Help-and-advice/Hardship">www.synergy.net.au/Your-home/Help-and-advice/Hardship</a></li> <li>• <b>Solar connections and upgrades:</b> <a href="http://www.synergy.net.au/Your-home/Manage-account/Solar-connections-and-upgrades">www.synergy.net.au/Your-home/Manage-account/Solar-connections-and-upgrades</a></li> </ul>
<b>Western Power</b>	A State Government owned corporation responsible for building, maintaining and operating an electricity network that connects customers across the Southwest of Western Australia, including Perth and Kalgoorlie, to traditional and renewable energy sources.	<ul style="list-style-type: none"> <li>• <b>Power outages:</b> <a href="http://www.westernpower.com.au/faults-outages/power-outages/">www.westernpower.com.au/faults-outages/power-outages/</a></li> <li>• <b>Safety:</b> <a href="http://www.westernpower.com.au/community/our-education-program/electrical-safety-programs/">www.westernpower.com.au/community/our-education-program/electrical-safety-programs/</a></li> <li>• <b>Consultation:</b> <a href="http://www.westernpower.com.au/community/consultation/">www.westernpower.com.au/community/consultation/</a></li> <li>• <b>Standard electricity supply:</b> <a href="http://www.westernpower.com.au/connections/power-supply/new-connections/standard-electricity-supply-for-a-single-house/">www.westernpower.com.au/connections/power-supply/new-connections/standard-electricity-supply-for-a-single-house/</a></li> </ul>
<b>Horizon Power</b>	A State Government-owned corporation that supplies power to about 100,000 residents and 10,000 businesses across regional and remote Western Australia.	<ul style="list-style-type: none"> <li>• <b>Concessions, rebates, subsidies:</b> <a href="http://www.horizonpower.com.au/manage-my-account/concessions-rebates-and-subsidies/">www.horizonpower.com.au/manage-my-account/concessions-rebates-and-subsidies/</a></li> <li>• <b>Energy saving tips:</b> <a href="http://www.horizonpower.com.au/our-community/easy-ways-to-save/">www.horizonpower.com.au/our-community/easy-ways-to-save/</a></li> <li>• <b>Solar:</b> <a href="http://www.horizonpower.com.au/solar/buyback/">www.horizonpower.com.au/solar/buyback/</a></li> </ul>
<b>Alinta Energy</b>	Electricity generating and gas retailing private company	<ul style="list-style-type: none"> <li>• <b>Help and support:</b> <a href="http://www.alintaenergy.com.au/wa/help-and-support/help-and-support/">www.alintaenergy.com.au/wa/help-and-support/help-and-support/</a></li> </ul>
<b>ATCO Australia</b>	ATCO owns and operate Western Australia's largest gas distribution network with more than 750,000 connection points and 14,000km of pipelines.	<ul style="list-style-type: none"> <li>• <b>Report a gas leak:</b> <a href="http://www.atco.com/en-au/self-service/gas/report-gas-leak.html">www.atco.com/en-au/self-service/gas/report-gas-leak.html</a></li> <li>• <b>Accessing gas:</b> <a href="http://www.atco.com/en-au/for-home/natural-gas/accessing-gas.html">www.atco.com/en-au/for-home/natural-gas/accessing-gas.html</a></li> <li>• <b>Customer service complaints:</b> <a href="http://www.atco.com/en-au/for-home/natural-gas/customer-service-complaints.html">www.atco.com/en-au/for-home/natural-gas/customer-service-complaints.html</a></li> </ul>

## Policy and governance

<b>Energy Policy WA</b>	Provides policy advice to government to facilitate the delivery of secure, reliable, sustainable, and affordable energy services to Western Australians.	<ul style="list-style-type: none"> <li>• <b>About:</b> <a href="http://www.wa.gov.au/organisation/energy-policy-wa">www.wa.gov.au/organisation/energy-policy-wa</a></li> <li>• <b>Advocacy for Consumers of Energy Grants:</b> <a href="http://www.wa.gov.au/government/document-collections/wa-ace-grants">www.wa.gov.au/government/document-collections/wa-ace-grants</a></li> </ul>
<b>Economic Regulation Authority</b>	Regulates the gas, electricity and rail industries, and licenses providers of gas, electricity and water services.	<ul style="list-style-type: none"> <li>• <b>Consumer's guide:</b> <a href="http://www.erawa.com.au/electricity/switched-on-energy-consumers-guide">www.erawa.com.au/electricity/switched-on-energy-consumers-guide</a></li> </ul>
<b>Australian Energy Market Operator (AEMO)</b>	Operates the financial markets for trading electricity and manages the system to keep the power supply and demand in balance.	<ul style="list-style-type: none"> <li>• <b>About:</b> <a href="http://www.aemo.com.au">www.aemo.com.au</a></li> <li>• <b>Energy markets and systems:</b> <a href="https://aemo.com.au/learn/energy-markets-and-systems">https://aemo.com.au/learn/energy-markets-and-systems</a></li> <li>• <b>Latest news and information:</b> <a href="https://aemo.com.au/newsroom/energy-live">https://aemo.com.au/newsroom/energy-live</a></li> </ul>
<b>Energy and Water Ombudsman:</b>	An independent, impartial body that investigates and resolves complaints about electricity, gas and water providers in Western Australia.	<ul style="list-style-type: none"> <li>• <b>About:</b> <a href="https://energyandwater.ombudsman.wa.gov.au/">https://energyandwater.ombudsman.wa.gov.au/</a></li> </ul>
<b>Minister for Energy</b>	Sets out the policy vision and objectives of all relevant energy government agencies and responsible for the effectiveness and efficiency of the agencies to deliver on the government's vision and objectives in the energy space.	<ul style="list-style-type: none"> <li>• <b>Latest news:</b> <a href="http://www.mediastatements.wa.gov.au/Pages/Portfolios/Energy.aspx">www.mediastatements.wa.gov.au/Pages/Portfolios/Energy.aspx</a></li> </ul>
<b>Energy Safety</b>	Licences all gas and electrical operatives to ensure that minimum standards are met and utilises inspection and enforcement functions to confirm compliance.	<ul style="list-style-type: none"> <li>• <b>Consumer information:</b> <a href="http://www.commerce.wa.gov.au/building-and-energy/building-and-energy-consumer-information">www.commerce.wa.gov.au/building-and-energy/building-and-energy-consumer-information</a></li> <li>• <b>Report gas incident:</b> <a href="http://www.commerce.wa.gov.au/building-and-energy/report-gas-incident">www.commerce.wa.gov.au/building-and-energy/report-gas-incident</a></li> <li>• <b>Report electrical accident:</b> <a href="http://www.commerce.wa.gov.au/building-and-energy/report-electrical-accident">www.commerce.wa.gov.au/building-and-energy/report-electrical-accident</a></li> </ul>
<b>Clean Energy Council</b>	The Clean Energy Council is the peak body for the clean energy industry in Australia, representing and working with Australia's leading renewable energy and energy storage businesses and rooftop solar installers to further the development of clean energy in Australia.	<ul style="list-style-type: none"> <li>• <b>Project tracker:</b> <a href="http://www.cleanenergycouncil.org.au/resources/project-tracker">www.cleanenergycouncil.org.au/resources/project-tracker</a></li> <li>• <b>Advocacy:</b> <a href="http://www.cleanenergycouncil.org.au/advocacy-initiatives">www.cleanenergycouncil.org.au/advocacy-initiatives</a></li> </ul>

## Training and education

<b>Energy Policy WA</b>	<ul style="list-style-type: none"> <li>• <b>Training:</b> <a href="https://training.energy.wa.gov.au/#/">https://training.energy.wa.gov.au/#/</a></li> </ul>
<b>AEMO</b>	<ul style="list-style-type: none"> <li>• <b>Courses:</b> <a href="https://aemo.com.au/learn/industry-courses">https://aemo.com.au/learn/industry-courses</a></li> </ul>
<b>Australian Online Courses</b>	<ul style="list-style-type: none"> <li>• <b>Advocacy courses:</b> <a href="http://www.australianonlinecourses.com.au/courses/certificate-of-advocacy/#toggle-id-2-closed">www.australianonlinecourses.com.au/courses/certificate-of-advocacy/#toggle-id-2-closed</a></li> </ul>
<b>The Energy Charter</b>	<ul style="list-style-type: none"> <li>• <b>Learning platform:</b> <a href="http://www.theenergycharter.com.au/shared-learning-platform/">www.theenergycharter.com.au/shared-learning-platform/</a></li> <li>• <b>Content hub:</b> <a href="http://www.theenergycharter.com.au/content-hub/">www.theenergycharter.com.au/content-hub/</a></li> </ul>
<b>Australis College</b>	<ul style="list-style-type: none"> <li>• <b>Advocacy courses:</b> <a href="http://www.australiscollege.edu.au/courses/chcss00069-advocacy-skill-set/">www.australiscollege.edu.au/courses/chcss00069-advocacy-skill-set/</a></li> </ul>
<b>Further training links</b>	<ul style="list-style-type: none"> <li>• <b>WACOSS Advocacy Toolkit:</b> <a href="https://wacoss.org.au/wp-content/uploads/2018/10/Advocacy-Toolkit-digital-version.pdf">https://wacoss.org.au/wp-content/uploads/2018/10/Advocacy-Toolkit-digital-version.pdf</a></li> <li>• <b>Australian Institute of Management WA:</b> <a href="https://aimwa.com/">https://aimwa.com/</a></li> </ul>

## Groups you can join

<b>Energy Policy WA</b>	Provides policy advice to government to facilitate the delivery of secure, reliable, sustainable, and affordable energy services to Western Australians.	<a href="http://www.wa.gov.au/government/document-collections/wa-ace-forum">www.wa.gov.au/government/document-collections/wa-ace-forum</a>
<b>Women in Energy</b>	Aims to support and inspire women in the energy industry by developing, promoting and advocating for women through a range of networking, training and career development opportunities.	<a href="https://wieperth.com.au/">https://wieperth.com.au/</a>
<b>Australian Institute of Energy (AIE)</b>	A national, not-for-profit professional association. AIE drives value for members by raising awareness of energy issues, highlighting new and evolving energy technologies and promoting discussion of energy policies.	<a href="http://www.aie.org.au/">www.aie.org.au/</a>
<b>Sustainable Energy Now</b>	Working to raise awareness of how a mix of renewable energy technologies are able to meet all of Western Australia's electricity needs. The SEN team consists of volunteers from a wide range of backgrounds, including energy science and policy, physics, geophysics, engineering, computer programming, information technology, management, graphic design, marketing and media.	<a href="http://www.sen.asn.au/">www.sen.asn.au/</a>

<b>Young Energy Professionals</b>	A knowledge-sharing and networking group. Membership of YEP Perth is automatic for AIE Perth members aged 35 and under.	<a href="http://www.facebook.com/YoungEnergyProfessionals.Perth/">www.facebook.com/YoungEnergyProfessionals.Perth/</a>
<b>AEMO - industry forums</b>	Operates the financial markets for trading electricity and manages the system to keep the power supply and demand in balance.	<a href="https://aemo.com.au/consultations/industry-forums-and-working-groups/list-of-industry-forums-and-working-groups">https://aemo.com.au/consultations/industry-forums-and-working-groups/list-of-industry-forums-and-working-groups</a>
<b>The Energy Club</b>	An industry network and educational resource for the WA energy sector.	<a href="http://www.energyclubwa.org.au/">www.energyclubwa.org.au/</a>

## Useful material

<p><b>Hardship Utility Grant Scheme</b></p> <p>The Hardship Utility Grant Scheme (HUGS) assists Western Australian utility customers who are in financial hardship and are unable to pay their utility bills. The purpose of HUGS is to assist customers in financial hardship with their connection to essential services.</p>	<ul style="list-style-type: none"> <li>• <a href="http://www.wa.gov.au/service/community-services/community-support/hardship-utility-grant-scheme">www.wa.gov.au/service/community-services/community-support/hardship-utility-grant-scheme</a></li> </ul>
<p><b>Energy Transformation Strategy</b></p> <p>The Energy Transformation Strategy is the Government's work program to ensure the delivery of secure, reliable, sustainable and affordable electricity to Western Australians for years to come.</p>	<ul style="list-style-type: none"> <li>• <b>Energy transformation strategy:</b> <a href="http://www.wa.gov.au/organisation/energy-policy-wa/energy-transformation-strategy">www.wa.gov.au/organisation/energy-policy-wa/energy-transformation-strategy</a></li> <li>• <b>Other publications:</b> <a href="http://www.wa.gov.au/government/document-collections/taskforce-publications">www.wa.gov.au/government/document-collections/taskforce-publications</a></li> </ul>
<p><b>Distributed Energy Resources Roadmap</b></p> <p>The DER Roadmap is the set of actions, action owners and timeframes required to realise a future where DER is integral to a safe, reliable and efficient electricity system, and where the full capabilities of DER can provide benefits and value to all customers.</p>	<ul style="list-style-type: none"> <li>• <b>DER Roadmap:</b> <a href="http://www.wa.gov.au/government/publications/der-roadmap">www.wa.gov.au/government/publications/der-roadmap</a></li> </ul>
<p><b>Energy Rules and Procedures</b></p> <p>The Coordinator of Energy has various statutory functions in Western Australia's energy framework, including rule-making responsibilities for the Wholesale Electricity Market (WEM) Rules, Gas Services Information (GSI) Rules, and Pilbara Networks Rules</p>	<ul style="list-style-type: none"> <li>• <b>Rules and procedures:</b> <a href="http://www.wa.gov.au/organisation/energy-policy-wa/energy-rules-and-procedures">www.wa.gov.au/organisation/energy-policy-wa/energy-rules-and-procedures</a></li> </ul>

<b>Energy Consumers Guide</b>	<ul style="list-style-type: none"> <li>• <b>Consumer's guide:</b> <a href="http://www.erawa.com.au/gas/switched-on-energy-consumers-guide">www.erawa.com.au/gas/switched-on-energy-consumers-guide</a></li> </ul>
<b>Energy Consumers Australia</b>	<ul style="list-style-type: none"> <li>• <b>Electricity map:</b> <a href="https://energyconsumersaustralia.com.au/tools/electricity-map">https://energyconsumersaustralia.com.au/tools/electricity-map</a></li> <li>• <b>Community listening:</b> <a href="https://energyconsumersaustralia.com.au/projects/community-listening">https://energyconsumersaustralia.com.au/projects/community-listening</a></li> <li>• <b>Regulatory handbook:</b> <a href="https://energyconsumersaustralia.com.au/tools/regulatory-handbook">https://energyconsumersaustralia.com.au/tools/regulatory-handbook</a></li> <li>• <b>For applicants:</b> <a href="https://energyconsumersaustralia.com.au/for-applicants">https://energyconsumersaustralia.com.au/for-applicants</a></li> </ul>
<b>CEDA - Future energy technologies in Western Australia's energy sector</b>	<ul style="list-style-type: none"> <li>• <b>Video link:</b> <a href="http://www.youtube.com/watch?v=kZOB-RLaerw">www.youtube.com/watch?v=kZOB-RLaerw</a></li> </ul>
<b>AEMO - The evolving Australian electricity supply chain HD</b>	<ul style="list-style-type: none"> <li>• <b>Video link:</b> <a href="http://www.youtube.com/watch?v=3duh1zXANQI">www.youtube.com/watch?v=3duh1zXANQI</a></li> <li>• <b>Video link:</b> <a href="http://www.youtube.com/channel/UCuUm85JQ3KuFK0MIUA5jpyw">www.youtube.com/channel/UCuUm85JQ3KuFK0MIUA5jpyw</a></li> </ul>
<b>Synergy</b>	<ul style="list-style-type: none"> <li>• <b>YouTube Channel:</b> <a href="http://www.youtube.com/user/SynergyWA/videos">www.youtube.com/user/SynergyWA/videos</a></li> </ul>

# Feedback form



# Feedback Form.



1. Overall, I believe this workshop was of:

- A. No Value
- B. Little Value
- C. Some Value
- D. Significant Value
- E. Outstanding Value

2. The three most significant things I took away were?

3. What changes would you suggest to improve this workshop?

4. Please list any items we did not get a chance to discuss today that you would like considered for future training sessions:



## Contact

SEC Newgate Australia Pty Ltd  
ABN 38 162 366 056

Level 28, 108 St Georges Terrace  
Perth WA 6000  
T +61 8 9428 8000

E: [perth@secnewgate.com.au](mailto:perth@secnewgate.com.au)  
W: [secnewgate.com.au](http://secnewgate.com.au)

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