



‘Power On’

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“Power On” Programme

- Programme Summary
- Origin’s position with regards to financial disadvantage
- How the programme works



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“Power On” Programme

- Key aspect of OE’s Sustainability Performance
- Provides support for our Customers experiencing “difficulty” in funding their energy usage:
 - Respectful process.
 - Aid in energy efficiency/management education.
 - Assist Customers in achieving ability to fund energy usage moving forward.
- Available across all products and all states:
 - Natural Gas & Electricity from 1st July 2003
 - LP Gas from 1st January 2004



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“Power On” Programme



What do you think of people who don't pay their bills?





“Power On” Programme

Outstanding Bills/Debts - What impact do they have?

Reminder Notices - Baggage Attached

Collection Calls - Self Esteem

Credit/Charge Cards - Anxiety

‘Can you think of a reason why anyone would deliberately manoeuvre themselves into this position of compromise?’

“Power On” Programme

- Can you proactively identify potentially vulnerable Customers?
 - What is ‘hardship’, ‘capacity to pay’, ‘energy poverty’, etc., etc.?

Poverty in Australia - Selected Estimates

Community Organisation	Year	Numbers in poverty
Henderson poverty line	1999	3.7 - 4.1 million (20.5 - 22.6% of population)
St Vincent de Paul Society	2000	3 million
Australian Council of Social Service	2000	2.5 - 3.5 million (13.5 - 19% of population)
The Smith Family	2001	2.4 million (13 % of population)
Brotherhood of St Laurence	2001	1.5 million
The Australia Institute	2002	5 - 10% of population
Centre for Independent Studies	2003	5% of population in 'chronic poverty'



“Power On” Programme

- What we can do is create an environment where customers feel more at ease in self-identifying.
- Payment Plan establishment.....what’s your current protocol?
 - Can you think of three little words that could radically change the direction of this conversation?
- Will this help?





“Power On” Programme - Supporting Activities

- Energy Audits
 - Retrofitting, Appliance Assistance, Advocacy
- Financial Counselling
- Energy Education
 - Energy Roadshows
 - Aborigine Advancement League - Financial Literacy/Stability, Energy Management
- Power On Fora
 - Community Groups, Social Advocates, Industry

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