



## What Does it Mean to Put Consumers at the Heart?

### SACOSS ENERGY, WATER AND TELCO CONFERENCE

*Monday 29 April 2019, Ian McLachlan Room, Adelaide Oval*

<b>7.45am Conference Networking Breakfast</b>
<b>7.45am onwards Registration</b>
<b>9am Welcome</b>
<b>9.10am Kurna Welcome to Country</b>
<b>9.15am Official Opening Address</b> Energy Minister Dan van Holst Pellekaan MP (invited)
<b>9.30am Consumers at the Heart - Opening Keynote</b>  Tony Smith, Chief Executive, UK Consumer Council for Water (confirmed)  In this session, Tony will explore what it takes to place consumers at the heart of an organisation. The session will begin with an overview of the Consumer Council for Water, which aims to secure the best outcomes for all water consumers – present and future. Tony will present what it takes to get to the heart of consumers’ needs, views and preferences. The session will then move to examine how this research transforms businesses and regulators. Tony will complete the presentation with an outline of the role of consumers, consumer representative organisations, consumer experts, and consumer panels and consultation forums.
<b>10.30am Morning Tea – 30 mins</b>
<b>11.00am Industry Showcase – Delivering Better Practice</b>  This session will highlight cutting edge, consumer-focussed praxis. “Wider World” is a nationally significant SA Water program designed to better support people living with disability. Key needs and pain points will be examined for people with high needs, communication barriers, high information needs and who need help with tasks. Essential Energy (NSW) was the winner of the Energy Networks Australia and Energy Consumers Australia 2018 Consumer Engagement Award for its 2019-24 Regulatory Proposal customer engagement program. Essential Energy’s proactive engagement with their consumers to better reflect their views and priorities will be explored during this session. The session will wrap up with an exploration of Southern Phone’s close connection with its customer base and what it takes for the business to maintain this.  Panel Chair: tbc  Panellists: Dave Woodmore, CX Design and Delivery Lead, SA Water (confirmed)) Roger Marshall, Head of Stakeholder Engagement, Essential Energy (invited) David Joss, CEO, Southern Phone (invited)

**12.00pm Lunch – 45mins****12.45pm Consumer Showcase – Getting to the Heart**

Consumer experience is the focus of this session. Gavin Dufty will begin with a macro view to ignite the process of designing an energy retail market on the single principle of benefitting consumers. Gavin will explore key elements of what consumers want, including attitudes to prices and complexity. Stacey Mattson will deep dive in to the consumer experience of low income households who have difficulties paying their energy bills and whose main source of income is paid work. Stacey will explore the question of how to find ways to improve consumer outcomes for people in paid work who are experiencing cost of living pressures. Lisa Farrell will provide an overview of aspects of human psychology that need to be understood when considering the decisions of consumers. Lisa will explain how people in the economy make and are affected by these decisions individually and in groups.

Panel Chair: tbc

Panellists:

Gavin Dufty, Manager Policy and Research, St Vincent de Paul (confirmed)

Stacey Mattson (confirmed)

Lisa Farrell, Professor, RMIT Behavioural Business Lab (invited)

**1.45pm Concurrent Sessions – 60 mins****Room 1**

- The Energy Charter

This world first whole of industry initiative is focussed on embedding customer-centric culture and conduct in energy businesses. It is supported by energy supply chain CEOs and senior consumer advocates. A total of 21 energy businesses are currently signed up to the Charter. Hear about the key planks of the Charter as well as key challenges for its implementation.

Sabiene Heindl, Energy Consumers Australia (invited)

**Room 2**

- Thriving Communities

The Thriving Communities Partnership aims to build more resilient communities and stronger businesses. It is a cross-sector collaboration with the goal of fair access to essential services including utilities, financial services, telecommunications and transport. The TCP will provide Australia's first centralised platform for collaboration and learning to combat customer vulnerability and hardship.

David Coombe, SA Water (invited)

Emma Martin, Thriving Communities (invited)

**Room 3**

- Case study: Consumers and the Telecommunications Consumer Protection Code

The Telecommunications Consumer Protection Code provides a host of consumer safeguards for mobile, landline and internet customers. The Code sets out clear rules that telecommunications providers must follow when communicating and dealing with customers. The Code, was developed by the industry's Communications Alliance and was substantially reviewed in 2018. This session will focus on how the review process engaged consumers and how consumers are placed in the code.

Chair: Greg Ogle, SACOSS (confirmed)

Teresa Corbin/Una Lawrence, ACCAN (to be invited)

John Stanton, CEO, Communications Alliance (to be invited)

**2.45pm Afternoon Tea – 30 mins****3.15pm Keynote Q&A - Does Consumer-Centric Always Mean Empower?**

The International Association of Public Participation is well known for its spectrum of public participation. The spectrum is used internationally and it is found in public participation plans around the world. The levels of participation end with “Empower” and this indicates the public has the highest level of impact on the decision. Panellists will explore how they place consumers at the centre of their organisation and whether the ultimate goal is empowerment. A focus of this session will be regulatory determination processes and how far businesses need to go in working with consumers to finalise decisions.

Panel Chair: tbc

Panellists:

Tony Smith, Chief Executive, UK Consumer Council for Water (confirmed)

Paula Conboy, Chair, Australian Energy Regulator (invited)

Ben Wilson, CEO, AGIG (invited)

Mark Grenning, Energy Users Association of Australia (invited)

**4.15pm – 4.30pm Concluding Remarks**

Ross Womersley, CEO, SACOSS (confirmed)