

# 2023 The Energy Charter Disclosure



**EnergyAustralia**  
LIGHT THE WAY

## Message from the Managing Director



I'm pleased to present EnergyAustralia's fifth Energy Charter report, as part of our continued commitment to providing better energy outcomes for our customers and the communities we serve.

In 2023, the Australia energy market continued to feel the impacts of the volatility experienced in 2022, and sustained increases in the cost of wholesale electricity.

EnergyAustralia worked hard to mitigate the impact on its customers, through our EnergyAssist program, and focussed on introducing as much generation into the market as possible from our gas, coal and renewable assets.

In particular, we are proud of two customer highlights for 2023:

- 1. Assisting customers experiencing vulnerability:** EnergyAustralia is working hard to be a leader in how we support and work with our customers experiencing vulnerability. EnergyAustralia saw a 175% increase in customers seeking hardship support for the first time in the year leading up to end-August 2023. We boosted our capabilities to meet demand and received positive feedback from our EnergyAssist customers, with our Customer Net Promoter Score (CNPS) for this area reaching +68.3 in 2023. All our initiatives underway and planned in this space align with our over-arching philosophy of working with customers to bridge their gap between consumption and capacity-to-pay, allowing them to guide the terms of their payment plan.

- 2. Offering innovative products to advance the clean energy transition:** We are committed to playing a central role in the clean energy transition, and offering customers the types of products that will support this transition. Critically, we are designing and offering products that are accessible and affordable to ensure all customers have options to participate.

In Q4 2023, we formalised our Customer Council. The Council, comprised of a variety of community members, social services, and business groups, meets quarterly to discuss important issues. This is a significant step forward in how we engage with our customers, and we thank the Council members for their time and expertise.

The Energy Charter fulfils an important role by providing a collaborative platform for businesses to work together for the benefit of customers. As we navigate the energy transition, what matters most for customers is that the energy industry works jointly to provide simple and integrated solutions, particularly for vulnerable customers, and collaborates to make sure we balance reliable, affordable and renewable energy and get the basics right.

Mark

**Mark Collette**  
Managing Director, EnergyAustralia

## Acknowledgement of Country

EnergyAustralia acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Owners and Custodians of the lands on which we live and work throughout Australia. We recognise their continuing connection to lands, waterways and community and we pay our respects to all First Nations peoples and acknowledge Elders past, present and emerging.

# Our customers and communities

## Our purpose is to lead and accelerate the clean energy transformation for all.

As one of Australia’s largest energy retailers, we serve over 1.6 million customers across 2.4 million energy accounts. Our customers represent all demographic and behavioural customer segments.

We strive to make the energy transition simple for customers to be engaged in, through combining traditional grid energy and new behind the meter solutions into our growing flexible energy portfolio of gas, wind, solar and batteries.

Our main interactions with local communities occur in proximity to our generation assets and offices. EnergyAustralia works constructively and respectfully within local communities including workers and their families, businesses, local governments, interest groups, and Traditional Owners.



## We supply electricity and gas

to around 1.6 million customers across 2.4 million accounts.



Our people are our greatest asset, and we employ

## 2,193 employees

across our generating sites, head office in Docklands, Victoria, and our Geelong contact center. We’re committed to having a diverse and inclusive workforce, this includes gender, sexual orientation, gender identity, age, disability, marital or family status, ethnicity, nationality, cultural backgrounds, perspectives, and other areas of difference.



## We assisted customers over 2.4 million

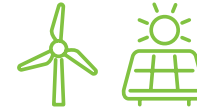
times in 2023 over the phone or via digital channels.



We recognise the importance of having active and respectful working relationships with the Traditional Owners and Custodians of the lands on which we operate,

## a focus of our Innovate Reconciliation Action Plan.

We are also committed to recognising and minimising the impacts on Aboriginal and Torres Strait Islander peoples and communities as we transition away from traditional forms of energy.



In August we launched our inaugural Climate Transition Action Plan (CTAP), which outlined our plan to reach Net Zero. This detailed the expansion of our renewable portfolio, through partnering, to include

## up to 3 GW of renewable energy,

committed or operational by 2030, with a focus on large-scale wind-generation assets.





# 2023 Customer Highlights

We are proud of our continued commitment to The Energy Charter and seek to improve across each of its five principles. In 2023, this included our efforts to support customers who are experiencing vulnerability, and the role we played in advancing the clean energy transition.

## Highlight 1: Assisting customers experiencing vulnerability

We understand the impact that the rising cost of living is having on Australians. EnergyAustralia remains committed to broadening our support capabilities and enhancing our platforms that identify and assist customers experiencing vulnerability. The Good Company awards, celebrating companies going beyond profits to enrich their communities<sup>1</sup>, named us one of their 2023 Top Workplaces to Give Back. The award recognised our EnergyAssist Customer Hardship team, volunteering partnerships, and community support programs run by our power stations.

### EnergyAssist

Our EnergyAssist program is designed to help our most vulnerable customers stay on track and in control of their energy bills. The program has taken away concerns thousands of customers might have had of being disconnected, were they unable to afford their energy bills.<sup>2</sup> In 2023, we provided over \$30 million in support through our Hardship Program.

The EnergyAssist team connected with over 223,600 customers in 2023, which was a 175% increase year on year (as at August 2023). The best outcomes are achieved when we work together with our customers, and our teams have worked closely to tailor plans and services to each unique situation. Appliance swaps, energy audits, fixture replacements, debt waiving, payment plans, and payment matching are examples of ways we have helped. If our customers are facing or expecting hardship or payment difficulties, we actively encourage them to contact us early, through their preferred channel so we can help them get back on track as soon as possible.

### Knock to Stay Connected

Since July 2021, EnergyAustralia have been a leader in the #BetterTogether initiative Knock to Stay Connected. We work with networks and other partners to hand deliver information to customers who may be experiencing hardship about how they can get the support they need and ensure their energy remains connected.<sup>3</sup>

In 2023 we visited 29,747 residences as part of Knock to Stay Connected, this is now an integrated part of our Wellbeing program. Through this we work with the customer on how we can provide the appropriate support and information to help keep their energy switched on. 70% of customers visited through this program have kept their power on due to this face-to-face engagement. Where our customers need additional support, we have been able to move them onto our EnergyAssist program. Here they can access tailored payment assistance, bill relief and support accessing government grants.

In November we launched a new self-serve portal, enabling customers to establish and manage their accounts on our EnergyAssist program. This provides an additional early engagement option for customers who may be reluctant to talk with us over the phone and are experiencing signs of bill payment hardship.

The portal also provides access to a library of Energy Usage tools, Government Grants, Concessions, and safety tips.

We are exploring ways to use AI technology that could enable meaningful conversations in other languages.

### One Stop One Story Hub

EnergyAustralia remained the only energy retailer participating in the Thriving Communities Partnership 'One Stop One Story' hub through 2023.<sup>4</sup> This world-first, cross-sector digital platform connects people in our community to support programs through a secure single-entry point. The growing program improves access to services and reduces the number of times a community member experiencing hardship, such as domestic violence, needs to repeat their story.

In 2023, EnergyAustralia helped 521 customers through One Stop One Story and referred 137 customers to other organisations in the program.

1 Read More: <https://www.bestplacetogiveback.com.au/winners/2023/>

2 Read More: [https://www.energyaustralia.com.au/sites/default/files/2023-12/151223\\_ea\\_financial\\_hardship\\_policy\\_vic.pdf](https://www.energyaustralia.com.au/sites/default/files/2023-12/151223_ea_financial_hardship_policy_vic.pdf)

3 Read More: <https://www.theenergycharter.com.au/knock-to-stay-connected/#:~:text=The%20Knock%20to%20Stay%20Connected>

4 Read More: <https://thriving.org.au/what-we-do/the-one-stop-one-story-hub>

## 2023 Customer Highlights (continued)

### Highlight 2: Offering innovative products to advance the clean energy transition

EnergyAustralia's purpose is to lead and accelerate the clean energy transformation for all. We are investing in renewable assets and innovative products based on customer need. These will shape EnergyAustralia's future and enable a simpler clean energy transition for our customers.

#### Solar Home Bundle

Our Solar Home Bundle gives eligible customers in NSW the option of installing rooftop solar and battery systems at home with no upfront costs and at an affordable fixed seven-year set-rate for all energy they consume.<sup>5</sup> Customers who signed up in 2021 have saved an in-pocket average of \$700 per year over the last two years, as they have not experienced the industry price increases that most customers on generally available electricity plans received. This helps customers to access the solar market more readily and decarbonise their energy use.

EnergyAustralia operates and maintains these solar systems during a seven-year contract period and manages wider grid interactions to benefit the customer and community. At the end of the contract period, our customer takes ownership of the assets, typically improving the value of their home.

To ensure our Solar Home Bundle (and other similar products) meets high quality standards, EnergyAustralia became a New Energy Tech Consumer Code (NETCC) Approved Seller.

#### Solar Optimiser

Solar Optimiser is our new energy plan that delivers savings to solar panel and battery owners by combining our highest feed-in tariff with a competitive energy rate.<sup>6</sup> Consumers have embraced this product, which took applications in targeted NSW areas during 2023, with these customers benefiting from the product in 2023 and for a period into 2024. We are now preparing the next version of the product to be rolled out, including in other states, as part of our continuing work to reduce tariff complexities.

#### Virtual Power Plants

Our Virtual Power Plant (VPP) program offers substantial benefits to battery owners.<sup>7</sup> The VPP program grew by 53.4% in 2023. We have been working hard to enhance the VPP foundations and technology and look forward to engaging with more customers through this program in 2024.

#### Sun Soaked Water Trial

We developed our Sun Soaked Water trial in 2023 and have initiated our pilot phase. The project aggregates electric hot water systems to act as a large virtual battery, soaking up high solar penetration throughout the day. The project could deliver broader system benefits and reduce emissions should the trials be successful. We surprised and delighted the customers brought on for the trial, with each receiving a material bill credit for participating in the six-month trial.

#### Tropic Wings

We are on track to deliver a major Queensland EV charging infrastructure project with tourism operator, Tropic Wings.<sup>8</sup> Developed with support from the Australian Renewable Energy Agency (ARENA), the project will see the replacement of diesel buses with electric buses with charging infrastructure that will be scalable to accommodate Tropic Wings' future fleet requirements. In a region prone to disruptions, this project delivers the capability for uninterrupted power supply during grid outages. This renewable transition also provides greater opportunity for green tourism, reduces environmental impact, and provides a cleaner atmosphere for visitors and residents alike.



5 Read More: <https://experienceon.com.au/solar-home-bundle>

6 Read More: <https://experienceon.com.au/solar-optimiser>

7 Read More: <https://www.energyaustralia.com.au/home/electricity-and-gas/solar-power/virtual-power-plant>

8 Read More: <https://www.energyaustralia.com.au/about-us/media/news/energyaustralia-set-deliver-major-queensland-ev-charging-infrastructure-project>

# Scorecard



PRINCIPLE	DESCRIPTION	CRITERIA	2022	2023	2024-25 TARGET	2022	2023	2024-25 TARGET					
PRINCIPLE 1	We put customers at the centre of our business and the energy system	Customer centricity	●	●	●	-8.6pts	65.8	66%					
						Strategic NPS	RepTrak	Employee engagement					
PRINCIPLE 2	We will improve energy affordability for customers	Affordability	●	●	●	29,747	>700k	79%					
						residences visited as part of our Knock to Stay Connected program	payment extensions and payment plans set up	of customers met their agreed payment plans					
PRINCIPLE 3	We will provide energy safely, sustainably, and reliably	Safely	●	●	●	2.32	Over 3GW	356MW					
		Sustainably	●	●	●				TIFR	of renewable generation by 2030	(45% increase)		
		Reliably	●	●	●							Demand Response Capacity	
PRINCIPLE 4	We will improve the customer experience	Fair outcomes	●	●	●	+30	56.9%	44	88%				
		Communications	●	●	●					Customer NPS	Service transactions completed digitally	Direct complaints per 10k customers	Direct complaints resolved within 30 days
		Complaints handling	●	●	●								
PRINCIPLE 5	We will support customers facing vulnerable circumstances	Treatment of vulnerability	●	●	●	50,267	+68.3	\$1,425					
						EnergyAssist participation	EnergyAssist Customer NPS	(19.6% reduction) Average customer debt					

# Principle 1:

## We put customers at the centre of our business and the energy system

### Self-assessed maturity level

● 2022 ● 2023 ● 2024-25 TARGET

CRITERIA	ELEMENTARY	EMERGING	EVOLVED	EMPOWERED	EXCEEDING
Customer centricity			●	●	●

### Progress over time

MEASURE	2022 RESULT	2023 RESULT	CHANGE
Strategic NPS	-9.5 (Jul-Sep)	<b>-8.6 (Jul-Sept)</b>	+0.9pts
RepTrak	67	<b>65.8</b>	-1.2pts
Employee engagement	71%	<b>66%</b>	-5%

### How we delivered positive outcomes for customers

#### Delivering better customer outcomes

Strategic Net Promoter Score (SNPS) measures the likelihood that customers will advocate for EnergyAustralia. Our most recent quarterly SNPS results (July-September 2023) show a small improvement from -9.5 to -8.6 compared to the same period last year.<sup>9</sup> This result is comparable to the market average for electricity and gas providers (-8.3). Our brand reputation score, RepTrak, was lower during 2023, reaching 65.8 (-1.2pts vs. 2022) over the 12 months to end Q3 2023. This is consistent with general declines in reputation for all energy companies across the energy market, due to industry-wide increases in energy prices.

#### Enabling customer choice

We are committed to offering customers choice about how they engage with the clean energy transition. In 2023, we expanded our range of behind-the-meter renewable energy offerings. Our Solar Home Bundle product enables customers to realise the material benefits of solar and battery ownership with no upfront cost, leaving the customer with a value-adding asset after a seven-year term. This product also supports grid stability and resilience. Competitive usage rates have been integrated into the bundle (and fixed for seven years), and the 'ResponsePro' program rewards customers for reducing their electricity consumption during nominated peak times.<sup>10</sup>

#### Giving customers data access to drive decision-making

We have worked to increase the adoption and capabilities of our innovative 'InsightsPro' portal, enabling Commercial & Industrial (C&I) customers to analyse their electricity usage by providing consumption data, carbon emissions, and cost estimates.<sup>11</sup> Load shape and timeframe efficiencies can be explored, as well as consumption at portfolio, state, or single National Metering Identifier (NMI) levels. These reliable data points enable our C&I customers to make informed decisions about how, when, and what they can do to reduce their energy related expenditure.

#### Governance and reporting practices

EnergyAustralia's Board regularly reviews how we are delivering customer outcomes using our enterprise balanced scorecard and monthly reports from the Managing Director and Executive Leadership Team. Metrics reviewed include CNPS, SNPS, RepTrak, financial and non-financial measures related to ongoing customer initiatives. During 2023, we formalised our Customer Council, which will meet quarterly to discuss issues relevant to our customers. The Council is comprised of representatives from community groups, customer advocates, and business groups, such as St Vincent De Paul, Business NSW, Energy Users' Association of Australia and more.

<sup>9</sup> Strategic NPS is based on Roy Morgan Single Source, Australian population aged 14+ with gas and electricity connections with EnergyAustralia.

Net Promoter Score (NPS) is calculated as a 6-month average from July to September 2023.

Net Promoter® and NPS® are registered trademarks and Net Promoter Score and Net Promoter Systems are trademarks of Bain & Company, Inc., NICE Systems, Inc. and Fred Reichheld.

<sup>10</sup> Read More: <https://www.energyaustralia.com.au/industrial-and-commercial/energy-management/energyaustralia-responsepro>

<sup>11</sup> Read More: <https://www.energyaustralia.com.au/industrial-and-commercial/energy-management/insightspro>



**Principle 1:**  
**We put customers at the centre of our  
business and the energy system**  
(continued)

**An engaged team**

Our people are our greatest asset, and we know that an engaged workforce will ultimately deliver better outcomes for our customers. Between October 2022 and June 2023, employee engagement decreased from 71% to 66%.

We continued to promote the take up of our leading parental leave policy. In the 12 months since we introduced the policy, we saw a 16% increase in our male employees taking up the new policy. We also contributed an additional \$352,000 in superannuation to women taking up the leave, to take aim at the superannuation gap that women disproportionately face when taking leave to care for children.

During 2023, we added assessment centres to our recruitment process for customer-facing roles. These centres allowed us to uplift processes and evaluate how well candidates understand and respond to changing customer needs.

**Where we can improve**

We know we can do more to improve transparency for customers by ensuring they have the information they need to make informed decisions.

We have been working hard to provide our customers with greater options to manage their energy needs anytime and from anywhere - such as our self-service portal, which we will continue to develop throughout 2024. These options provide our customers with transparent information that is easier to understand, more readily accessible, and capable of delivering faster outcomes. We are also simplifying communication tools for sales staff and redesigning bills to make it easier for consumers to understand details of their plans, rebates, and payments.

During 2023, we committed to improving our customer communications to allow retail and small business customers to easily compare electricity and gas offers and make informed decisions, and to comply with relevant regulations. Actions to address customer communications at EnergyAustralia are a key priority and this program of work is already underway.<sup>12</sup>



12 Read More: <https://www.energyaustralia.com.au/about-us/media/news/energyaustralia-committed-improvements-customer-communication-ensure-compliance>



## Principle 2: We improve energy affordability for customers

### Self-assessed maturity level

● 2022 ● 2023 ● 2024-25 TARGET

CRITERIA	ELEMENTARY	EMERGING	EVOLVED	EMPOWERED	EXCEEDING
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#### Affordability

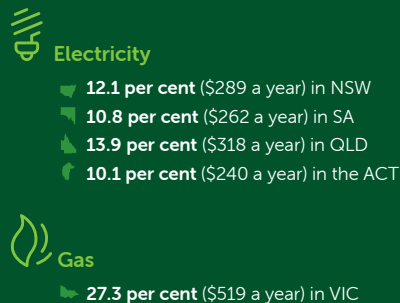


### Progress over time

#### Market Based Contract, Start of Year Price Changes (effective 1 Feb and 1 March)

##### February/March 2023 Price Change

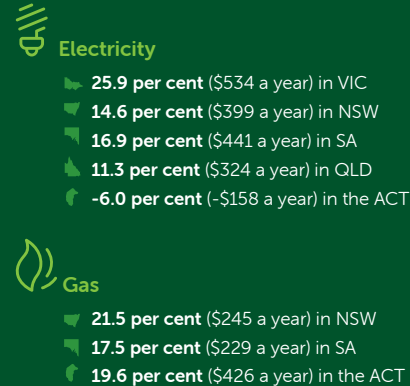
On 1 February for gas and 1 March for electricity, average prices for EnergyAustralia mass market customers on variable rate market based plans increased by:



#### Market Based Contract, Start of Year Price Changes (effective 1 August and 1 September)

##### Mid-Year 2023 Price Change

On 1 August for NSW, Vic, and the ACT, and 1 September for SA and Qld, average prices for EnergyAustralia mass market customers on variable rate market-based plans changed by:



### Default Market Offer

The Australian energy market saw high prices for wholesale electricity and gas due to continued energy market volatility in 2023. The Default Market Offer (DMO) for standard retail plans increased between 19.6% to 24.9% for residential customers, and 14.7% to 28.9% for small business customers from 1 July 2023 (increase dependent on region).<sup>13</sup> The changes to the Default Market Offer and Victorian Default Offer electricity prices reflect determinations by the Australian Energy Regulator and the Essential Services Commission of Victoria respectively.

### Variable market-based contracts

In March 2023, we announced an electricity price increase for residential households and small businesses in New South Wales, the Australian Capital Territory, South Australia and Queensland on Variable Market Contracts. This followed a 'perfect storm' of issues during 2022 that meant it cost us more to both generate and purchase wholesale electricity for our customers. Victorian customers on Variable Market Contracts for electricity did not have a price change at this time.

Along with other retailers, in June we announced updated electricity and gas prices for residential and small business customers on the Default Market Offer (DMO), Victorian Default Offer (VDO) and Variable Market Contracts. These increased following sustained price rises in the cost of wholesale electricity.

### How we are working to improve outcomes for customers

#### Enabling customers to define affordability

We have a strong focus on carrying out affordability conversations with our residential and business customers so that we can design plans appropriate for their budgeting.

This includes offering a 'Regular Pay' option where installment amounts are based on estimated future charges over the term of their plan and preferred payment frequency. We have found that smaller, more regular payments are easier for our customers to budget, fit into their lifestyle, and stay on top of their energy costs.

We will continue to develop our communications to ensure customers are always aware of the best offers available to them.

#### Working to improve affordability for our business customers

Having flexible capacity in the grid reduces pressure during peak demand periods and provides an opportunity for EnergyAustralia businesses to reduce their costs through our Demand Response Program.<sup>14</sup> We reward C&I customers who reduce their energy demand during peak events. In the last few years, EnergyAustralia has paid out more than \$4.6m to over 1,200 C&I customers for demand response participation. We also provided energy audits to identify potential savings.

<sup>13</sup> Read More: <https://www.aer.gov.au/news/articles/news-releases/aer-releases-final-determination-2023-24-default-market-offer>

<sup>14</sup> Read More: <https://www.energyaustralia.com.au/industrial-and-commercial/energy-management/demand-response>

## Principle 2: We improve energy affordability for customers (continued)

### Investing in assets that ensure affordability

We continue to pivot our asset portfolio to include the technologies required to deliver an affordable clean energy transition. Our planning decisions are based on ensuring affordable energy supply in future – for example, planning to optimise the use of existing transmission infrastructure, avoiding costs that would otherwise need to be recovered from customers.

In 2023, our proposed Lake Lyell Pumped Hydro project progressed to the concept design stage.<sup>15</sup> We are investing in and supporting renewables firming and renewable assets, that will shape our future and make the energy transition simpler for customers. These include the Genex Kidston Pumped Hydro project, Tallawarra B Gas Power Station, and the Wooreen, Mt Piper, and Hallett Batteries. Our Riverina Stage 2 and Darlington Point Batteries are now available for commercial operation as part of an exclusive 10-year off-take agreement with Edify Energy.

### Offering innovative products that reduce customers' bills

Our Solar Max plan offers customers the option of a higher than standard feed-in-tariff and allows residential customers to receive credit for any unused solar electricity sent back to the grid from their investment in rooftop solar systems.<sup>16</sup> We currently have a 12c/kWh FiT in place, rewarding customers who install solar.

### Securing long-term energy supplies

We now operate in a more uncertain environment, at the same time as Australia's energy transformation is accelerating. Our focus remains on introducing the appropriate generation supply into the market when it is required to reduce pressure on wholesale energy prices. This includes the commissioning of our new Tallawarra B gas power station in New South Wales in early 2024. We've also secured long-term gas supplies to protect against forecast market shortfalls and mitigate potential future price impacts for customers.

### Where we can improve

We strive to find ways to be a more efficient retailer for customers, increasing supply to place downward pressures on prices, providing clear information about our best available offers, and assisting customers when they face financial hardship.

In the next phase of deployment in our Sun Soaked Water trial, we are targeting an over 2,300% increase in participants across the NEM. For those experiencing extreme cost of living pressures, we have a range of payment support programs already established.

EnergyAustralia understands the clarity of our customer communication is particularly important when cost of living pressures are a key concern for Australian households. We have already prioritised the completion of a communications improvement program to ensure our customers have the information they need to make informed decisions. There is more to do, and our focus is on helping customers through this difficult cost of living period. We stand ready to work with governments and the wider energy industry on this matter.



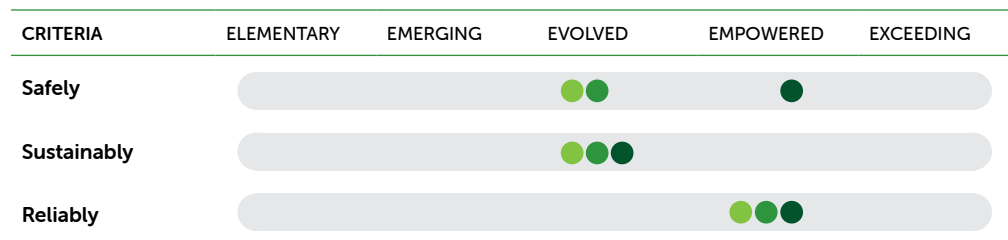
15 Read More: <https://www.energyaustralia.com.au/about-us/media/news/energyaustralia-releases-concept-design-lake-lyell-pumped-hydro-project>

16 Read More: <https://www.energyaustralia.com.au/home/electricity-and-gas/compare-electricity-and-gas-plans/solar-max>

## Principle 3: We provide energy safely, sustainably, and reliably

### Self-assessed maturity level

● 2022 ● 2023 ● 2024-25 TARGET



### Progress over time

MEASURE	2022 RESULT	2023 RESULT	CHANGE
Total Injury Frequency Rate (TIFR)	3.12	<b>2.32</b>	-25.5%
Serious Injury Frequency Rate (SIFR)	3.28	<b>1.7</b>	-51.9%
Demand Response Capacity	246MW	<b>356MW</b>	+45%

### How we delivered positive outcomes for customers

#### Enhancing safety and wellbeing

In 2023, we saw a -25.5% decrease in our Total Injury Frequency Rate (TIFR), from 3.12 to 2.32 enterprise wide. Our enterprise wide Serious Injury Frequency Rate (SIFR) also dropped by 51.9%, from 3.28 to 1.7. Notably, we commenced a \$400 million investment in our Yallourn site to ensure its safety and reliability until its planned closure in 2028.<sup>17</sup>

We also invested in employee wellbeing, upskilling, and engagement programs. Our 'Employment Assistance' and 'Protecting Our People' programs give our team members, and their close family, access to free, confidential counselling, as well as training and support when faced with challenging front-line situations.

We strive to create a diverse workforce that reflects the customers and communities we serve. Prism Network<sup>18</sup> is our LGBTQI+ network. It is one of the ways we celebrate diversity so that our employees feel a sense of belonging, safety, and encouragement to bring their whole selves to work. We know that greater diversity brings more innovative decisions, improved workplace experiences, and a better understanding of our customers' needs.

#### Building a reliable, flexible energy system

EnergyAustralia is advancing its generation portfolio<sup>19</sup>, investing in energy storage and flexible assets that support the shift to renewable energy production. We are focused on selecting the most economic, reliable, and fit-for-purpose technologies across the system.

In NSW, the Riverina 1 and Darlington Point batteries contributed to system security for customers in NSW.<sup>20</sup> They have the potential to power up to 91,000 homes and small businesses during late-afternoon and evening periods before being recharged. The Lake Lyell Pumped Hydro and Mt Piper Battery Energy Storage System (BESS) projects look to utilise existing infrastructure, reduce energy costs, and support homes and business in the Central West region.

In December 2023, EnergyAustralia completed the first test fire of the new 316MW Tallawarra B gas power station. Commercial operation is expected in early 2024. This project will contribute to energy reliability at times of low solar and wind production and provide energy security for NSW homes and businesses.<sup>21</sup>

#### Launch of our Climate Transition Action plan

Our inaugural Climate Transition Action Plan (CTAP) was released in August 2023, setting out our plan to achieve Net Zero by 2050 across Scopes 1 and 2 emissions. The CTAP details our intention to develop a decarbonisation pathway for Scope 3 emissions by the end of 2024. This pathway is still under development and will explore ways to make the energy transition simple for our customers, as well as scaling up decarbonisation solutions, such as our Solar Home Bundle, and behind-the-meter offerings.

<sup>17</sup> Read More: <https://www.energyaustralia.com.au/about-us/media/news/new-pulverized-fuel-mill-and-running-yallourn-power-station>

<sup>18</sup> Read more: <https://www.energyaustralia.com.au/about-us/careers/everyones-welcome>

<sup>19</sup> Read more: <https://www.energyaustralia.com.au/about-us/sustainability/our-path-net-zero/future-ready-assets>

<sup>20</sup> Read more: <https://www.energyaustralia.com.au/about-us/media/news/energyaustralia-announces-commercial-operation-90mw-riverina-and-darlington>

<sup>21</sup> Read more: <https://www.energyaustralia.com.au/about-us/media/news/energyaustralia-successfully-completes-test-fire-tallawarra-b>



**Principle 3:**  
**We provide energy safely, sustainably,  
and reliably (continued)**

Key initiatives in our CTAP include: the planned closure of the Yallourn power station and brown coal mine, reducing Scope 1 total emissions by over 60% on 2019-20 levels in 2028-29; the deployment of over \$5 billion in capital by EnergyAustralia and partners in energy storage and renewables firming initiatives, including 665MW of renewable firming already under construction; and expanding our renewable portfolio expansion with up to 3GW to be committed or operational by 2030.

**Ensuring continuity of supplier for  
customers of defunct retailers**

EnergyAustralia is the designated Retailer of Last Resort (RoLR) for electricity and gas customers in parts of NSW and Victoria. In June 2023 EnergyAustralia became the financially responsible market participant for select customers of former energy retailers Mojo Power Pty Ltd, Mojo Power East Pty Ltd (trading as People Energy), and QEnergy Limited.<sup>22</sup> All customers were offered current market rates as an alternative to the default DMO or VDO.

**Where we can improve**

We are planning further augmentation of our asset portfolio in 2024 and beyond. EnergyAustralia is working with partners to secure additional renewable energy contracts to meet our CTAP commitments and provide affordable energy for our customers. The Genex Kidston Pumped Hydro project in Queensland is the world's first pumped storage hydro project to repurpose an abandoned gold mine. It will deliver up to 2,000MWh of reliable, affordable energy to around 240,000 Queensland homes and small business during periods of peak demand later in the day. It is expected to be available for commercial operation by early 2025.

The new EnergyAustralia Wooreen Energy Storage System is expected to be available for operation in 2026 and will support the Yallourn coal power station closure in mid 2028, help to secure Victoria's energy supply, and enable more renewable energy to enter the electricity network. The recently announced Hallett BESS in South Australia will support the state's position as a clean energy generation leader, and initially be able to power up to 81,000 homes and small businesses for four hours. Subject to approvals it is expected to be operational as early as the beginning of 2026. In NSW, our proposed Mt Piper BESS has great potential to supply the state with a reliable source of electricity when demand is high, and sustain Lithgow's future as an energy hub.

We are seeking to minimise additional costs and reduce project timelines by using existing transmission infrastructure for new projects, including in our Hallett and Mt Piper BESS, and Lake Lyell Pumped Hydro project. We are also working on several community battery projects. These projects will reduce pressure on the electricity grid, allow wider community participation in renewable energy, and reduce overall emissions.

In 2024, EnergyAustralia will focus on two key safety initiatives. The first is helping all uplift knowledge on the hazard identification and risk assessment processes. The second is a program designed to reduce injuries to hands, feet, and legs. We are delivering these programs as our data is clear and informs us that most injuries have a root cause associated with a failing in hazard identification or risk assessment and most injuries occur to hands, feet or legs.



22 Read More: <https://www.energyaustralia.com.au/home/help-and-support/suspended-retailers>

## Principle 4: We improve the customer experience

### Self-assessed maturity level

● 2022 ● 2023 ● 2024-25 TARGET

CRITERIA	ELEMENTARY	EMERGING	EVOLVED	EMPOWERED	EXCEEDING
Fair outcomes			● ●	●	
Communications			● ●	●	
Complaints handling			●	● ●	

### How we delivered positive outcomes for customers

EnergyAustralia is committed to providing secure, transparent, accurate, and accessible communication platforms for our customers. Our overall Customer Net Promoter Score (CNPS), which measures our performance during customer interactions, increased by +5.4 in 2023. Throughout the year we focused on building our customer digitalisation roadmap and establishing the foundational infrastructure for our next generation of digital self-service offering.

#### Improving the digital experience

Our digital self-service transactions, that is the ability for customers to transact without needing to engage verbally with us, increased in both volume and quality (as rated by customers) in 2023. We saw a 6.2% year-on-year increase in the number of transactions completed, and our digital-only Customer Net Promoter Score (CNPS) averaged +43.9 in 2023.

Where we assisted customers moving home, our NPS averaged +65.8 for 2023, making it one of our most valued interactions.

We introduced an a-synchronous chat to our customer channel mix, allowing customers to use their preferred apps such as WhatsApp, Apple Business Chat and Messenger to engage with EnergyAustralia. This means that customers can now talk to us in the way, and at the time, that best suits them, without needing to reidentify themselves. Sentiment amongst users of these a-synchronous channels measured 55.1 from March to December 2023, which was 4.4 points higher than our traditional Live Chat channel for the same period. Customers serviced by this updated experience have higher sentiment scores overall, which has contributed to our improved CNPS results.

#### Introducing AI service options

In 2023 we launched our first AI capability, 'Eva'. Eva is EnergyAustralia's Virtual Assistant and provides customers in our chat queues with direction to the appropriate self-service

### Progress over time

MEASURE	2022 RESULT	2023 RESULT	CHANGE
Digital Self-Service Transactions	50.70%	<b>56.90%</b>	+6.2%
Customer Net Promotor Score (CNPS)	+24.6	<b>+30.0</b>	+5.4
Direct Complaints per 10k customers	38	<b>44</b>	+15.7%
Direct Complaints resolved within 30 days	86%	<b>88%</b>	2%

options, or the choice to talk to one of our qualified team members. Since its launch, we have measured increased engagement and improved sentiment. Eva has helped 101,000 customers (29% of total chats) to directly resolve their queries without requiring further assistance from one of our agents.

#### Ensuring security of customer data

This year we undertook extensive work ensuring customer data security, including introducing Multi-Factor Authentication (MFA) for customer logins. We will be introducing SMS verification to boost this feature further in 2024.

#### Improving our contact centre experience

Our CXOne platform was deployed in July 2023. This new telephone solution has improved system integration, is better equipped to handle customer enquiries, and has avoided escalating maintenance costs for our old platform. Additional CXOne capabilities will be switched on throughout 2024 to help with customer call-back and waiting periods.

#### Effectively handling complaints

EnergyAustralia's number of complaints per 10,000 customers increased by 15.7% percent (to end November), reversing a 15.5% reduction the prior year. Ombudsman complaints increased by 19.1% across the year and the number of Ombudsman referrals per 10,000 customers also increased by 35% YTD November. These complaints largely reflect customer reaction to price rises, with general sentiment across the whole energy market decreasing. To ensure we deal with these complaints effectively, we have been streamlining our complaint resolution systems and processes. Our Grade of Service improvements saw Average Wait times decline in 2023. This has proved impactful, with a 35% reduction in direct complaints and a 24% reduction in ombudsman complaints in Q4 2023, leading us into 2024 on a positive path.

**Principle 4:**  
**We improve the customer experience**  
**(continued)**

**Working together to increase transparency**

We undertook the biggest redesign of our bills in the last 10 years to make it easier for consumers to understand details of their plans, rebates and payments made. Our digital platforms have been updated to ensure they are free from jargon, and focus on communicating important information including price, quality, and terms and conditions.

**Where we can improve**

In 2024-25 we will be optimising our customer-facing digital service options to improve the user experience. This includes the launch of a new mobile application that will be specifically designed to deliver additional features and capabilities. It is due in April 2024 for iOS (Apple) users, with the Android version following later in the year. We will continue to explore the responsible use of AI, automation and digital enhancement to help customers achieve faster and better-quality outcomes.

Following the success of our multi-lingual pilot during 2023, we are launching a new automatic translation system. Using AI capabilities, customers will have the option of speaking in their preferred language, facilitating improved communication with our agents.

While our future plans include continued growth of digital service options, we will always be there for our customers if and when they want to speak to us. We will continue to offer a range of communication channels for our customers, including phone, mail, and personal visits for customers facing vulnerable circumstances.





## Principle 5: We support customers facing vulnerable circumstances

### Self-assessed maturity level

● 2022 ● 2023 ● 2024-25 TARGET

CRITERIA	ELEMENTARY	EMERGING	EVOLVED	EMPOWERED	EXCEEDING
Treatment of vulnerability				●●●	

### How we delivered positive outcomes for customers

#### Meeting growing demand for vulnerability support

Cost of living pressures have resulted in increased customer demand for our vulnerability support services. We provided over \$30 million in support through our Hardship Program this year. In 2023, we expanded our frontline staff-base and training programs to provide the level of tailored support and flexibility needed by customers facing vulnerable circumstances. Our EnergyAssist program saw a 61.3% increase in participants, bringing the number of customers supported to 50,267 at year end 2023. Despite increased volumes in EnergyAssist calls, our Customer Net Promoter Score (CNPS) for EnergyAssist transactions improved significantly, reaching +68.3pts (an 11.2pt increase on 2022).

#### Proactively identifying customers facing financial vulnerability

Our proactive approach to identifying customers who may be experiencing vulnerability continues to improve. We have implemented new mechanisms and behavioural segmentation practices to identify when customers may be at risk of reaching financial hardship. Around 60% of new cases have been prevented from reaching the disconnection stage through this proactive approach. This is a direct contributor to average customer debt in the EnergyAssist program declining by 19.6% this year. As a result, customers hold more manageable levels of debt when they enter the program. Payment rates have also tended to improve following our work with our most vulnerable customers.

#### Working with customers to bridge the gap between consumption and capacity

Over the past year we have put an increased focus on building supportive relationships with our customers and taking away any concerns they may have when they register

### Progress over time

MEASURE	2022 RESULT	2023 RESULT	CHANGE
EnergyAssist participation	31,162	<b>50,267</b>	+61.3%
Average customer debt in EnergyAssist program	\$1,773	<b>\$1,425</b>	-19.6%
EnergyAssist Customer Net Promoter Score (CNPS)	+57.1	<b>+68.3</b>	+11.2pts

with our EnergyAssist program. Much of this is reliant on achievable payment plans. Our initial aim is to help customers bridge the gap between capacity and consumption, before turning our attention to managing outstanding balances. Our initial support to customers includes appliance swaps, payment plans, energy audits, and/or upgraded fixtures.

#### Embedding empathy in our processes

Every weekday our EnergyAssist team interacts with around 1,000 customers about bill relief or payment assistance, and we know our staff are sometimes the first person a customer may talk to about their hardship. That's 1,000 conversations every day, Monday to Friday, which is around three-times pre-COVID levels.

To ensure the wellbeing of both our team and the customers they are looking after, we provide a strong support network and safe space for our employees to undertake training, listen to calls, and extend the best care possible. This includes specialised family and domestic violence training.

#### Collaborating to simplify the customer experience

We have partnered with several community services, governments, and industry participants to deliver innovative customer solutions. This year we provided 28,674 people with pathways to enrol in government assistance programs, with an average of \$447 in support provided. We also collaborate with other organisations, such as Yarra Valley Water, to identify customers eligible for government grants.

Our partnership with Uniting provides customers access to independent and judgement-free advice on how to reduce their energy consumption and bills. A third-party member trained in energy efficiency, government grants, and other household triggers (such as domestic violence) visits customer dwellings to assess their overall situation and energy consumption.

**Principle 5:**  
**We support customers facing vulnerable  
circumstances (continued)**

### Where we can improve

With vulnerability rising, we are focused on improving our customer communications and providing proactive, tailored support. In 2024 we will advance and broaden our self-serve web portal and develop our pre-indicator mechanisms that identify changes and potential hardships in our customers lives. We will launch a self-serve web portal specifically for our hardship customers, where they can use a unique identifier to access relevant educational information and tools, and provide their third-party financial counsellor with portal access for easier communication.

We are also working on an informed consent project for customers that will allow EnergyAustralia to apply applicable government grants to their account as they become available. This will include the ability for us to put customers on a pricing plan that provides them a lower cost of energy. We are actively advocating with regulators to enable this form of support.



# Appendix: Our operations

At EnergyAustralia we recognise our sphere of influence is broader than just our employees and clients. We interact with a number of government departments and community stakeholders regarding energy security and the transition to a clean energy future.

### ■ Owned assets

- 1 Cathedral Rocks, Nawu Country
- 2 Hallett, Ngadjuri Country
- 2.1 Hallett BESS - In development
- 3 Jeeralang, Gunaikurnai Country
- 4 Wooreen – In Development, Gunaikurnai Country
- 5 Mt Piper, Wiradjuri Country
- 5.1 Mt. Piper BESS - In development
- 6 Lake Lyell – In Development, Wiradjuri Country
- 7 Newport, Wurundjeri and Boon Wurrung Country
- 8 Tallawarra A, Dharawal Country
- 9 Tallawarra B, Dharawal Country
- 10 Yallourn, Gunaikurnai Country

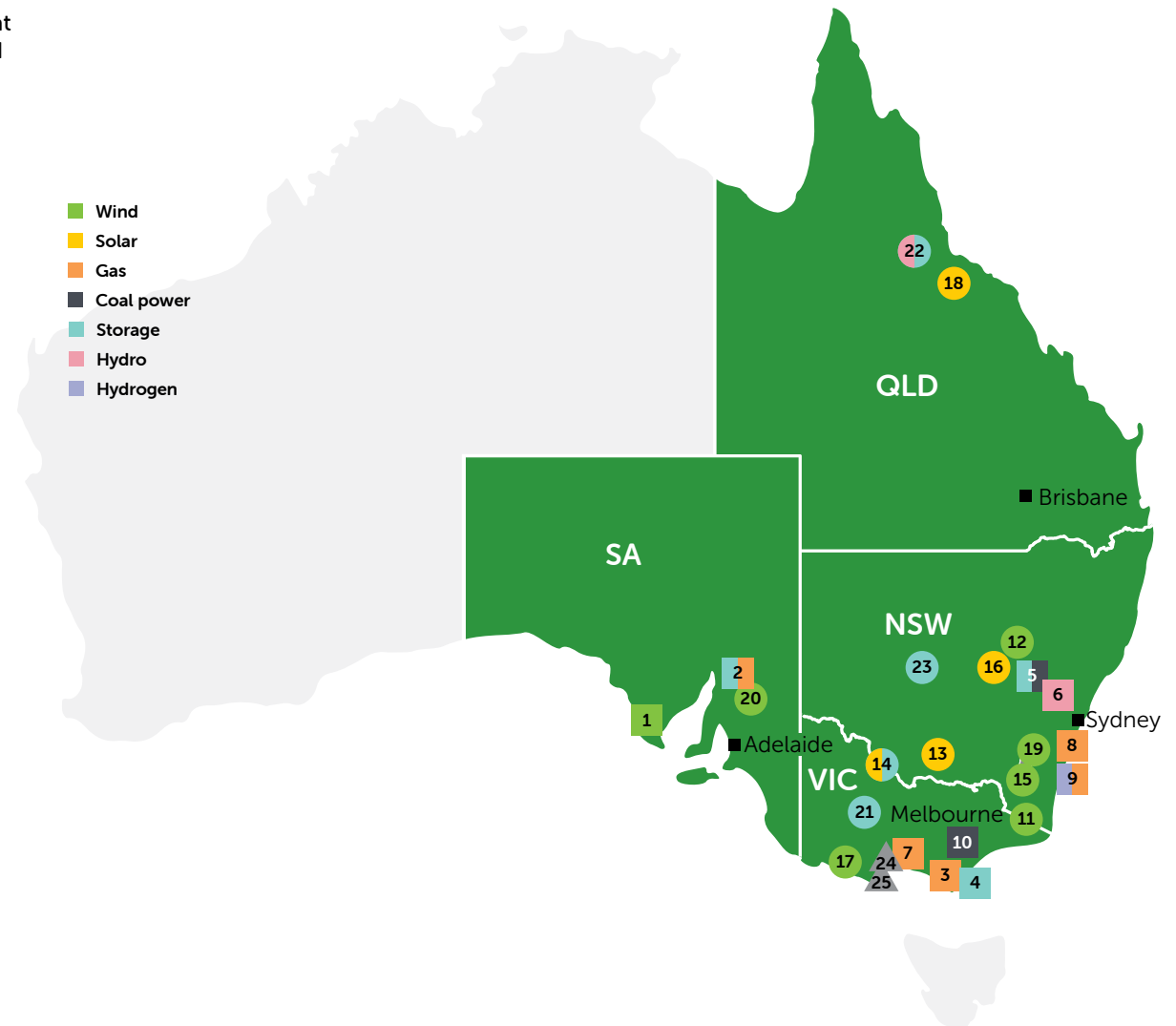
### ● Power purchase agreements

- 11 Boco Rock, Ngarigo Country
- 12 Bodangora, Wiradjuri Country
- 13 Coleambally, Wiradjuri Country
- 14 Gannawarra, Barababaraba Country
- 15 Gullen Range, Gundungurra Country
- 16 Manildra, Wiradjuri Country
- 17 Mortons Lane, Djab Wurrung Country
- 18 Ross River, Bindal and Wulgurukaba Country
- 19 Taralga, Gundungurra Country
- 20 Waterloo, Ngadjuri Country
- 21 Ballarat, Wadawurrung and Dja Dja Wurrung people Country
- 22 Kidston – In Development, Gugu Badhun Country and Ewamian Country
- 23 Riverina and Darlington Point, Wiradjuri country

### ▲ Head office / Contact centres

- 24 Melbourne, Wurundjeri Country
- 25 Geelong, Wadawurrung Country

- Wind
- Solar
- Gas
- Coal power
- Storage
- Hydro
- Hydrogen





**Have your say**

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