

MINUTES

Venue: Sydney Water Parramatta Office
Level 5, 1 Smith St Parramatta, NSW

Date and time:

3 June 2024
9:00am – 2:00pm

Meeting title: Customer and Community Reference Group

Independent Chair: Abigail Goldberg

Attendees:

CCRG Members

Narelle Brown – Community Representative
Mary Karras – Ethnic Communities Council NSW
Leigh Martin – Total Environment Centre
Douglas McCloskey – Public Interest Advocacy Centre
Donna Rogers – Community Industry Group (Illawarra)
Graham Turner – Council on the Ageing
Ross Williams – Local Government NSW

Guests

Richard Cawley – Associate Director, Richardo Group

Sydney Water

Stuart Wallace – General Manager, Customer & Stakeholder Engagement
Dean Page – Executive General Manager Finance Commercial & Digital
Denisha Anbu – Executive General Manager, Customer Experience
Josh Isben – Head of Customer & Strategic Insights
Will Dolan – A/Head of Economics and Regulation
Rachelle Legrand – Head of Strategy, Change and Business Performance
Izzy Kerr – Customer Research Manager
Andrew Turner – Regulatory Economics Specialist
Clare Porter – Head of Strategic Comms & Corporate Social Responsibility (*part*)
Andrea Millar – Strategic Communications Lead (*part*)
Katie LeRoy – Senior Customer Enablement Specialist

Apologies:

Stephen McMahon – Urban Development Institute of Australia
Bruce McClelland – Business Western Sydney
Anna Bacik – Community Representative
Roch Cheroux – Managing Director
Sharon Bowyer – Senior Customer Governance Specialist

Meeting purpose:

Bi-monthly meeting according to CCRG Charter

The CCRG works with Sydney Water at a strategic level to achieve the highest possible levels of customer focus within our practices. It supports Sydney Water to ensure that our business decisions, as set out in our strategy, enterprise plan and regulatory submissions, are in the best interests of all Sydney Water customers and the community and are shaped by them.

Desired outcome:

Discussion and feedback from CCRG Members

Agenda items

Item	Topic	Actions
1	<p>Welcome and Acknowledgement of Country</p> <p>The meeting opened at 9:00am and the Chair welcomed participants. The Executive General Manager, Customer Experience acknowledged Country and paid respects to elders past and present.</p>	
2	<p>Introductions, apologies, and housekeeping</p> <p>The Chair introduced Denisha – Executive General Manager, Customer Experience, Will Dolan, Acting Head of Economic and Regulation and guest Richard Cawley, Associate Director, Richardo Group. Attendees introduced themselves around the table.</p>	

	<p>Douglas McCloskey updated the group on the name change of Public Interest Advocacy Centre (PIAC) to Justice and Equity Centre (JEC).</p> <p>Apologies were noted.</p>	
3	<p>Minutes of previous meeting and review of actions / issues log Declaration of interests The Minutes and action/issues log of the 8 April 2024 CCRG meeting, which had been transmitted inter-session, were accepted without change.</p> <p>No interests were declared.</p>	
<p>Sydney Water update</p>		
4	<p>General Manager The General Manager, Customer and Stakeholder Engagement provided an update on the following:</p> <ul style="list-style-type: none"> • Upcoming Strategic Cabinet meeting where Sydney Water is seeking Government support for LTCOP. • Growth servicing in the Greater Macarthur region - Sydney Water is working with key stakeholders to meet the servicing needs of developments in the region. • Sydney Water has received feedback from IPART on the Operating Licence review. IPART's position supporting tenant billing was discussed. • Our Water Our Voice Phase 5 report is complete with external and internal customer stakeholder communications being finalised. Phase 6 report is underway, and a Lessons Learnt workshop was held on 14 May. CCRG members were invited to attend. Members who participated will provide their feedback to the group as part of the following item. • Building water resilience in the Illawarra – regional engagement held 10 May – 98 attendees from the community including a CCRG member (Anna Bacik). Sydney Water received positive feedback and comments from those who participated in engagement activities. • Launched the Wastewater Campaign that will be on TV for the next 4 weeks and will be translated for CALD customers. The purpose of the campaign is to change customer behaviours relating to what can be flushed down the toilet. The campaign has been well received so far with groups including strata managers as well as P&O Cruises requesting support collateral for their own use. • Expression of Interest (EOI) for two new members to fill the vacant roles underway with closing date extended to 30 June 2024. The Independent Chair noted that the roles offer a significant opportunity for young people and other participants and encouraged members to share the EOI with their networks. <p>CCRG members asked the General Manager, Customer & Stakeholder Engagement the following:</p> <ul style="list-style-type: none"> • Will there be collateral available for Strata buildings from the new wastewater campaign? <i>Yes, this has already been requested (see above) and will be made available.</i> • Is Sydney Water able to support the Government's promise to build new homes with the required infrastructure? What reassurances can there be in light of the Macarthur issues to reassure the community that Sydney Water 	<p>Action: Sydney Water to share the Illawarra Masterplan with the group.</p> <p>Action: Sydney Water to provide EOI details for members to share with their networks.</p>

	<p>can deliver? <i>We are able to deliver and are on track. We will consider ways of communicating this for the community, thank you for the suggestion.</i></p> <ul style="list-style-type: none"> Does the Illawarra region draw water from the Tallowa or Avon Dam and will they be facing the same issues as Greater Sydney noting that a desalination plant is being considering for the region? <i>Yes, both the dams service the Illawarra region and water security is a focus for all our area of operations. The Illawarra Masterplan outlines the options for the area.</i> 	
5	<p>Member update</p> <p>The Independent Chair and Members provided updates as follows:</p> <p>Abigail Goldberg, Independent Chair advised that she attended the May Sydney Water Board Meeting at the invitation of the Chair, Grant King, who has a keen interest in the CCRG. At the meeting she provided a high-level verbal update on the activities of the group. In response the Chair and Board Directors asked that their sincere thanks and appreciation be passed on to members for their commitment and hard work.</p> <ul style="list-style-type: none"> Narelle Brown and Mary Karras provided feedback from the Our Water Our Voice customer engagement Lessons Learnt workshop, focusing on what worked well and areas for improvement. <p>Questions to Sydney Water followed:</p> <ul style="list-style-type: none"> What does Sydney Water plan to do next with the Our Water Our Voice engagement? What type of reporting will there be to those who participated and are there plans for ongoing customer engagement? <i>Sydney Water plans to continue customer engagement and will define how that will be approached once the Price Proposal is submitted. Input will be sought from the CCRG. Participants in the engagement will be included in reporting from the final phases. Sydney Water notes the CCRG members' suggestion for an ongoing reference group made up of participants involved to date in the engagement process.</i> 	
Price proposal		
6	<p>Paper for discussion: Price Proposal – Customer Value Proposition</p> <p>Will Dolan, Josh Isben and Clare Porter presented draft material related to Sydney Water’s messaging for customers regarding the 2024 IPART price proposal.</p> <p>Members noted that this messaging is intended to be informed by three guiding documents which distil the value proposition of this proposal (1) elevator pitch for staff (2) 5 key messages for customers and (3) infographic summary of the proposal.</p> <p>Detailed feedback on the documents was provided by CCRG member, Donna Rogers. Overall members feedback highlighted:</p> <ul style="list-style-type: none"> Target audience of the documents – greater clarity required regarding who the target audience is for each item of collateral (e.g., IPART regulator or customers) with corresponding use of appropriately tailored language and themes. Abbreviations to be spelled out e.g., LTCOP, and information made easy to understand and relevant to consumer needs. Infographics – members suggest that the infographics need to be simple and able to replace text. Noted that \$ figures are not always informative and helpful while graphics such as pie charts may be used e.g., to display how spend is being distributed. 	

7	<p>Price Proposal quality assurance – discussion with Richard Cawley</p> <p>Richard Cawley joined the CCRG for a discussion. Richard confirmed his credentials and explained the quality assurance process/guidance he is providing for the Sydney Water IPART price proposal submission.</p>	
8	<p>Customer Engagement in our Price Proposal – close-the-loop</p> <p>Josh Isben closed the loop with the CCRG regarding integration of their feedback into the draft Customer Engagement chapter of Sydney Water’s price proposal. The feedback has been taken on board together with comments from URA (quality assurance consultants).</p> <p>Members asked to next be able to review a complete Price Proposal when this is ready, with the intention of focussing on chapters where CCRG input has been provided and providing further comment if needed.</p>	<p>Action: Transmit the full draft Price Proposal out of session for review.</p>
9	<p>Response to CCRG suggested topic: Our Water, Our Voice – approach to follow up communications and engagement.</p> <p>Clare Porter and Andrea Millar provided an update for the CCRG regarding proposed key messages from the Our Water, Our Voice customer engagement program. Feedback from members was the same as above for item 8.</p> <p>The intention to produce a ‘customer facing’ document for the Price Proposal was discussed, noting that this would complement a more technical Price Proposal document itself. Members supported this approach and offered to review such a document when available.</p>	<p>Action: Provide ‘customer facing’ document related to the Price Proposal to CCRG members for review when available.</p>
10	<p>In camera discussion - approach for optional message from CCRG</p> <p>Sydney Water members and guests left the meeting, and the Chair facilitated an in-camera discussion with members only regarding the approach for the optional message from the CCRG outlining their role in developing the Sydney Water Price Proposal.</p>	<p>Action: Chair to draft a message to be sent to members for review ahead of August meeting.</p>
Governance		
10	<p>Other business</p> <ul style="list-style-type: none"> Does Sydney Water have a key spokesperson/ person? <i>There is no one spokesperson, rather Sydney Water has Subject Matter Experts (SME’s) who deliver key messages based on their area of expertise. We also have brand ambassadors that present different key messages with varying target audiences. In addition the MD is comfortable taking on the spokesperson role when needed.</i> 	
Close		
12	<p>The Chair thanked CCRG members for their participation. Meeting closed at 1:00pm.</p>	

2024 CCRG meeting dates/times (Draft - subject to change)

Monday 5 August 2024 9am-2pm*
Monday 30 September 2024 9am-2pm*
Monday 11 November 2024 9am – 2pm*

*Length of CCRG meetings to be confirmed.