

Communicating with Customers and the Community – Experiences from Australia

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Chief Executive, AWA



Presentation Outline



1. Overview of the Australian water sector

- Current issues and challenges
- Structure of urban water services

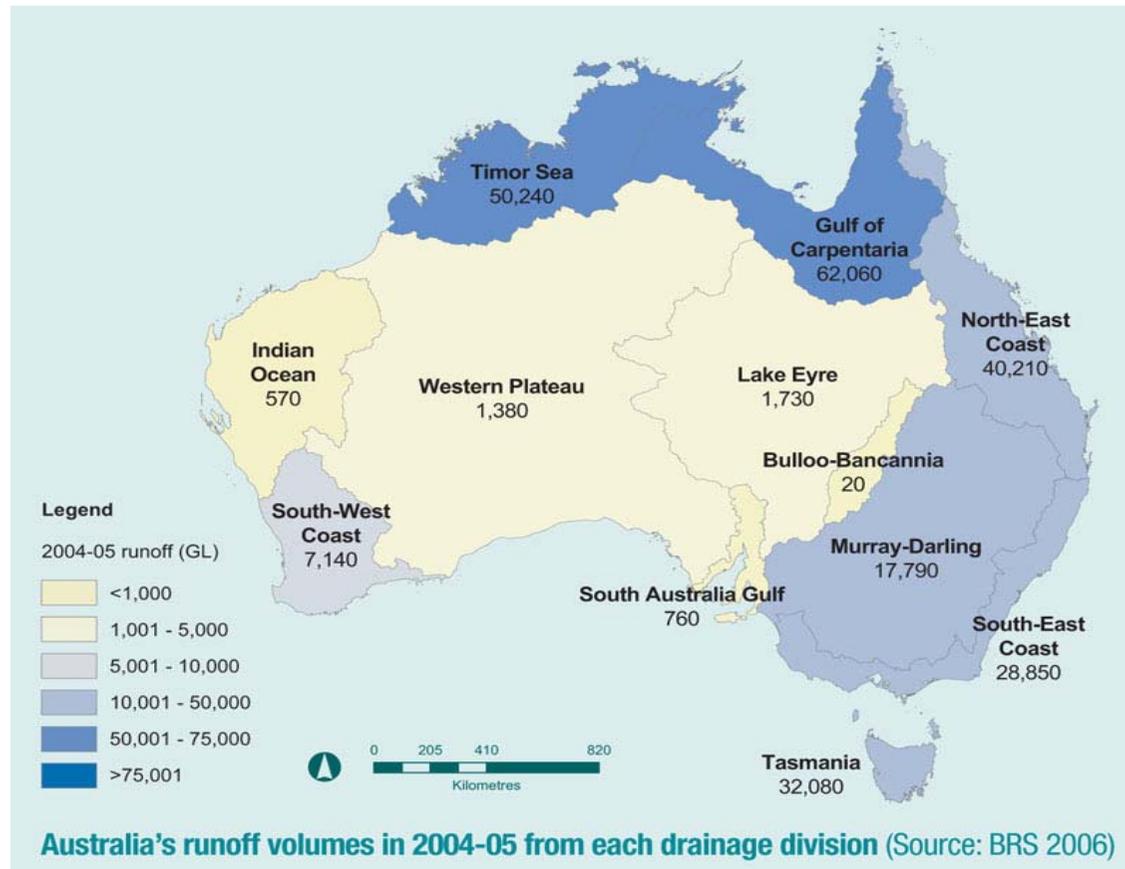
2. Engaging Customers and the Community

3. Discussion

A Continent of Extremes



Variable & Volatile Rainfall

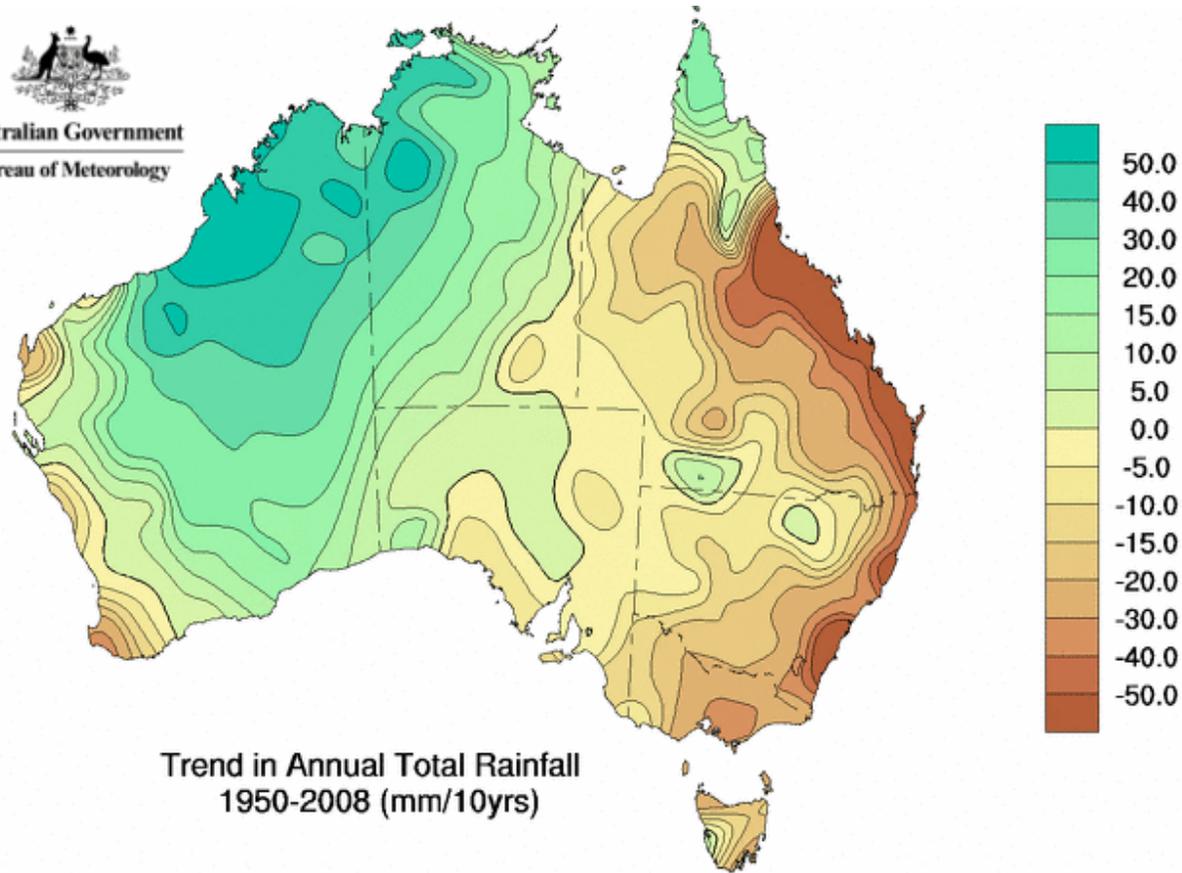


Australian Water Resources 2005



Total Rainfall Trend


Australian Government
Bureau of Meteorology

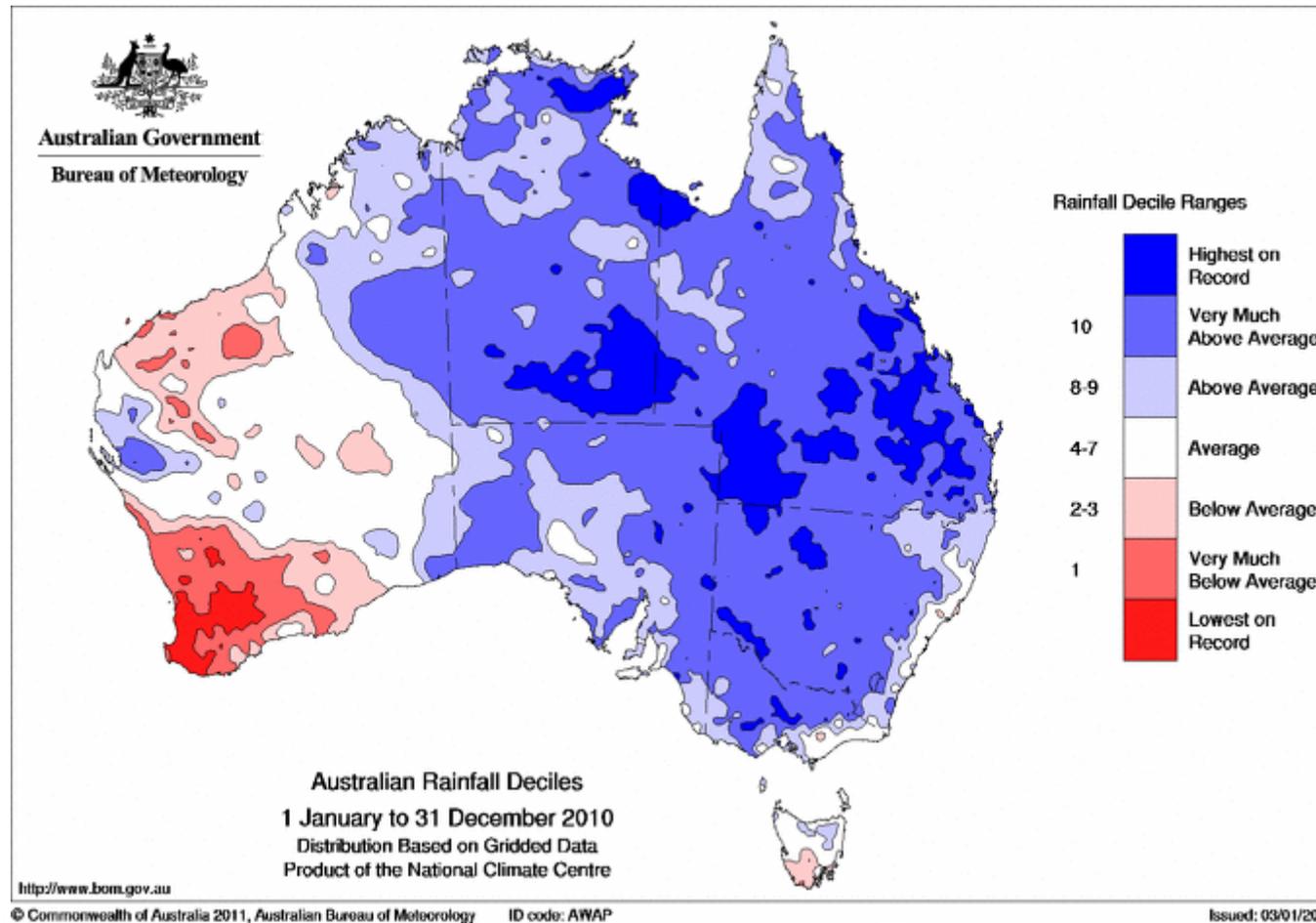


Trend in Annual Total Rainfall
1950-2008 (mm/10yrs)

© Commonwealth of Australia 2009, Australian Bureau of Meteorology

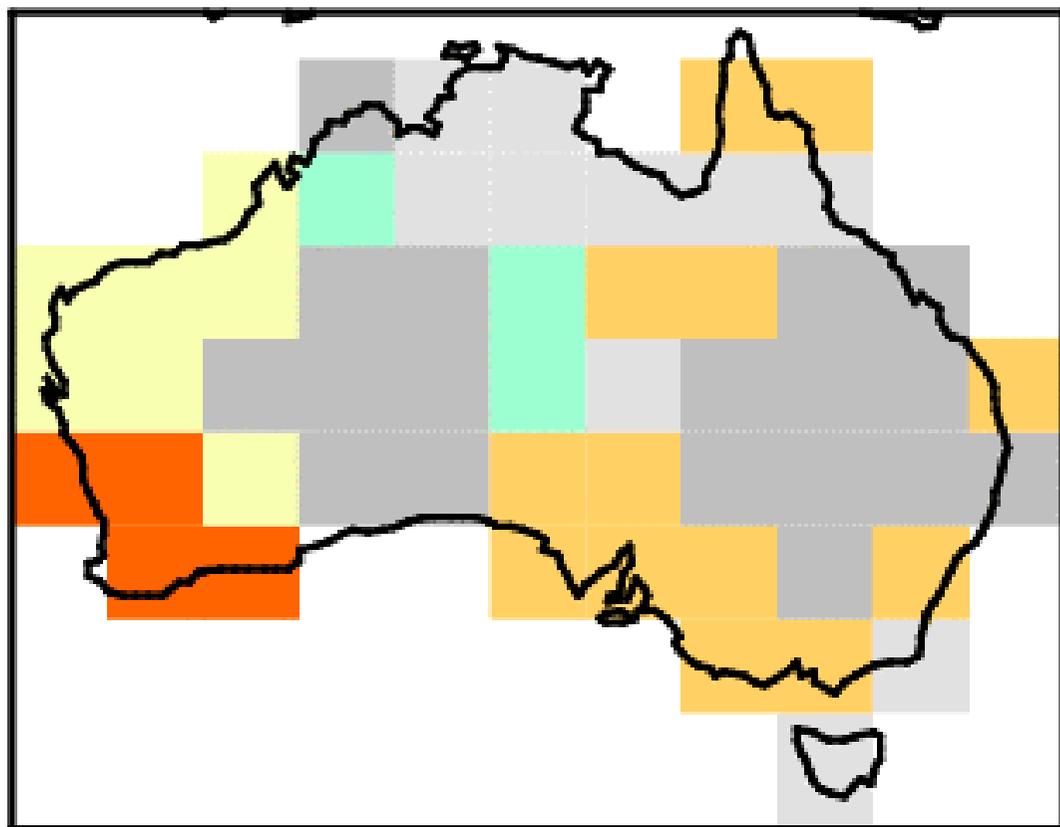
Issued: 07/01/2009

Between the long dry periods....floods

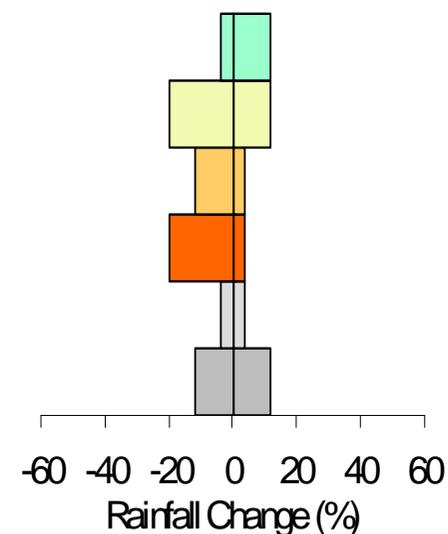




Climate Change Projections (2030) – across Australia



Warming will change general climatic patterns and there will be greater climatic variability



Source: CSIRO

Climatic conditions affect us all



Issues and Challenges – Social, Economic and Environmental



1. Scarce Water Resources

- Declining Yields as a consequence of drying climate
- Population Growth
- Need for increased environmental flows for stressed rivers

2. Climate Variability and Climate Change

- Highly variable rainfall: Prolonged dry periods interspersed with flooding
- Unique infrastructure and resource management requirements
- Other Climate Change impacts (water quality, sewers, etc)

3. Stretched Delivery Capability

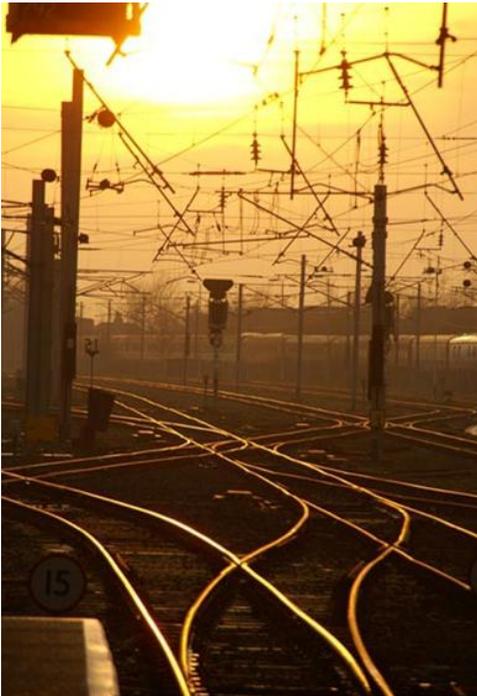
- Ageing workforce; Competition for Skills from other sectors; Emerging skills needs

4. Demands on Institutional and Regulatory Structures

- Efficiency, security of assets and supply, integrated water planning capability, market solutions and competition, maintenance of quality

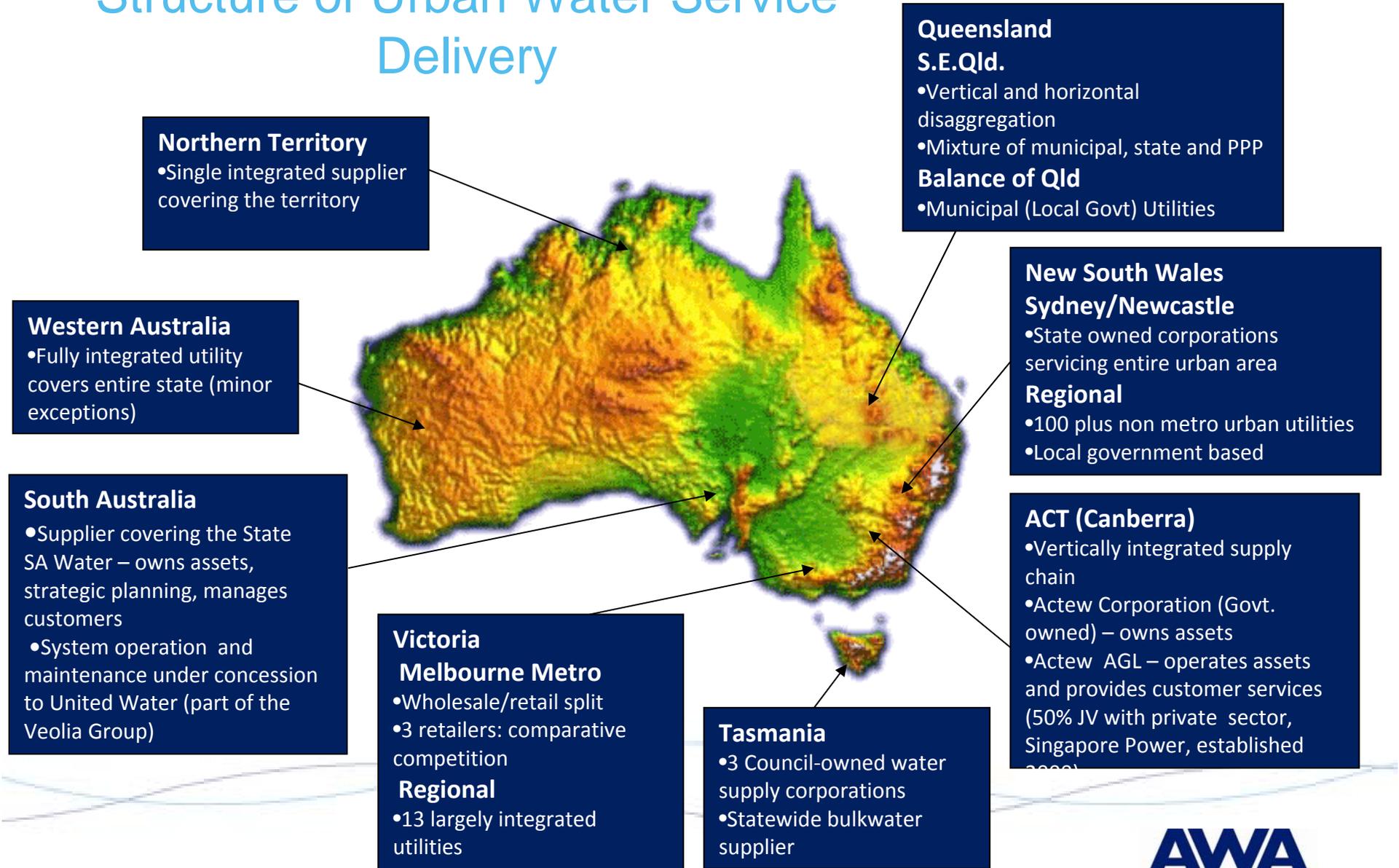
5. Political and Community interest and involvement

The Australian Water Sector; a 'world' of approaches

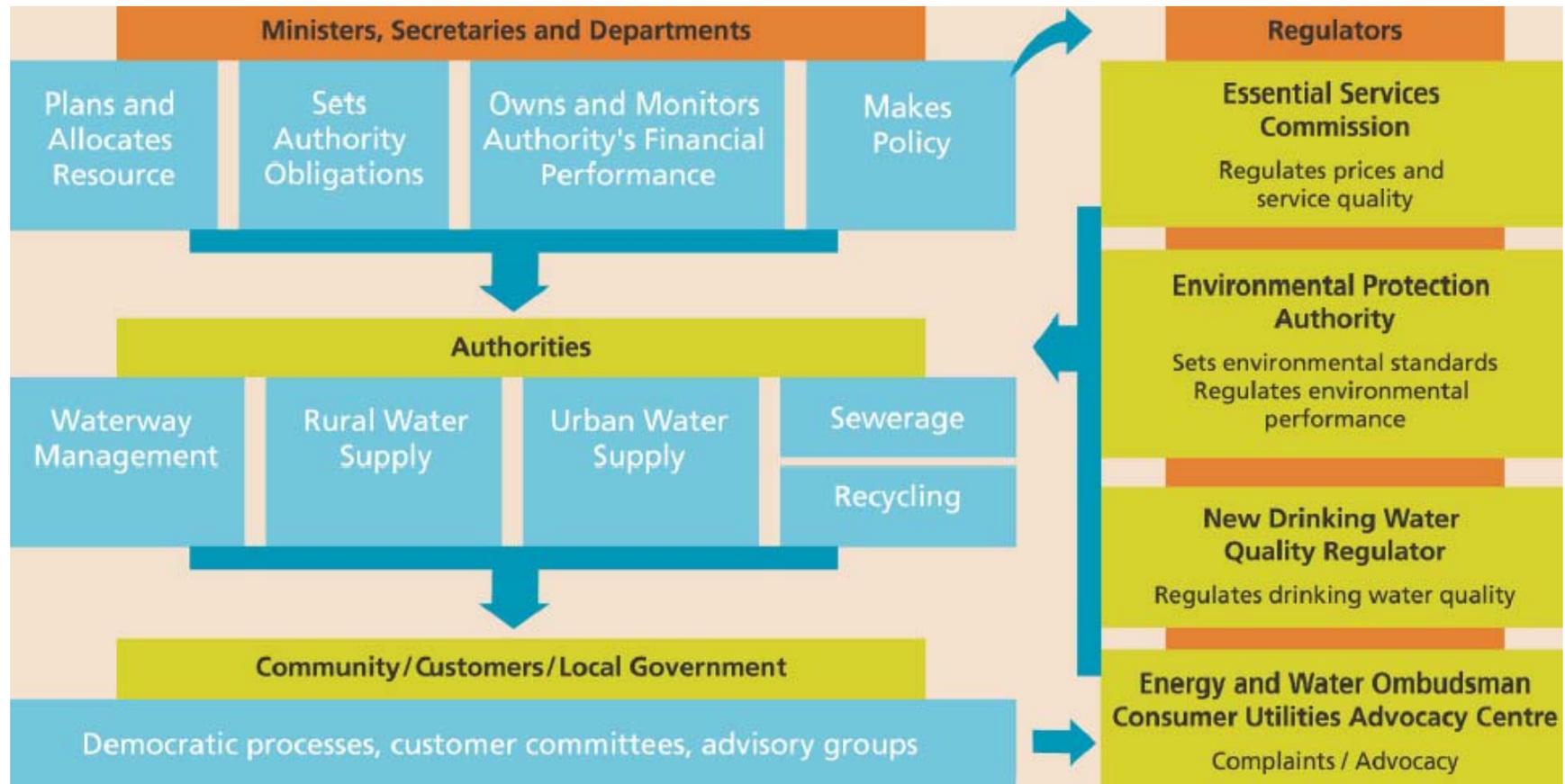


- Different approaches in each State/Territory, e.g.:
 - Form of ownership, degree of government intervention
 - Regulatory Agencies
 - Service delivery model
 - Differences within states
 - Especially between metro, regional and rural
 - Notwithstanding Constitutional limitations, Common Elements and Themes Nationally
 - CoAG Water Reforms and National Competition Policy (1994)
 - National Water Initiative (2005)
- Implemented individually and uniquely at State level

Structure of Urban Water Service Delivery



Indicative Governance and Institutional Framework



Customer and Community Engagement – Part 1

Demand Management as part of the urban water supply solution



Water Corporation (W.A.) – Security
Through Diversity Program

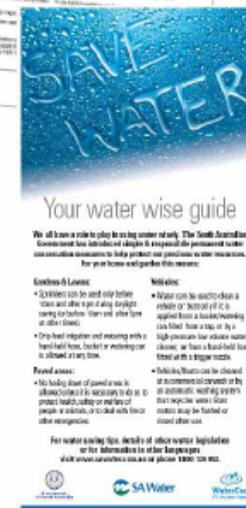
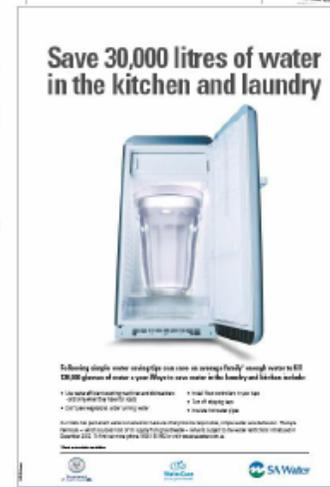
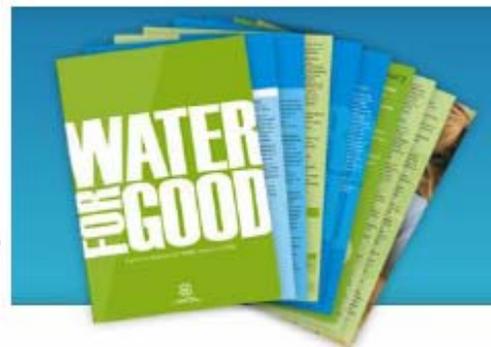
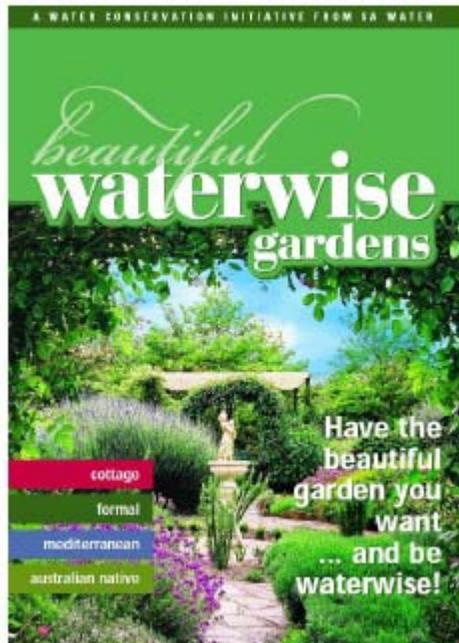
Demand Management:

Multiple tools underpinned by strong community awareness and acceptance

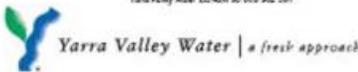
- Rebates e.g. water efficient washing machines; rainwater tanks; retro fitting older homes with dual flush toilets
- Water efficient showerheads exchanged for old, free
- Waterwise programs which involve an accredited plumber visiting a household at a nominal cost to install efficient showerheads, check for leaks, install diffusers on taps and provide water conservation advice
- Programs to encourage the installation of Waterwise gardens and efficient irrigation systems
- Utilities working with the commercial and industrial sector in improving water efficiency
- Voluntary labelling for water saving products
- Mandatory Water Efficiency Labelling scheme for appliances
- Extensive community education programs



Marketing material informs and educates: Brochures, magazine articles, advertising



Smart Water Accounts



Yarra Valley Water | a fresh approach

MR AB SAMPLE & MRS CD SAMPLE
1 SAMPLE STREET
SAMPLETOWN VIC 0000

Issued 1 September 2008

Quarterly Account

Enquiries Phone: 13 1721
Emergency Phone: 13 2762

Customer Number a000 000
Invoice Number 824 0000 0000

Total Due \$235.10
Due Date 8 September 2008

If eligible for a concession the amount due is: \$197.60

Are you on target?

Everyone in Melbourne now has a personal target of 155 litres per day.

The average daily water use for your household is: **320**

Select the number of people in your household below and see if you're on target.

How many people live in your household?	Your household (litres per person per day)	Target (litres per person per day)	Are you on target (green tick)
1 person	320	155	X
2 people	160	155	X
3 people	106	155	✓
4 people	80	155	✓
5 people	64	155	✓
6 people	53	155	✓

If your average daily water use is over 155 litres per person visit www.yvw.com.au for ways to achieve the target.

Quick and easy ways to save water and meet Target 155

- > Register for our FREE Summer water saver kit – see over for details.
- > Shower for 4 minutes or less.
- > Swap your old showerheads for free and use only 9 litres a minute. Register at www.yvw.com.au

Account Summary

1 SAMPLE STREET, SAMPLETOWN
Property Number 1111 1111, Lot O Plan 000 000, 00 00 HA

Product/Service	Description	Amount
Water Usage	1 October 07 to 17 December 07	\$77.29
	Block 1 @ \$0.76 per kilolitre	\$10.59
	Block 2 @ \$0.91 per kilolitre	\$12.00
	Block 3 @ \$1.35 per kilolitre	\$ 5.00
Sewage Disposal	16 October 07 to 17 December 07	\$45.64
Service Charges	1 October 07 to 17 December 07	\$47.95
Drainage Charge	On behalf of Melbourne Water	\$14.34
Annual Parks Charge	On behalf of Parks Victoria	\$50.00
TOTAL (GST does not apply)		\$236.12

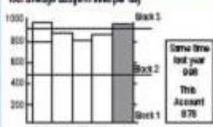
See reverse for details

Payment Summary

Last Account \$174.80
Paid/Adjusted -\$174.80
Balance \$0.00
Total This Account \$235.10
Amount Due \$235.10

Compare your usage

Your average usage (litres per day)





21 SAMPLE STREET, SAMPLETOWN

Payment Slip

Customer Number a000 000
Invoice Number 824 0000 0000

Total Due \$235.10
Due Date 8 March 2008

If eligible for a concession the amount due is: \$197.60

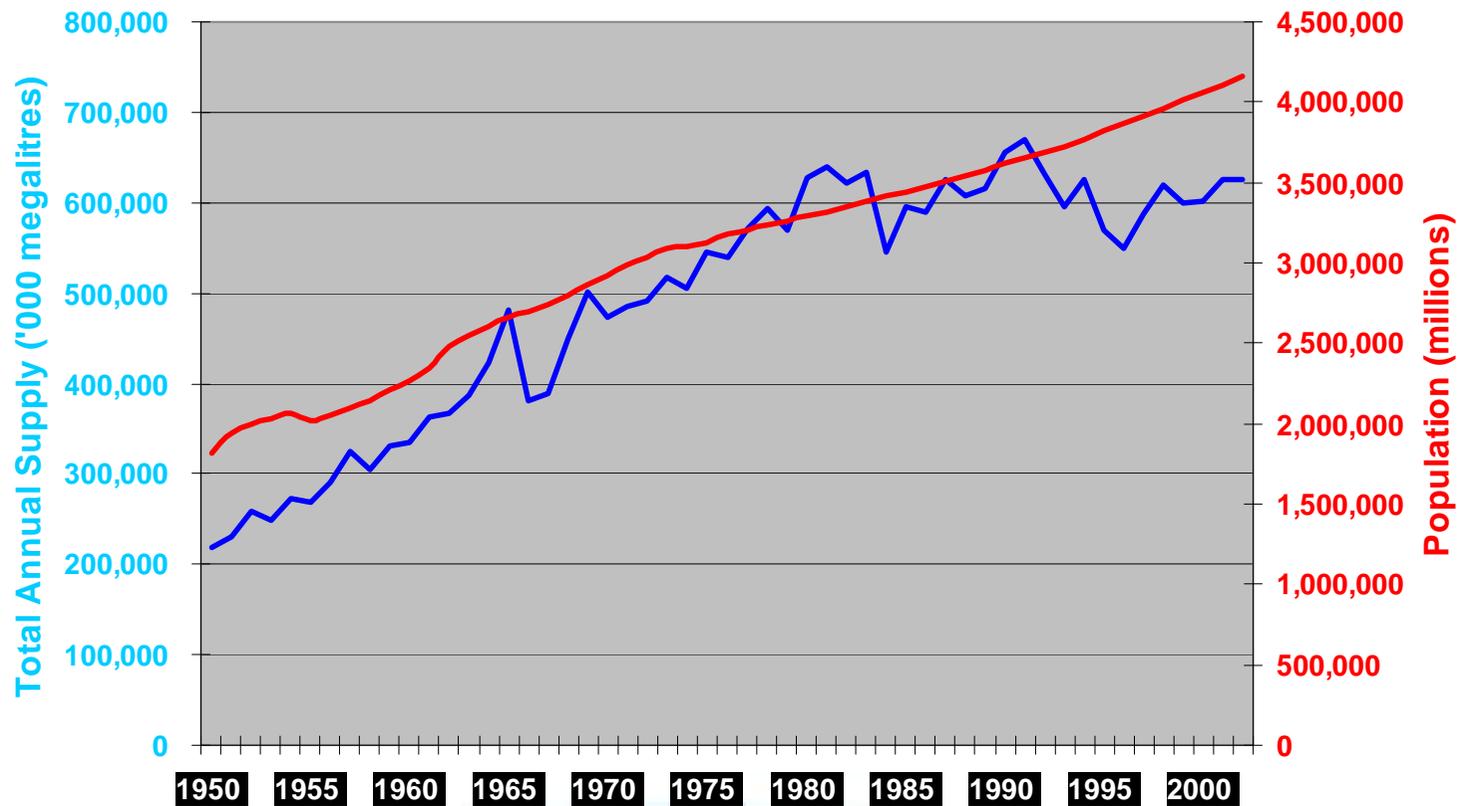
Yarra Valley Water | a fresh approach

- Details of household consumption
- Comparison with “average household”
- Reinforcement of water savings target
- Water saving tips on reverse of account

Visibility and Constant Reinforcement



Achieving Success: Sydney's Water Consumption Relative to Population Growth



Per capita/per annum capital city residential consumption

	2000-01 kL	2007-08 kL	2008-09 kL	% reduction
Canberra	106.7	68.6	71.0	33%
Brisbane	109.6	50.7	52.5	52%
Melbourne	87.9	60.4	57.4	35%
Darwin	153.7	177.7	180.2	+17%
Adelaide	114.0	84.4	83.1	27%
Sydney	93.1	67.7	73.9	21%
Perth	128.4	103.9	105.9	18%

Customer and Community Engagement – Part 2



*Drinking Water Quality
Annual Report 2008/09*



Transparency in Water Utilities: Planning, Operations and Performance

Yarra Valley Water (Melbourne) –
Annual Water Quality Report



Reporting to the Community and Regulators

1. Extensive Reporting Regime at National and State/Territory level
 - National Performance Report (National Water Commission and WSAA)
 - State Regulatory Performance Reports (e.g. Essential Services Commission, Victoria)
 - Various Specific Reports under Utility Operating Licenses or State law.
2. Meets several needs:
 - Benchmarking for Business Improvement and to assist regulators (pricing and quality)
 - Customer and Community Confidence
 - Regulatory Compliance
 - Government oversight (policy compliance and as utility “owner”)
3. Reporting covers multiple indicators:
 - Water Quality,
 - Environmental Performance
 - Operational Performance
 - Financial
 - Customer Service



Water Quality Reporting: Comprehensive, meaningful and accessible

- Sydney Water makes Water Quality Monitoring Data available on the Web and published in Hard Copy
- Routine monitoring results updated on the web regularly
- Annual Water Quality Report provides additional detail
- Data includes:
 - Physical and Chemical parameters
 - Compliance with Australian Drinking Water Guidelines
 - Management responses to incidents
 - Breakdown by supply zone and source of water
 - Water storage levels also shown

The screenshot shows the Sydney Water website's 'Water quality' page. The header includes the Sydney Water logo, a search bar, and navigation links for 'Quick information' and 'Quick services'. The main content area features a list of links to various water quality reports and information, such as 'Where does my water come from?', 'Typical drinking water analysis (PDF - 126KB)', 'Daily drinking water quality results', 'Quarterly drinking water quality report', and 'Comparison of water quality parameters: typical values in treated water (PDF - 39KB)'. Below these links, there are three paragraphs of text discussing Sydney Water's commitment to high-quality, safe drinking water, its adherence to the Australian Drinking Water Guidelines, and its collaboration with the Sydney Catchment Authority (SCA) to improve water supply management. The text also mentions that Sydney's drinking water supply is managed from the catchments to customers' taps, and that water quality testing and monitoring takes place at every stage of the supply system. At the bottom of the page, there are links for 'Site map', 'Terms of Use', 'Contact Us', 'Privacy', and 'GIPA'.

Sydney WATER

Home > Water quality

Water quality

- [Where does my water come from?](#)
- [Typical drinking water analysis \(PDF - 126KB\)](#)
- [Daily drinking water quality results](#)
- [Quarterly drinking water quality report](#)
- [Comparison of water quality parameters: typical values in treated water \(PDF - 39KB\)](#)

Sydney Water's aim is to provide you with high quality, safe drinking water. Drinking water is treated to meet the [Australian Drinking Water Guidelines](#).

Sydney Water and the [Sydney Catchment Authority](#) (SCA) work together to continuously improve water supply management in Sydney.

Substantial improvements have been made with advances in science, infrastructure upgrades, a greater focus on catchment management and improvements in water supply management processes.

Sydney's drinking water supply is managed from the catchments to customers' taps. This includes identifying and managing risks in the catchment, creating multiple physical barriers to stop contamination, and monitoring water quality in near to real time. Sydney's water filtration plants operate under stringent filtration targets and the pipes that transport treated water to customers' taps are fully enclosed.

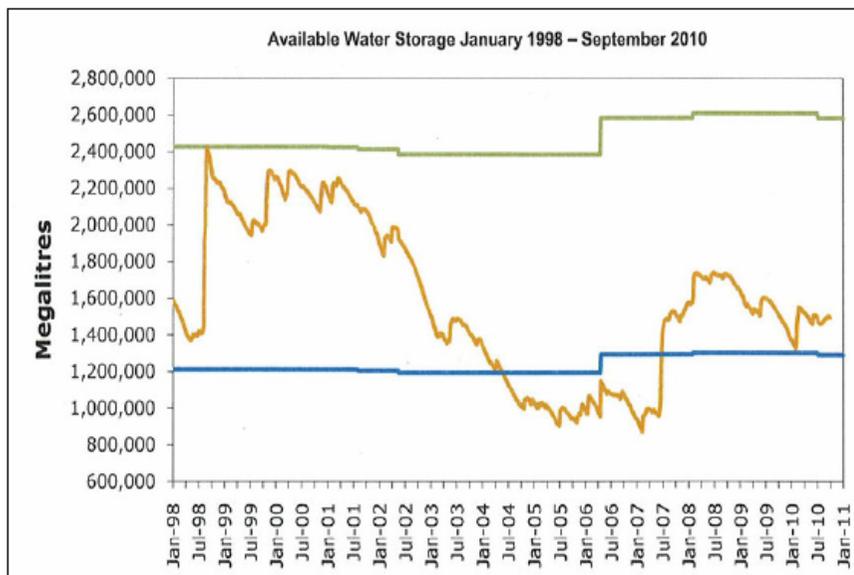
Water quality testing and monitoring takes place at every stage of the supply system. Samples are taken in the catchments, after water is treated, in distribution pipes and at customers' taps.

Water is tested for *Cryptosporidium* and *Giardia* and other water quality characteristics, according to a [water quality monitoring program](#) agreed to by [NSW Health](#).

Sydney Water works in close consultation with [NSW Health](#) to protect public health.

[Site map](#) [Terms of Use](#) [Contact Us](#) [Privacy](#) [GIPA](#)

Water Quality Reporting: Sample detail from Sydney Water



1. Quarterly Drinking Water Quality Report

1 July 2010 to 30 September 2010

Sydney Water produces this report every quarterly period to inform Sydney Water customers about their water quality. Water quality monitoring and testing occurs during various stages of the storage and distribution system to ensure that the water quality guidelines are met. Water samples are collected regularly from the:

- pipes which transport the water to your home
- reservoirs
- raw water entering and finished water exiting water filtration plant
- dams
- within the catchment areas.

Sydney Water's responsibility for the protection of public health falls under the Public Health Act 1991 as well as other relevant legislation. This is regulated through a Memorandum of Understanding (MoU) between the NSW Department of Health and Sydney Water. Sydney Water has a responsibility to supply safe drinking water to consumers in accordance with its Operating Licence (2005-2010) granted under the Sydney Water Act 1994. Water quality characteristics within the water supply system are compared to the Australian Drinking Water Guidelines (ADWG) 2004 published by the National Health and Medical Research Council (NH&MRC).

The ADWG 2004 recognise that occasionally, throughout the year, there may be health or aesthetic related test results that fall outside the guidelines values and that these results are not necessarily an immediate threat to health. The guidelines do not require a 100% result in all cases. Each test result above the guideline value for *E. coli* is investigated and actions taken where necessary to minimise the risk of a recurrence. Hydraulic changes or disturbances in the water mains can result in occasional localised elevated levels of aesthetic water quality characteristics such as metals, pH and turbidity. On rare occasions, disruptions with the dosing equipment at the water filtration plants can result in lowered levels of fluoride.

The following tables detail the results of water samples collected at:

- Customer Supply Systems – These results are from customer taps within the supply systems. These tables show rolling 12-month average 'compliance monitoring' results, which Sydney Water is required to report on in accordance with the ADWG.
- Water Filtration Plants (WFP)– Treated water is supplied to each supply system by a WFP and the Kurnell desalination plant (KDP). Both the water entering (ie. raw water) and exiting (treated/finished water) the plants is monitored under 'operational monitoring' requirements.
- Inflows and Storages –The Sydney Catchment Authority manage storages and inflows that are the supply of raw water to the WFPs (with the exception of North Richmond WFP and KDP).

The inflow and storage information and data are provided by the Sydney Catchment Authority (SCA). The SCA works collaboratively with Sydney Water to ensure that the best possible water quality is supplied to our customers.

Enquiries concerning the SCA can be directed to the Authority's Penrith office on (02) 4725 2100 or the Authority's website: www.sca.nsw.gov.au

Table 1: Cascades Customer Supply System

All parameters complied with the relevant standards during the quarter for the water leaving the water filtration plant

Cascades Customer Supply System Test results for 12 months from – 01/10/2009 to 30/09/2010 taken from customers tap (delivering to an estimate 4 population of 51,630)*									
Characteristic#	Units of Measure	Australian Drinking Water Guidelines performance standard (assessment over 12 month period)	No. of results	Max	Min	Avg	% of test results complying with the standard	Met 2004 ADWG	
Microbiological	<i>E.coli</i>	orgs/100mL	At least 98% of test results = 0	190	<1	<1	<1	100	Yes
Physical/Chemical	Fluoride**	mg/L	At least 95% of test results 0.9 to 1.5 mg/L	120	1.14	0.90	1.0	100	Yes
	Free Chlorine	mg/L	At least 95% of test results less than 5 mg/L	190	1.28	0.14	0.72	100	Yes
	Monochloramine	mg/L	At least 95% of test results less than 3 mg/L	190	0.12	0	0.04	100	Yes
	Manganese	mg/L	Average of test result less than 0.1 mg/L	120	0.018	<0.001	0.002	100	Yes
	Turbidity	NTU	Average of test result less than 5 NTU	190	8.92	0.06	0.18	99.5	Yes
	True Colour	HU	Average of test results less than 15 HU	28	<2	<2	<2	100	Yes
	Iron	mg/L	Average of test result less than 0.3 mg/L	120	0.170	<0.010	0.022	100	Yes
	Aluminium	mg/L	Average of test result less than 0.2 mg/L	28	0.052	<0.010	0.026	100	Yes
	Total Trihalomethanes	mg/L	95% of result less than 0.25 mg/L	35	0.137	0.036	0.075	100	Yes
	pH	pH units	Average of results 6.5- 8.5	190	9.1	7.4	7.9	96.3	Yes
Zinc	mg/L	Average of test result less than 3 mg/L	28	0.020	<0.005	0.005	100	Yes	

Reported values preceded by a < symbol indicate a result that is non-detectable (ND), as it is less than the limit of detection.

* Estimated population as at June 30, 2010.

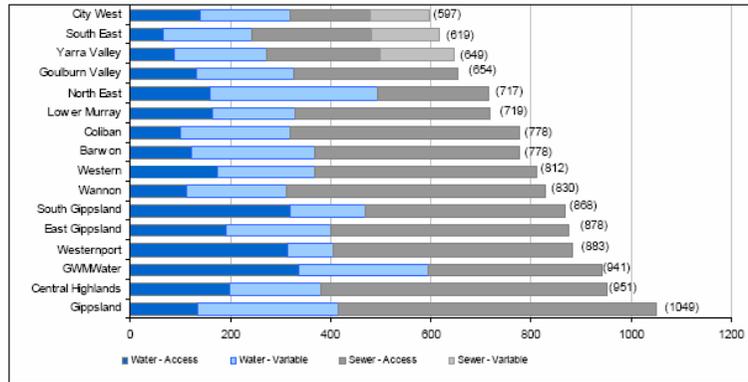
** Although the ADWG specifies that 95% of Fluoride test results should be less than 1.5 mg/L, NSW Health requires Sydney Water to meet the more stringent requirement that 95% of results are between 0.9 mg/L and 1.5 mg/L.

This table includes the test results for key characteristics only. Additional test results are located in Appendix 1.

Performance Reporting

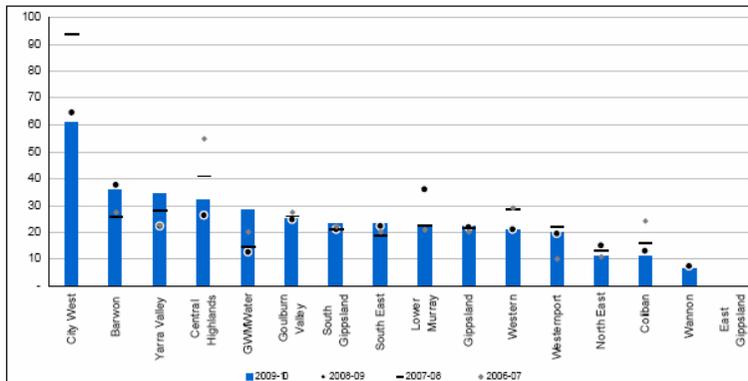
Benchmarking Customer Service

Figure 3.2 Average household bills, 2009-10
(\$, nominal)



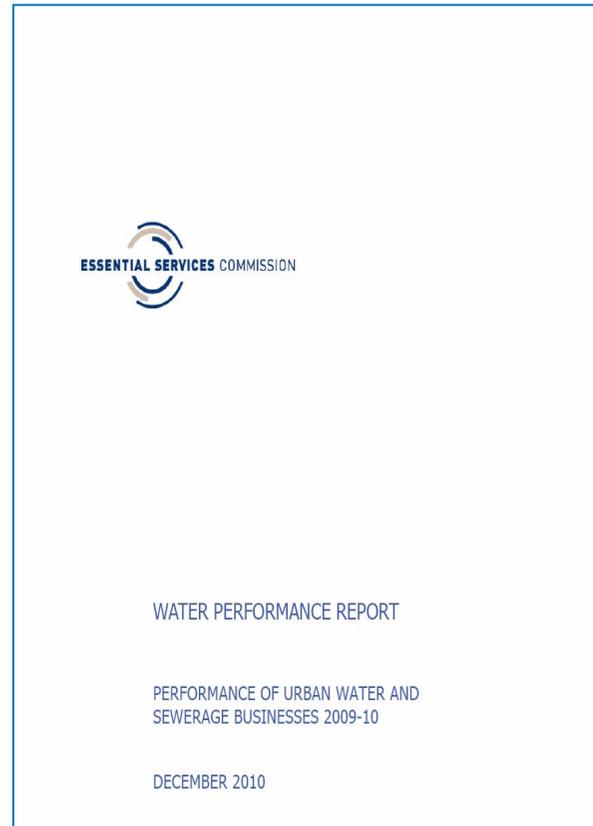
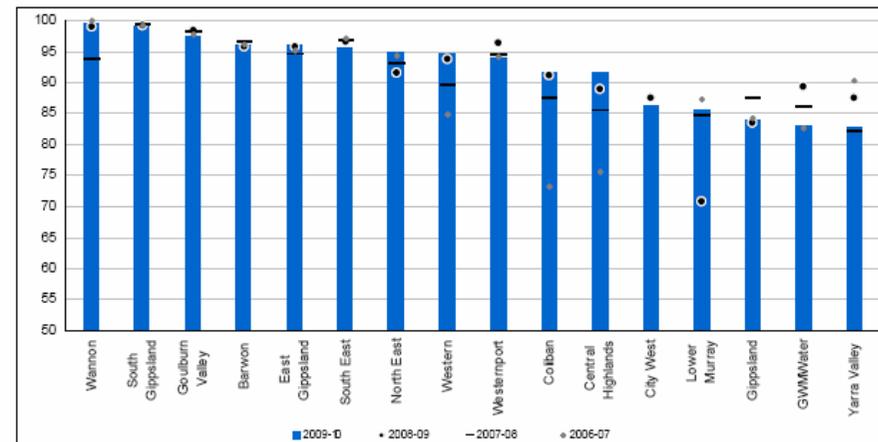
Note: Where businesses have multiple pricing zones, the average household bill is calculated using the prices in the largest town. The average household bill for GWMWater is based on bills in Horsham, South Gippsland Water's on Inerloch and Wonthaggi, Central Highlands Water's on Ballarat, Wannon Water's on Warrnambool, North East Water's on Wodonga, East Gippsland Water's on Bairnsdale and Coliban Water's on Bendigo.

Figure 4.1 Average time taken to connect to an operator – account and fault lines
(seconds)



Note: East Gippsland Water connects calls directly to an operator and therefore did not provide this data.

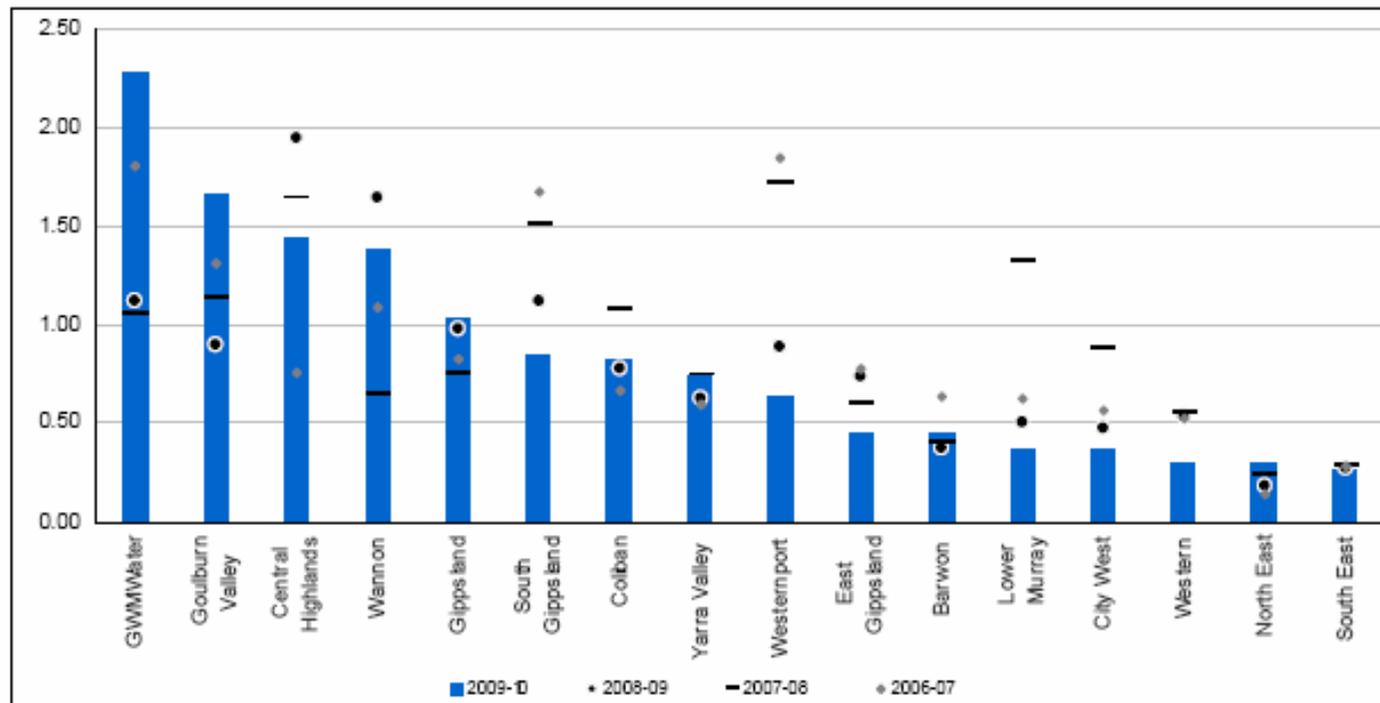
Figure 4.2 Calls answered within 30 seconds - account and fault lines
(per cent)



Performance Reporting

Tracking of trends and year by year performance

Figure 4.3 Complaints received by water businesses (per 100 customers)



Performance Reporting

Water and Sewer; Asset Performance, Cost and Customer Impact

Figure 5.1 Water supply interruptions
(per 100 kilometres of water main)

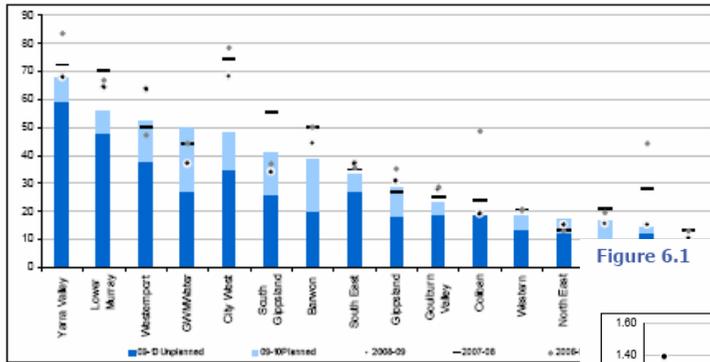


Figure 6.1 Water quality complaints — all causes
(per 100 customers)

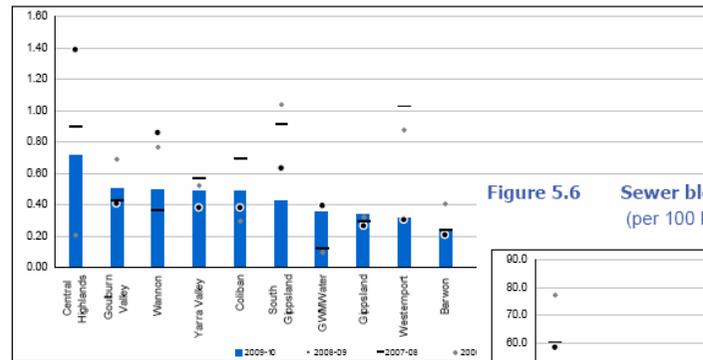


Figure 5.4 Average duration of unplanned interruptions
(minutes)

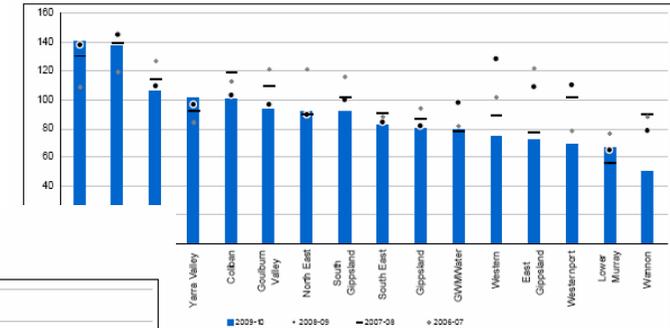


Figure 5.2 Customer interruption frequency
(interruptions per customer)

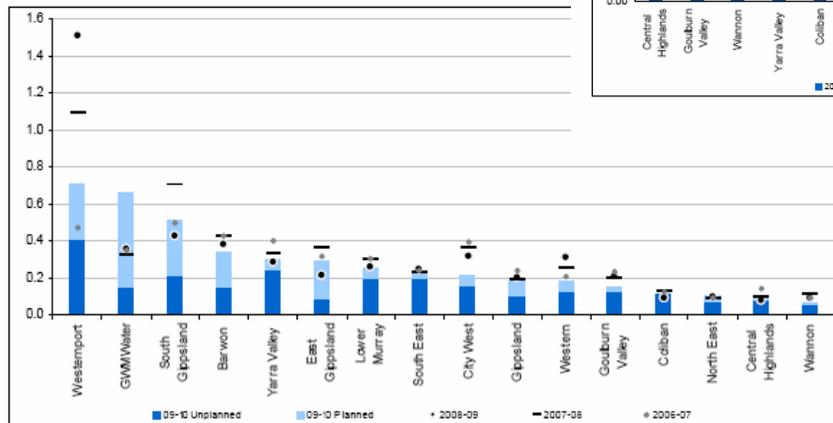
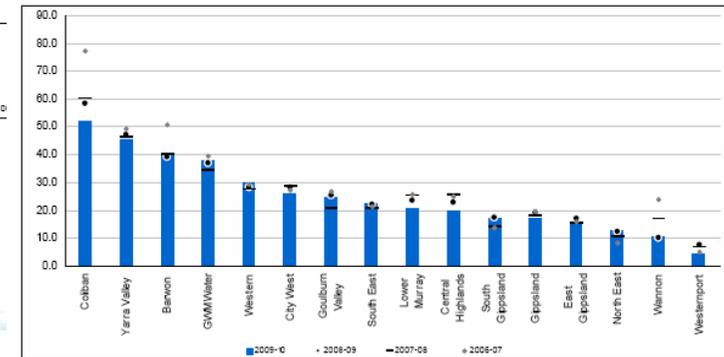


Figure 5.6 Sewer blockages
(per 100 kilometres of sewer main)

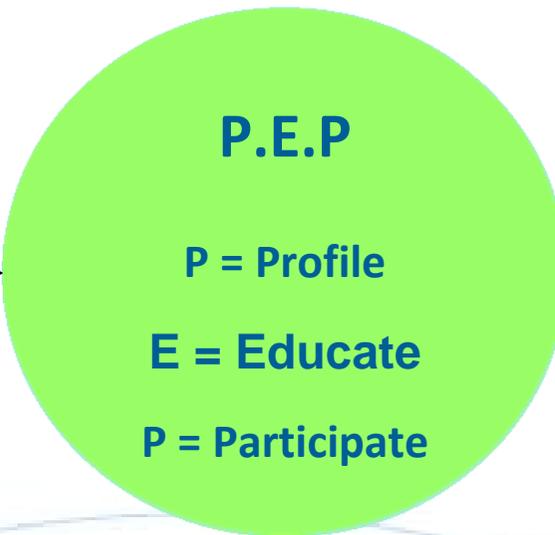
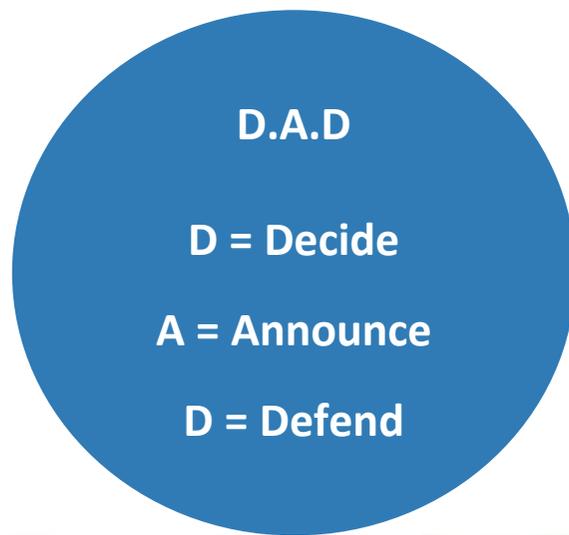


Customer and Community Engagement – Part 3

Community Engagement – Moving beyond Communication to Participation

South East Water's Community and Stakeholder Engagement Framework

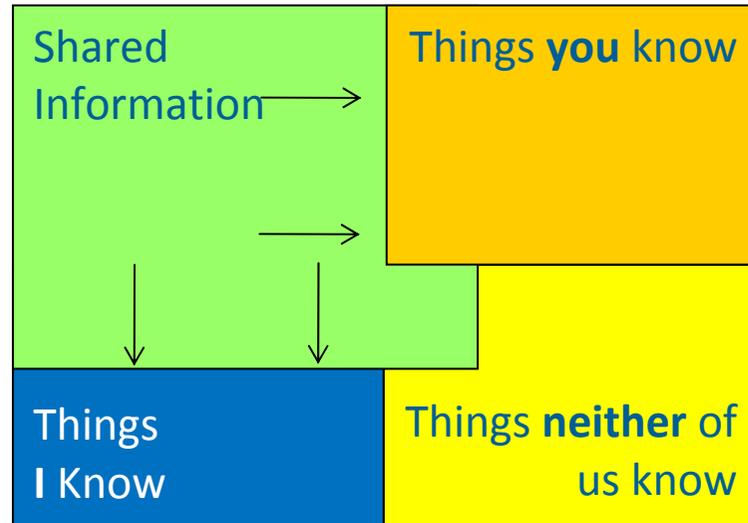
Goal: Sustainable Decisions by Embedding engagement into the way it does business



Engagement for sustainability



Tell me, I forget.
Show me, I remember.
Involve me, I understand.
- Chinese proverb



Source: Twyford et al (2006)

Benefits

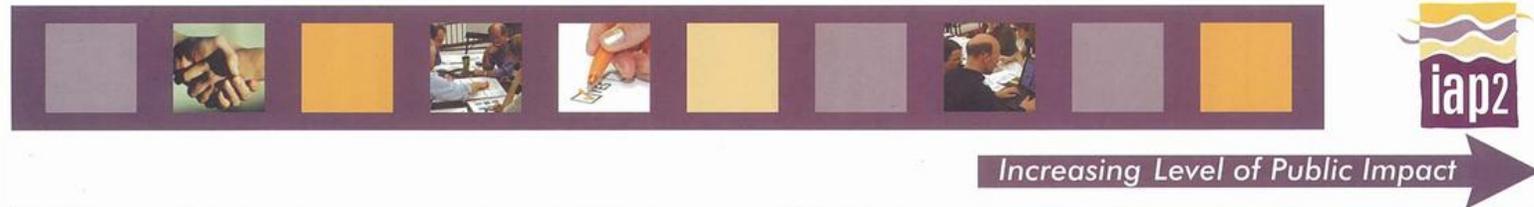
People are more likely to support change which affects them if they are consulted before the change is made

- *Hugh MacKay, 1994*

- Sustainable decisions – clear, robust and defensible
- Long term financial savings – return on investment
- Innovation
- Improved relationships – enhanced reputation

International Association for Public Participation Principles

IAP2's Public Participation Spectrum



	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	<ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<ul style="list-style-type: none"> ■ Citizen advisory Committees ■ Consensus-building ■ Participatory decision-making 	<ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision

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Level of Engagement required varies by Project Type

Project	Coming Soon	Planning	Implementation	Evaluation	Finalised	Level of Engagement				
						Inform	Consult	Involve	Collaborate	Empower
Chapel Street (SEW + 'us')			Light Green			Dark Purple				
Somers (SEW + 'us' + SERWA + iScope)			Light Green				Dark Purple			
Integrated Water Management			Light Green						Dark Purple	
Mt Martha Sludge Odour Upgrade			Light Green						Dark Purple	
Intelligent Networks			Light Green					Dark Purple		
Tariff Structure Review			Light Green				Dark Purple			
Community Ideas Dissemination Project			Light Green					Dark Purple		
Environment and Energy Strategy		Yellow						Dark Purple		
Rye-Portsea Backlog Sewage Project		Yellow							Dark Purple	
Industrial Ecology		Yellow						Dark Purple		
Product Specifications		Yellow						Dark Purple		
Mount Martha Tertiary Upgrade		Yellow				TBA				
Lang Lang and Shepparton Treatment Plant Upgrade		Yellow						Dark Purple		
Flinders Backlog		Yellow		Dark Blue			Dark Purple			
Merricks Beach Backlog			Light Green				Dark Purple			
Upper Beaconsfield Backlog			Light Green				Dark Purple			
Belgrave South and Belgrave North Backlog			Light Green				Dark Purple			
Narre Warren North Backlog			Light Green				Dark Purple			
Pakenham-Narre Warren Sewage Transfer Strategy			Light Green			Dark Purple				





Thank You

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