



Shape our energy future together

*Creating
The Intelligent
Utility*

**Customer and Stakeholder
Engagement Strategy**

www.unitedenergy.engagementhq.com.au

25%
of Victorians
live in our
network area

At United Energy, we are committed to meeting our customers' electricity needs. We're on a journey to create *The Intelligent Utility* – a future defined by a strong customer focus, an emphasis on safe and reliable energy supply, and the exploration of new technologies.

Our Engagement Strategy is a key phase of this journey and outlines our approach to finding out what matters to you and what you expect from us. Your feedback will inform our strategic direction for the next five years, and help us plan for your future energy needs.

Part of creating *The Intelligent Utility* is finding out what you expect from us.



Shaping our energy future together

HUGH GLEESON
Chief Executive
United Energy



We have a responsibility to share information about what we do, what drives our decision-making, and what we are doing to plan for the future.

A MESSAGE FROM **Our CEO**

As one of Victoria's five electricity distributors, United Energy has been on every street across our network for two decades, working hard to deliver electricity safely and reliably, and helping build a sustainable energy future.

We proudly serve the energy needs of more than 650,000 customers in communities across Melbourne's east and south-eastern suburbs and down to the Mornington Peninsula.

Over the past few years, our community has begun to take a greater interest in the provision of electricity, driven by concerns around the environment and cost.

The energy landscape is changing. The introduction of new technologies, and changes in electricity demand are informing how we invest in the network and charge customers for it.

For a long time, electricity distributors have been comfortably anonymous. As long as the lights stayed on, no one really knew who we were.

The biggest changes to our industry going forward won't be driven by regulation. They'll be driven by customers, together with technology. There are enormous benefits, both to our communities and to us as a business, from a deeper, genuine engagement with you, our stakeholders.

We recognise that to be meaningful, communication needs to be two-way. We have a responsibility to share information about what we do, what drives our decision-making, and what we are doing to plan for the future. Equally important is the need to seek the opinion of our community, take time to understand those views and incorporate them into our planning.

That's why we are asking you to be a part of this customer and

stakeholder engagement process, so you can help inform our strategic direction over the next five years, and our next key regulatory pricing proposal to government.

We provide electricity under a distribution licence issued by the Essential Services Commission of Victoria. In early 2015, we will submit our next five-year pricing proposal to the Australian Energy Regulator, outlining forecasts that continue to prioritise the delivery of safe and reliable service, and importantly reflect your priorities and expectations.

Our objective in embarking on this process is to build a conversation with our customers and stakeholders. We want to hear ways we can improve, make our business easier to understand and more accessible to anyone who is interested in what we do.

I look forward to hearing from you.

Hugh

We're on every street

United Energy distributes electricity to more than **650,000 customers** across east and south-east Melbourne and the Mornington Peninsula. **We're on a street near you.**

WHAT WE DO

United Energy has been on every street across our network for two decades working hard to deliver electricity safely and reliably. We don't generate electricity or sell it to you directly. We don't send you bills, but we are responsible for making sure entire communities have reliable access to power.

We make sure the energy you need to run your home gets to your meter. We also power industry, businesses, hospitals, schools, cafes and stores – and we light up the streets at night.

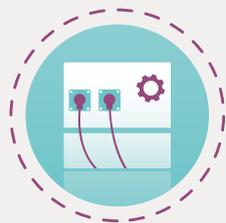
To do all this, we take care of the distribution network that brings energy to your door, wall desk or ceiling. In other words, we build, operate and maintain the poles, wires and other infrastructure that keeps the distribution network running.

If something unexpected causes a power cut in any of our network areas, we're on call to fix it as quickly and as safely as possible, 24 hours a day, seven days a week. So the better we are at doing our job, the less likely you are to meet us.

IN ALL, WE OPERATE AND MAINTAIN A NETWORK OF:



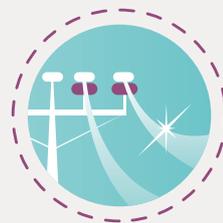
46
zone stations



12,600
distribution
substations



215,000
poles



10,200
kilometres of
overhead
power lines



2,600
kilometres of
underground
cables

And we're thinking about the future

Our first priority is to provide a safe and reliable supply of electricity to the communities we serve now and for years to come. We want to help enable a sustainable future for you.

This means recognising the impact our operations have on people, communities and the environment — and understanding how our energy needs might change.

Sustainability means planning for the long term. To make sure the power stays on we invest in infrastructure every year, everything from major construction projects to replacement works and ongoing minor maintenance.

We're also looking at how we support technology innovation and new energy sources as we move to a lower carbon future.

The Intelligent Utility is not just the way we think about ourselves or our business. It's the way we think about energy and distribute it in the future. And it's why we want to hear from you, today.

Part of creating *The Intelligent Utility* is finding out what you expect from us. We want to hear what matters to you. By understanding your needs, we can find solutions, reduce risk and make sure we're providing a service fit for everyone.



Customer focus



Safe & reliable energy



Future technologies

How are we doing?

We know it's our job to supply continuous electricity to our customers, but we haven't asked you regularly about how well you think we're doing. It's time for that to change.

We want to know what you think of the service we provide today, how we can improve the way we deliver our services, communicate and listen to you.

New technologies and environmental concerns affect electricity generation and usage in our community, and we want to understand what this means to you.

Your input is crucial to help us create *The Intelligent Utility* — an efficient energy distribution network that we can always rely on.

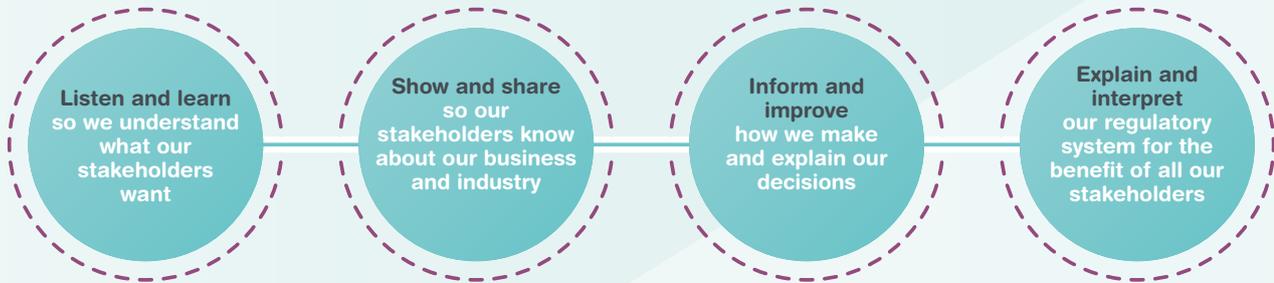


When you flick a switch and power comes on - that's us doing our job.



It's our job to supply continuous electricity to our customers.

OUR STAKEHOLDER ENGAGEMENT OBJECTIVES



OUR DESIRED STAKEHOLDER ENGAGEMENT OUTCOMES



ELECTRICITY DISTRIBUTION PRICE REVIEW

Every five years, the Australian Energy Regulator reviews the pricing structure for electricity distribution. We're asking for your input as we start to work on our next regulatory proposal.

United Energy operates under a distribution licence issued by the Essential Services Commission of Victoria. As many of the services we provide have monopoly characteristics, the Australian Energy Regulator regulates prices we can charge for our services.

In April 2015, we'll submit a proposal outlining forecasts of capital and operating expenditure we will need to construct, operate and maintain our distribution network over the next five years from 2016.

Your feedback will not only help us improve our performance now, it will tell us what you expect us to deliver so we can plan for how you use energy at home or work, and how that might change with things like solar power or electric vehicles in the future.



We want to hear from you

We provide electricity distribution services to everyone who lives, studies, works in or transits through east and south-east Melbourne and the Mornington Peninsula.

We consider everyone in those areas to be our stakeholders. And we're interested in hearing from as many of you as possible.

Not everyone is going to have the same level of interest in what we do. Not everyone has the same amount of time to share their feedback. So we've created three main groups of stakeholders.

BASIC UNDERSTANDING

Most home and business customers, including future customers.

GOOD UNDERSTANDING

Local and State government representatives, developers, large customers, customer representative bodies, social service agencies and advocates, other utilities, electrical contractors, ratings agencies and environmental groups.

DEEP UNDERSTANDING

Energy-focused local and State government representatives, energy regulators, electricity industry businesses, suppliers and retailers, generators and demand aggregators, employees and shareholders.

Shaping our energy future together

Our Stakeholder Engagement Strategy has five elements. Each stage is ongoing so we can keep innovating and working on our services, as we learn from what you have to say.

IDENTIFY & UNDERSTAND OUR STAKEHOLDERS

We'll identify and segment our stakeholders, understand how you use our services and what is of greatest interest to you.

CONSULT & COMMUNICATE WITH OUR STAKEHOLDERS

We'll undertake a mix of consultation to understand your views and expectations – and communication – to regularly update you on what we're doing.

We'll do this via a variety of channels, including: face-to-face meetings, workshops and focus groups, surveys, our website and social media.

We'll make information and feedback from our consultation and communication publicly available.

CONSIDER OUR RESPONSE

We'll consider and assess how we can best respond to identified outcomes. And sometimes we'll seek validation of what we have learned through further analysis. We'll explain the reasons for our decisions in documents that we publish on our website.

TAKE ACTION

We'll act on our stakeholders' needs and expectations. We'll measure our performance and keep you continually informed about our actions and performance.

OBTAIN INDEPENDENT VERIFICATION

We'll engage an external expert to independently verify that we've done what we promised and have implemented our strategy. We'll publish the results of this independent review.



30%

The average amount of a domestic **electricity bill** representing our charges.



We *connect* you to the energy sources you use every day.

Over to you

By now you probably know we're really keen to hear what you think of our services and where you think we can improve. So here's how you can tell us.

Most important is what you think about:

- Our customer service
- Our performance and reliability of energy supply
- Current environmental programs and initiatives
- Current safety programs and initiatives
- What you pay for services
- New technologies such as solar and wind power, and electric vehicles
- Ways to cope with demand in extreme weather
- Public lighting

Get involved in one of our initiatives so you can help shape our future direction:

INFORMATION KIOSKS

We'll have information kiosks at shopping centres near you so you find out more. You'll also be able to fill out our survey at a kiosk.

FUTURE DIRECTION WORKSHOPS

From now until December 2014, we'll be hosting workshops to share our future plans and get your feedback.

We will be issuing a Future Directions consultation paper later in the year sharing everything we've learned from our stakeholders. It will also include a summary of our future plans and priorities.

ONLINE ENGAGEMENT PORTAL

To find out more about our information kiosks and Future Direction workshops, complete our survey or post your feedback, please visit our online feedback website **www.unitedenergy.engagementhq.com.au**

You can also email **yourenergy@ue.com.au** to provide your feedback.

Energy Easy electricity tracker



Our *Energy Easy* web portal allows you to track your home's daily, weekly and seasonal electricity usage. It makes it easy for you to set electricity savings targets and compare tariffs from different retailers to find the best electricity plan for you.

Register for your own account at
www.energyeasy.ue.com.au

We distribute electricity to more than **650,000** customers across east and south-east Melbourne and the Mornington Peninsula.



To provide your feedback on our services, learn about our current projects and initiatives and help shape our energy future, visit:

www.unitedenergy.engagementhq.com.au

UNITED ENERGY
CUSTOMER ENQUIRIES
1300 131 689
MONDAY TO FRIDAY
(8AM-6PM)

*Creating
The Intelligent
Utility*



UNITED ENERGY