

Stakeholder Perception Survey

2020 Summary of findings



We proactively engage with customers and stakeholders to seek their input.

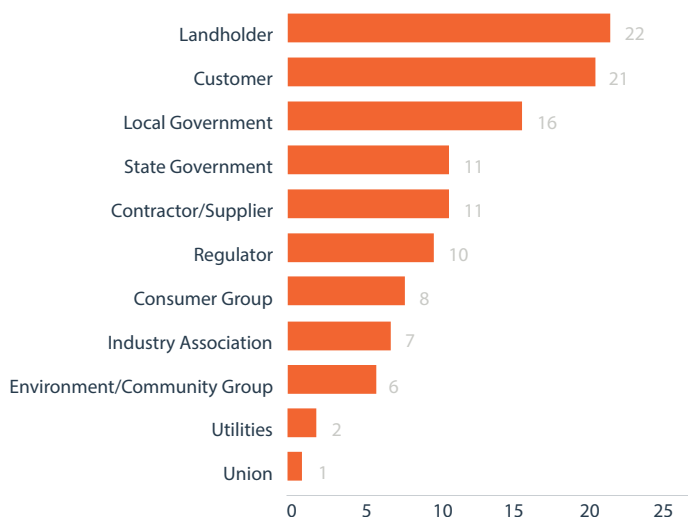
Overview

Since 2012, Powerlink has conducted regular Stakeholder Perception Surveys generating quantitative and qualitative information on stakeholder perceptions to track performance and improve decision-making.

This information also guides our engagement planning and provides important insights into what matters most to our customers and stakeholders.

The 2020 survey saw 115 in-depth telephone interviews with Powerlink stakeholders across 11 stakeholder categories. A total of 280 stakeholders were identified by Powerlink and invited to participate in the research (85% completion rate against a target of 135 stakeholders).

Participation in survey



Three most mentioned issues



Pricing and affordability

Concerns about the price of electricity, and the role that Powerlink can play in keeping downward pressure on costs.



Supporting new generation

Become more adaptable and make the network connection process clearer and more accessible.



Reliability and system strength

Ensuring the continuous supply of electricity to customers, now and in the future.

Summary

While electricity prices continue to fall, pricing was still the most mentioned issue overall in 2020, particularly in the context of affordability and vulnerable customer groups. Directly-connected customers also raised concerns about charges associated with the network connection process.

In 2020, there was also a noticeable shift toward issues related to the energy transition and the future of the energy industry. In 2020 there was a higher degree of certainty that the shift was happening, and stakeholders were focused on how Powerlink could support this, and the challenges and opportunities in doing so.

Stakeholders described Powerlink as a crucial link in the energy sector, with a strong ability to influence outcomes across the supply chain. Other issues that have remained consistently significant for stakeholders since 2012, include reliability and system strength, and communication and transparency.

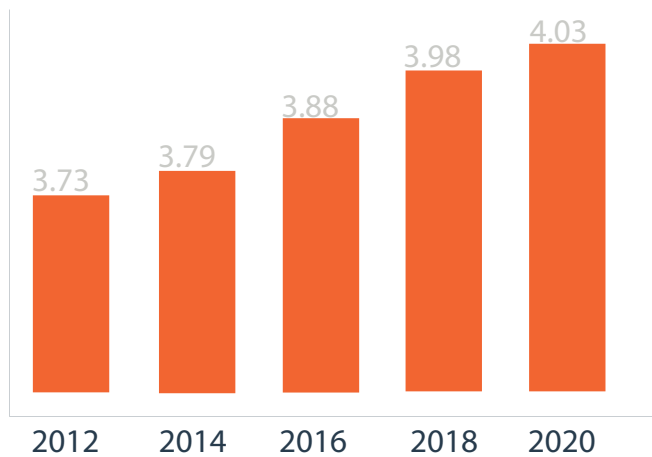
In summary, the survey findings showed stakeholder sentiment that Powerlink must be adaptive to a changing external environment, however key operational concerns – pricing, network reliability and clear communication - remain top of mind.

Key findings

Social licence to operate

Social licence to operate (SLO) is the level of acceptance or approval granted to Powerlink by its stakeholders. SLO is ranked from one to five, with five representing full trust. Powerlink's SLO has shown a consistent upward trend since 2012, when this research began. In 2020 stakeholders accorded Powerlink an SLO of 4.03 – an increase on 3.98 since the 2018 survey which falls into the high approval band (see detail below).

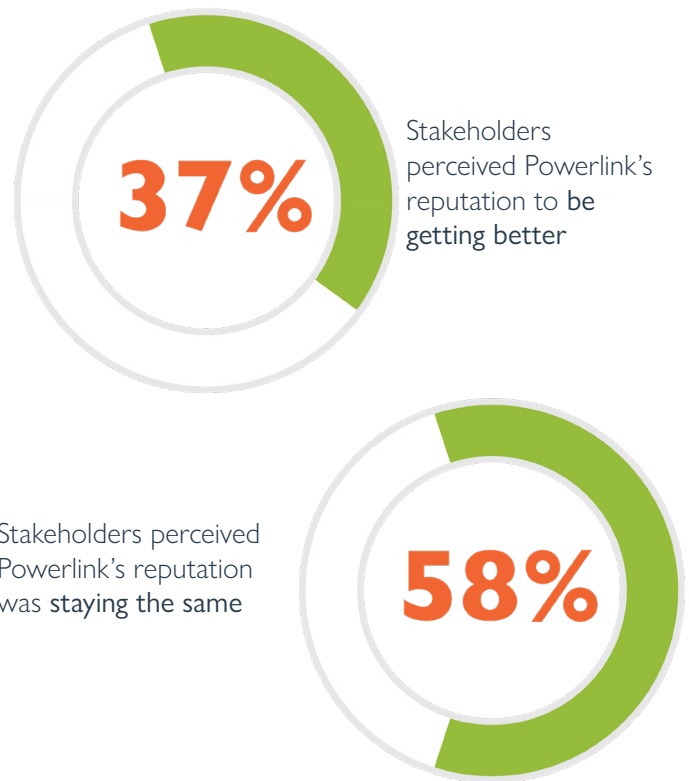
Our social licence 2012-2020



Sextile 1/6th	Lower Bracket	Upper Bracket	Range and verbal label
6	4.30	5.00	>4.30 to 5.00 = full trust
5	3.93	4.30	>3.93 to 4.30 = high approval
4	3.56	3.93	>3.56 to 3.93 = low approval
3	3.08	3.56	>3.08 to 3.56 = high acceptance/tolerance
2	2.40	3.08	>2.40 to 3.08 = high acceptance/tolerance
1	1.00	2.40	>1.00 to 2.40 = withheld/withdrawn

Reputation

Our stakeholders were asked to give their level of agreement on a series of reputation statements. The overall reputation score is the mean of those statements. In 2020, the reputation was 3.75 (out of 5) a slight variance on 3.77 since the 2018 survey.



Focus areas for improvement

- Regional based forums with customers and stakeholders to extend the breadth of engagement outside SEQ
- Targeted and more regular face-to-face engagement with Local Government in their communities
- Develop a value proposition for customers around value for money in the connection process
- Focused messaging on Powerlink's website and social media channels to build awareness of our role in the energy transition
- Develop a dedicated communications strategy on Powerlink's Revenue Proposal and positive outcomes for customers in lower electricity prices
- Consider running an additional customer and stakeholder forum in March 2021 to share the latest energy transition update in terms of Powerlink initiatives
- Work on improving notifications to landholders about property access, particularly around environmental aspects such as weed management

Contact Us

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