

# Feedback Report on our Energy Charter Disclosure Report 2023-24



# Accountability for customer outcomes

Endeavour Energy is proud to be an original signatory to The Energy Charter - a national, voluntary, CEO-led collaboration that works across the energy sector to deliver a better energy future for all Australians.

We are committed to being transparent and honest in accounting for our efforts to uplift our performance as we become a more customer centric business. We warmly welcome feedback and scrutiny from customers and communities as part of the way we do business. These conversations help deepen our understanding of our strengths, identify our blind spots and target areas for improvement. Customer feedback underscores growth and innovation across the business.

Our commitment to delivering better customer outcomes extends to working collaboratively across the supply chain to deliver more affordable, reliable and sustainable energy for our customers and in 2023-2024 we were delighted to partner with other collaborators in key #Better Together initiatives including Life Support, Concessions Awareness, Voices for Power and more recently, to lead the Resilience #BT with SAPN and Ausnet Services.

In 2023-2024, we focused on embedding best practice engagement principles across our operations while working hard to lead the shift from a traditional electricity network to a smarter, cleaner, and more customer centric business. One of the year's highlights was delivering NSW's first co designed community microgrid and being recognised for the quality of our engagement with the 2024 Energy Networks Australia Consumer Engagement Award, our second successive engagement award.

A key challenge included many customers feeling the impact of protected industrial action due to protracted negotiations for a new enterprise agreement. While we respect the rights of our workers to be heard, this action delayed Federal and State Significant Infrastructure projects, social and large housing developments, hospitals and growth projects. We have a recovery plan in place to expedite impacted projects but recognise it will take some time to restore customer confidence.

We refreshed and expanded our Peak Customer and Stakeholder Committee membership this year and warmly welcomed new First Nations, Culturally and Linguistically Diverse, business and regional council representatives. We also farewelled two longstanding members, Nic Pasternesky and Iain Maitland and want to recognise their positive contributions over many years on behalf of Western Sydney Councils and all CALD customers and communities. We deeply value their contributions and wish them all the very best.

With a goal to instil a customer centric culture led from the top, our PCSC meetings are led by the Executive team with support by subject matter experts. We pride ourselves on being open to challenge and to considering the tough questions put to us by PCSC members, so we can lift performance and improve customer outcomes.

Throughout the year, we invited PCSC members to critically review and challenge our efforts, as explained in our Disclosure Report. Core to the success of this process and to building trust was accounting for and actioning the PCSC's feedback on our previous Disclosure.

This Feedback Report sits within a broader, decentralised accountability model that helps us to foster cultural change, build capability, drive collaboration and provide a platform for genuine engagement and self-reflection. This uplifts our engagement and drives customer and community outcomes.

We recognise that the energy transition needs us to think deeply about a system-wide view and most importantly, requires collaboration across the entire supply chain. We value the diverse voices our PCSC members bring to this process. Our PCSC members welcomed our substantial efforts in accounting for our achievements, challenges and future plans. We sincerely thank our PCSC members listed in our Disclosure Report for their thoughtfulness, advocacy and shared commitment to progressing better customer outcomes.

We also want to recognise the huge contribution made by the Energy Charter team, led by CEO Sabiene Heindl, to the success of the Energy Charter generally, and to the priority Better Together initiatives specifically. Their tenacity and commitment to guiding better outcomes via engagement with Lived Experience and Customer Outcome panels has greatly enhanced our understanding and capacity to meet customer needs.

# Approach to feedback

Endeavour Energy submitted its sixth Energy Charter Disclosure Report on 30 September 2024 and invited members of its Peak Customer and Stakeholder Committee to review and reflect on its performance and customer outcomes with the CEO and Executive team in our regular PCSC meeting on 28 November 2024. This year we were joined by Board member Claudia Bels.

Ahead of this meeting, the PCSC offered to prepare an independent verification statement of our Energy Charter Disclosure – a welcome first for Endeavour Energy and its engagement on the Energy Charter Disclosure Report, and this feedback report should be read in conjunction with that statement.

The PCSC provided regular feedback throughout the year on our customer programs, our approach to engagement, targets and end of year results and progress against the Energy Charter maturity model assessment.

Against a heightened backdrop of concern about cost of living and energy affordability pressures across all customer segments, the PCSC continued to caution us to focus on sensible improvement and critical commitments but urged investment restraint to reach exceeding in the maturity assessments.

## Feedback from the PCSC

We suggested a list of questions to help guide the feedback session for the PCSC members to help guide the conversation and welcomed all comments.

1. **Results:** Are we meeting your expectations in delivering better customer outcomes? Do we need to refocus any of the KPI in the scorecard?
2. **Opportunities:** For each principle, where do you see the biggest opportunities? Where do you see opportunities and shifting customer needs which we need to focus on in FY25?
3. **Collaborative efforts:** Thinking ahead, where do you see the opportunities to partner with others to address the big issues related to the energy transition?
4. **Maturity:** Have we got the balance right, noting the PCSC's counsel to balance our ambition against the costs of getting there?



# Themes

The following themes emerged from the discussion specific to our 2023-2024 Disclosure Report, subsequent results and our engagement approach generally. Once again, we were genuinely humbled and appreciative for the positive feedback we received for the achievements we delivered this year for customers, coupled with the areas for improvement. We have illustrated some of the feedback with comments where appropriate.

Theme	You said	We will
<b>Leadership</b>	Leadership from the top is evident <i>“Congratulations to the team...I sit on six network panels who are Energy Charter members doing these reports and I think yours is the best. You have continued to engage with the PCSC in a respectful and authentic way, your Disclosure demonstrates trend data, the highlights indicate the substantial progress made throughout the year, and the content is feels right considering page limits”...</i>	We remain committed to leading from the top, listening, learning and improving wherever we can.
<b>Content</b>	The content and structure of the Report is well considered <i>“....the trend data and goals with future targets for the future is a key strength” ..” the highlights demonstrate the quality engagement and customer programs given the page limits...”</i>	We will continue to report our progress against our commitments to the PCSC on a regular basis, to our Customer Steer Co and our Board.  Next year we will work to align our highlights to the key platforms of our <i>Decarbonising the Grid 2035 Strategy</i> .
<b>Engagement</b>	Engagement is high quality and deliberative <i>“Your high quality engagement is evidence at the recent community meeting at Bawley Point and was hugely impressed....I was astounded at the way the community responded to your transparent communication. The way you bring people along on the journey and have built trust is a stand out and the hallmark for other businesses...”</i>	We will continue to lead engagement with our top down approach and seek opportunities to share the learnings of award winning projects like Bawley Point with other interested remote communities, Australian networks, rule makers and the NSW Government.

<b>Honest communication and accounting for shortcomings</b>	<p>There is strong support for frank and honest communication, including where things go wrong.</p> <p><i>“...One area for improvement is your life support customers ...I know this is a priority..”</i></p> <p><i>“Protected industrial action will make it almost impossible for you to achieve your targets next year”</i></p>	<p>We remain committed to improving our performance for Life Support Customers and continue to be an active participant in the Energy Charter's Better Together Initiative.</p> <p>We have a well considered recovery plan that priorities key projects and have allocated additional resources to expedite projects that have been impacted.</p>
<b>Measures, metrics and maturity</b>	<p>The use of concrete, measurable targets remains a strength of our disclosure</p> <p><i>“..I am still coming to terms with the loss of the ( centralised) independent accountability model as it helped identify big, systemic issues for customers.....notwithstanding that, your disclosure shows trend data....”</i></p> <p><i>“...We have discussed this before..the maturity model and assessment needs to be more nuanced because what exceeded expectations five years ago is very different to what exceeds expectations now....”</i></p>	<p>We will continue to use data to inform and progress our customer strategy and Energy Charter commitments.</p> <p>We will refresh our maturity assessment according to an updated maturity framework and also look to better assess the impact of our work across the Energy Charter.</p>
<b>Improved customer communication, especially for Culturally and Linguistically Diverse Communities (CALD)</b>	<p>CALD customer communication is now embedded in the way we engage</p> <p><i>“...” I am very encouraged by the momentum that CALD engagement has gained. It has had an immense effect on your engagement and is now business as usual. Traditionally we have felt that we need to bang the table to be heard but this has changed and it is now part of how you engage....others say we can't be all things to all people....”</i></p>	<p>We have taken small but important steps including improving energy literacy via Voices for Power, promoting the Energy Charter's Concessions Awareness Campaign with Members of Parliament and ensuring strong CALD engagement in our customer panel, and will look for deepen our reach into CALD communities in the future.</p> <p>We also recognise a need to design outage communication information for customers with a disability and will explore opportunities to do this.</p>
<b>New opportunities for collaboration</b>	<p>There is scope to deepen collaboration with local communities and to build a role for local employees affected by the energy transition</p> <p><i>“Consider collaborating with community organisations like Electrify 2515, Hi Neighbour etc. Sometimes these grass roots organisations don't know what they don't know. Proactive engagement by Endeavour with these organisations could be extremely valuable both for the communities in which they operate and Endeavour in terms of building social licence...”</i></p>	<p>We will continue partnering with Brighte, Rewiring Australia and ARENA on Electrify 2515 and recently helped launch the program to 600 enthusiastic locals in Thirroul. We will be sharing more about this program over the next two years. See:</p> <p><a href="https://www.youtube.com/watch?v=njd61EJLjwM">https://www.youtube.com/watch?v=njd61EJLjwM</a></p> <p><a href="https://www.youtube.com/watch?v=i6DwHKLvPc">https://www.youtube.com/watch?v=i6DwHKLvPc</a></p> <p>This is also great opportunity to build the profile and inclusion of our leaders and employees who live and work in this community, and are core to our success in the energy transition.</p>

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