



## SA Water Customer Engagement Program Stage 5 Report





# The Customer Engagement Program

## Scope

The Customer Engagement Program is the first of its kind for SA Water in both the breadth of customer engagement and detail in which customers were engaged, and sought to capture the needs and expectations of SA Water customers to guide future investment decisions on how SA Water can best serve them. The Customer Engagement Program consists of five stages which are detailed in figure 1.

SA Water commenced its Customer Engagement Program by partnering with its primary research provider newfocus to gain insight into customer values and expectations. Stage 1 consisted of a series of focus groups with SA Water customers and consultation with SA Water's Business and Residential Customer Advisory Groups (CAGs), and provided an opportunity for customers to identify key issues of importance. SA Water used this feedback for internal business planning during Stage 2 to develop potential service improvement and investment opportunities.

During Stage 3, SA Water gained customer insights and opinions on the potential service improvements and investment opportunities developed by SA Water in direct response to the Stage 1 findings. SA Water also asked customers about their level of satisfaction with the current levels of service delivered. Variations in the existing levels of service were also examined, with customers being presented with opportunities to pay more on their water bills for increased levels of service or pay less for a reduced level of service.

In delivering appropriate levels of service to customers, SA Water is sensitive to the fact that customers are feeling the impact of a rise in the cost of many household living and business expenses including water prices. Testing customer support for changes in service levels was a critical element of the engagement process, and allowed customers to make informed decisions about the potential cost impacts of changes to services. To provide context for future pricing,

SA Water's expected price path for the upcoming regulatory period was shared with customers in Stage 3, which detailed an expected increase in price of no more than CPI per year. Potential service improvements and investment opportunities were presented to customers in the form of expenditure and savings proposals that could be included in SA Water's RBP for the next regulatory period, should customers support them. The costs and potential savings of these proposals would be in addition to the CPI price path.

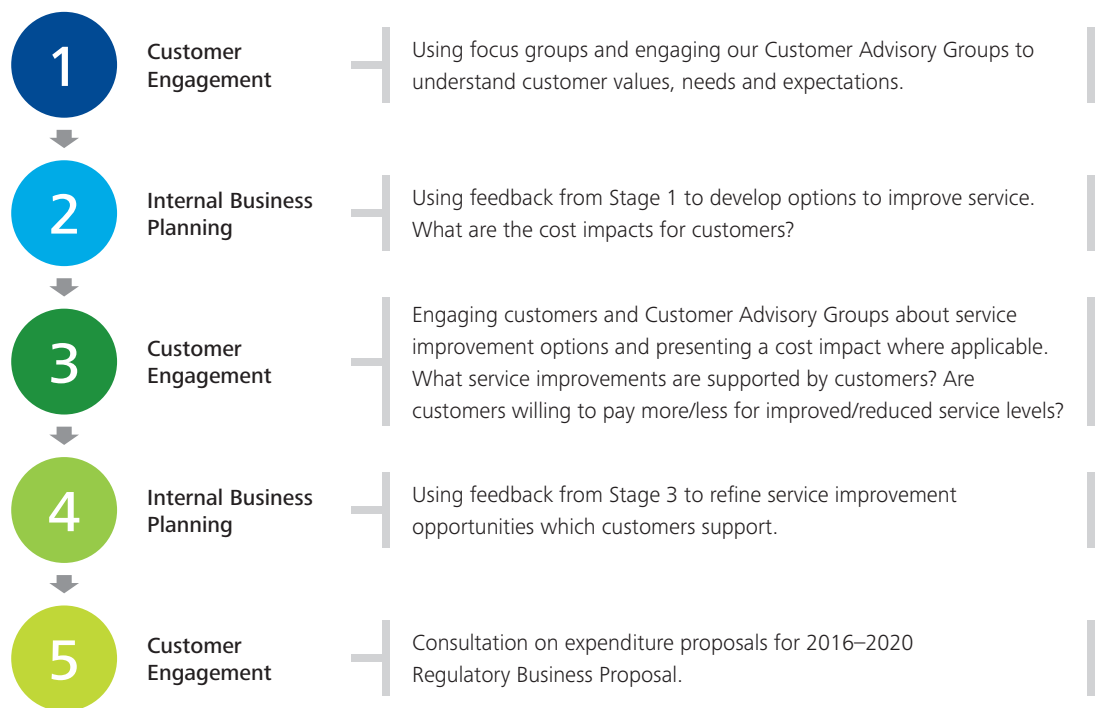
The Stage 3 research resulted in 11 customer insights, which are summarised on page 10, that were identified across the 6 research objectives. These insights were drawn from a combination of feedback received from customers from the workshops and the online survey, and specifically focused on the support levels for the initiatives that were proposed by SA Water. The total of additional expenditure that customers supported by selecting the initiatives presented by SA Water would have resulted in a \$5 increase in prices above the CPI price forecast presented by SA Water.

In parallel to the Customer Engagement Program SA Water is undergoing a significant business transformation program, with a focus on gaining efficiencies within its operations. To date this program has resulted in SA Water making considerable savings, positioning it to deliver the majority of the proposed initiatives supported by customers during Stage 3 within a CPI or lower price increase (as opposed to charging the additional \$5 as agreed by customers).

Stage 5 of the customer engagement program focused on gaining customer feedback on SA Water's proposed response to the Stage 3 insights. Workshop participants were selected from those customers that attended the Stage 3 workshops.

SA Water has continued to engage with its major customers and developers to better understand their requirements based on the research conducted during Stage 3.

Figure 1 – SA Water’s Customer Engagement Program



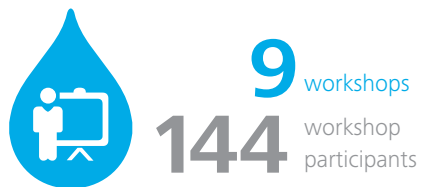
# Who we engaged

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## Stage 1



## Stage 3



## Stage 5



# Sampling and methodology

## Research objectives

Based on the key themes captured from customers during Stage 1, SA Water developed a set of research objectives that informed the Stage 3 research program. These objectives were used again in Stage 5 and are outlined below:

- Customer experience
- Service standards
- Service delivery and investment
- Water quality
- Water recycling
- Water for growth.

During the Stage 5 workshops participants engaged in group discussions and indicated whether they felt the customer insights were reflective of their views from Stage 3. Participant's views on how SA Water has responded to the insights in its RBP were also explored.

## Sampling

SA Water commenced its Customer Engagement Program in November 2013, conducting 15 focus groups with 118 customers. Customers selected had all had recent contact with SA Water.

During the Stage 3 engagement activities a total of 9 workshops were conducted with 144 customers (116 residential, 28 business) across metropolitan and regional South Australia during June 2014. Workshop participants were recruited on the basis of gender, age, household income, property ownership, geography, and recent contact with SA Water.

An online survey was also conducted between 14 June and 28 June 2014, which was completed by 1,232 customers. The online survey was made available to those without the internet through reply paid envelopes and customers had the opportunity to complete the survey via the phone by ringing the SA Water customer service centre.

During Stage 5 four workshops were held; two in regional South Australia and two in metropolitan Adelaide. SA Water invited participants from five of the Stage 3 workshops (Metropolitan Adelaide Residential, Metropolitan Adelaide Business, Port Augusta, Gladstone and Mount Gambier) to participate in the Stage 5 workshops. The rate of participation was 73% for business customers and 57% for residential customers. An optional telephone survey was offered to those participants from regions that were not returned to in Stage 1. One customer responded to that survey.

In the four Stage 5 workshops conducted in March 2015 SA Water engaged with 47 customers (36 residential, 11 business).

Workshop location	Participants
Metropolitan Adelaide (Residential only)	11
Metropolitan Adelaide (Business only)	11
Mt. Gambier	8
Pt. Pirie	17
<b>Total</b>	<b>47</b>

During Stage 5, two meetings were held with members of SA Water's Residential and Business CAGs in April 2015. The CAGs were established in 2012 to increase interaction between SA Water and representative customer groups to provide SA Water with a mechanism to obtain customer views and test assumptions about expectations.

## Residential Customer Advisory Group Attendees

Council of the Ageing SA

Consumers SA

SA Federation of Residents and Ratepayers Association of SA

South Australian Council of Social Service

### Business Customer Advisory Group Attendees

Business SA
Primary Producers SA
Property Council of Australia, SA Division
Urban Development Institute of Australia

During the meetings Deloitte presented preliminary findings of the Stage 5 customer engagement workshops.

Both CAG's were positive in their feedback on SA Water's customer engagement process, commenting on both how far reaching the program was and the value in the insights discovered.

## The program is fantastic

### – Business CAG Member

When considering the stakeholders engaged during Stage 3, SA Water recognised that further engagement should be made to understand the views of customers from culturally diverse backgrounds. SA Water worked with the president of the Multicultural Communities Council of South Australia to organise an additional workshop which was conducted in April 2015.

### Communities represented

Armenian
Chinese
Filipino
Fullah Friends of SA Association
Greek
Latvian
Murray Bridge Multicultural Forum
Sierra Leone
Vietnamese

These workshop participants understood and were supportive of the insights recorded during Stage 3. During the workshop participants provided SA Water with further direction on how it can more effectively support its customers who are from culturally diverse backgrounds. Primarily the feedback centred on the accessibility of information and support services, with the key recommendation being for SA Water to partner with the advocacy groups represented in the workshops to better connect with the people who they represent.

### Our role

SA Water was committed to delivering a Customer Engagement Program through an open, transparent and robust process. Deloitte was responsible for ensuring the customer engagement activities were independent and that the findings accurately reflected the views of SA Water customers. Deloitte facilitated workshops, with support from SA Water subject matter experts and the SA Water Customer and Community Relations Team.

During the development of the approach to Stage 5 of the Customer Engagement Program, Deloitte worked with ESCOSA to provide the Commission with the opportunity to review and provide guidance on the process especially regarding the context provided to customers with respect to forecast price, ensuring it was meeting their requirements.

### Research approach (Stage 5)

To collect the views of customers during the workshops Deloitte facilitated discussions with the participants and SA Water subject matter experts with key insights being independently recorded by Deloitte. Customer support for SA Water's proposed response was also captured using a 'show of hands'.

Exclusively using customers from the Stage 3 workshops reduced the requirement for SA Water to provide extensive education to workshop participants as this had already occurred during Stage 3. During Stage 5 only a brief recap of materials covered in Stage 3 was required, therefore the majority of the workshop time was allocated to outlining SA Water's plans and seeking customer feedback.





SA Water

Name:

CUSTOMER INFORMATION

SA Water

50158



2012

# Customer insights

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Customers would like to improve their experience with SA Water



Customers favour investment in visual amenity over noise attenuation



Customers favour multiple channels of communication



Customers support investment in environmental projects where value and costs are well known



Customers see the value in smart meters but are concerned about the costs



Customers support investment in water quality initiatives in areas experiencing significant issues



Customers are willing to contribute to an expansion of the Customer Assist Program



Customers value water recycling schemes that have broad community impacts



Customers are satisfied with the level of service provided by SA Water



Customers believe SA Water has a role to play in contributing to the economic development of South Australia



Customers support cost effective investment in water pressure modulation to minimise infrastructure failures

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# Stage 5 customer feedback on insights

At the commencement of the Stage 5 workshops Deloitte explained the manner in which insights had been recorded throughout each stage of the Customer Engagement Program.

This highlighted how the findings from Stage 1 formed the basis for the topics discussed during Stage 3, and how the Stage 3 research results (survey and workshops) were consolidated to arrive at the 11 customer insights.

Through individual voting and group discussion customers agreed that the insights captured in Stage 3 were reflective of the discussions they had in the Stage 3 workshops. Stage 5 workshop participants were also interested to see how the results of the online survey correlated with the findings of the workshops.

In addition to supporting the insights customers also provided feedback on the engagement program. Customers were impressed by SA Water's commitment to the Customer Engagement Program, providing positive feedback on the way in which SA Water has made them feel as though they were listened to.

Having received a printed copy of the Stage 3 report prior to the workshop, customers were appreciative of the opportunity to read the report, and then discuss SA Water's proposed plans to understand how their insights had been used. Customers were thankful for the opportunity to discuss the implementation of the insights into SA Water's business plan.

Customers also felt privileged to have been given the detailed explanation of SA Water's operations, allowing them to better provide feedback on future plans.

It was highlighted that an ongoing challenge for SA Water is to consider how it educates the broader population with respect to water in South Australia.

Outlined below are a sample of quotes from customers that were captured when discussing the Customer Engagement Program.

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It's good that we have all come back and see what has actually been actioned and that it has been followed through on

– Business, Metro

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I think it's an excellent process

– Residential, Regional

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The session last time was a real eye opener. I've shared bits and pieces with others since

– Residential, Regional

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It feels like the company is listening – Residential, Regional

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We love it – Residential, Regional

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Everything is well documented – Residential, Metro

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You never know what the outcome is,  
but to come back tonight and to see what  
we recommended is suggested is great

– Residential, Metro

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It's just very interested to understand how SA Water  
is run, it has changed my perspective on a lot of  
areas – Residential, Metro

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I found that the 18 of us know as much as we need  
to know about SA Water, but what about the rest of  
the population? – Residential, Regional



# Customer experience

## Overview

As the largest water supplier in South Australia, SA Water has an important role to play in ensuring the water needs of 1.6 million South Australians are met. Key to this is an understanding of the experience customers have when interacting with SA Water.

Stage 1 highlighted that customers were seeking more information and education from SA Water to improve the way it communicates the information it provides. With this in mind Stage 3 research was focused on establishing the key elements of service important to customers when interacting with SA Water and sought to understand ways in which SA Water could improve these interactions.

Customers were asked about their views with the current customer service experience offered by SA Water, with the majority indicating they were satisfied with the customer service they receive from SA Water's customer service centre staff and operational crews. Customers did however provide some suggestions for improvement that included tailoring services and providing greater levels of communication.

Customers were also asked about their views towards emerging technology, how they would like to interact with SA Water in the future, and their views on SA Water's Customer Assist Program.

## Customer insights

### **Customer insight #1**

***Customers would like to improve their experience with SA Water***

Overall customers are satisfied with their experiences interacting with SA Water with a desire for continual improvement being expressed by some customers.

### **Customer insight #2**

***Customers favour multiple channels of communication***

Customers want choice about how they interact with SA Water, with customers seeking online self-service options.

### **Customer insight #3**

***Customers see the value in smart meters but are concerned about the costs***

Customers are supportive of SA Water investigating the use of emerging technologies such as smart meters provided the associated costs are reasonable.

### **Customer insight #4**

***Customers are willing to contribute to an expansion of the Customer Assist Program***

Customers are supportive of SA Water expanding the offerings of its current Customer Assist Program for customers experiencing financial hardship.

### Summary of SA Water's proposed plans

Following the discussion on the customer insights, SA Water presented its proposed plans with respect to the customer experience insights, and how these plans are being incorporated into its RBP.

#### Customer service

SA Water is proposing to invest in digital services to improve customer experience with SA Water, having already commenced work on refreshing the SA Water website and undertaking a review of its broader digital offering through a Digital Strategy.

In Stage 3, customers indicated they were prepared to pay for a Customer Relationship Management System (CRM). In response SA Water is proposing to implement a CRM that can streamline workflow and enhance the experience of the customer when contacting SA Water.

SA Water is responding to the request for multiple channels of communication by proposing an increased level of digital services, allowing customers to choose which platform to engage with SA Water based on their preferred channel.

Other key initiatives to improve customer experience included:

- Provision of eBilling and online payment solutions
- Digital engagement to better understand the customer experience
- Online fault reporting to streamline the current reporting process and make tracking visible to customers
- Increased customer Self-Service options including a portal for major business customers.

All customer service related initiatives are being implemented under the framework of a new Customer Strategy that takes the findings of Stage 3 and seeks to use them to enhance the customer experience at SA Water.

#### Provision of smart meters

Based on customer feedback from Stage 3, SA Water is not proposing a state-wide roll out of smart meters to all customers. Rather SA Water is seeking to conduct smaller scale trials with larger business customers while continuing to investigate costs before making any large scale investment.

#### Customer Assist Program

SA Water is proposing to increase the level of support provided to customers experiencing hardship by expanding its Customer Assist Program. This expansion includes introducing an incentive scheme. Similar to schemes provided by other utility service providers SA Water's scheme would seek to provide a financial incentive (bill reduction) to customers on the Customer Assist Program once they have made a minimum number of consecutive payments.

### Customer feedback on SA Water's proposed plans

Customers were supportive of the proposed actions outlined by SA Water, and believed that what SA Water was proposing was a suitable way of addressing the feedback provided in Stage 3.

Customers were supportive of SA Water's plans to implement a CRM system and reinforced the importance of being able to assign a case number to each interaction with the business allowing SA Water to easily identify the customer's previous contact history.

During Stage 3 the customers in the business workshop highlighted the frustration they experience when contacting SA Water and suggested that a dedicated phone line for businesses would be helpful to accelerate their enquiries. After considering the proposed investment in digital channels and a CRM business customers advised they no longer believed the dedicated line was necessary as they could obtain the support they required with the new tools and systems being proposed.

The proposed expansion to the Customer Assist Program was supported by customers, although customers again reinforced the message from Stage 3 that education, specifically about the use of water, should be emphasised to those customers who are on the program. Customers would like to see SA Water actively seek to transition customers out of the Customer Assist Program. Customers in the workshops were also keen to understand how SA Water can better identify customers that are likely to experience hardship and provide assistance earlier to prevent hardship.

Customers also provided some input into benefits other than financial incentives that could be provided to customers on the Customer Assist Program, such as access to trades and services to identify and rectify leaks at a reduced cost.

There was some discussion regarding the difficulties associated with providing a financial incentive for customers that do not have a direct billing relationship with SA Water, such as Housing SA tenants. Customers felt that SA Water will need to ensure such customers are able to access the enhanced program.

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Good idea to have a single view – you should have a case number so you can identify if the caller is referring to the same or a different problem

– Resident, Regional

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Many of the people are not able to fix their plumbing, so maybe a connection between the plumbing world and SA Water so that they can stop them wasting

Water – Resident, Regional



Smart meters again proved to be a topic that generated rich debate. There was a level of disagreement with respect to SA Water's proposed action on smart meters amongst customers, in particular a difference of opinion between business customers and residential customers. Business customers (and some residential customers), did not agree with SA Water's proposed plans of running a smart meter trial as opposed to rolling out smart meters more broadly. Residential customers were generally more comfortable with SA Water not introducing a smart meter roll out.

Business customers were of the view that they would benefit from the adoption of smart meters. There were also general comments with respect to the adoption of technology, with business customers commenting that waiting another four years will likely see the technology become obsolete.



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# Service standards

## Overview

In consultation with ESCOSA, SA Water sought to understand customer's opinions and support for potential changes to service levels, such as the time it takes SA Water crews to attend to bursts and leaks, and the likely impact on the typical SA Water bill. Customers in the Stage 3 workshops and online survey indicated they were satisfied with current levels of service and reliability.

Customers were presented with a range of potential investment options that would have an impact on service levels for issues such as:

- Bursts and leaks
- Sewer overflows
- Water quality events
- Unplanned service interruptions
- Minor leaks.

The current service standards set for SA Water and regulated by ESCOSA were also made available to customers in the workshops. SA Water presented how they are performing against those standards before options for increased or decreased levels of service were offered.

## Customer insights

### Customer insight #5

*Overall customers are satisfied with the level of service provided by SA Water*

Overall, customers who responded to the online survey were unprepared to pay for increases in current service levels, with workshop customers having no unanimous view on the services they would like SA Water to change.

## Summary of SA Water's proposed plans

In response to the insight that customers are satisfied with the current level of service SA Water proposes to invest in a 'business as usual' approach to ensure that current service levels are maintained.

## Customer feedback on SA Water's proposed plans

Stage 5 workshop customers agreed with SA Water's proposed plans to maintain the level of investment required to maintain current service levels.

Similar to the Stage 3 workshops there was some isolated conversation about slow running leaks and how quickly they can be attended to, although there was a clear understanding as to their relative importance in the context of SA Water's service response prioritisation process.

There was discussion that SA Water should consider how it engages with local media authorities and whether it can better inform them to ensure that the reporting of leaks is not over emphasised in the media, suggesting that often people have a distorted perception of the scale of the leaks due to the media profiling.

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I live where there are leaks all the time and I have SA Water there all the time. They are always there and always working on it.

– Resident, Metro

# Service delivery and investment

## Overview

A key theme from the Stage 1 research was customers wished to understand more about the infrastructure delivering water and wastewater services, and would like to see greater investment in preventative maintenance and pipe replacement programs.

SA Water took the opportunity during Stage 3 to ask customers about initiatives that could potentially address the concerns raised by customers during Stage 1. These initiatives included:

- Water pressure modulation
- Amenity treatments for above ground infrastructure
- Noise attenuation
- Environmental projects.

Each potential initiative was accompanied by a likely impact to the typical SA Water bill, with customer views being sought on the initiative itself followed by their support when knowing the likely bill impact.

## Customer insights

### Customer insight #6

*Customers support cost effective investment in water pressure modulation to minimise infrastructure failures*

Customers value SA Water undertaking investment in projects that minimise infrastructure failures and may result in potential long-term cost savings.

### Customer insight #7

*Customers favour investment in visual amenity over noise attenuation*

Visual amenity treatments for above ground infrastructure were supported on a case-by-case basis, with an understanding that SA Water would look to only complete 1-2 amenity treatments per year. Noise attenuation was not considered a priority by the majority of customers.

### Customer insight #8

*Customers support investment in environmental projects where value and costs are well known*

Customers are becoming more environmentally conscious and support SA Water investigating ways it can reduce its environmental impact.

## Summary of SA Water's proposed plans

SA Water is proposing the following actions for service delivery and investment area for its RBP.

### Water pressure modulation

SA Water proposes to seek to reduce the frequency of bursts and leaks in metropolitan Adelaide area by installing 11 water pressure modulation valves. There are approximately 100 water pressure modulation valves in metropolitan Adelaide and SA Water believes the installation of a further 11 is a prudent investment.

### Amenity treatments

SA Water is planning to either replace or significantly upgrade existing waste water treatment facilities in Aldinga, Mannum, and Murray Bridge and will consider the visual amenity of these plants in the design for the upgrade.

### Noise attenuation

In Stage 3, customers were not prepared to invest in SA Water reducing noise levels resulting from its infrastructure to a level below that set by the EPA, SA Water proposes to continue to adhere to EPA requirements, forecasting no additional expenditure to exceed the standards.

### Adelaide Coastal Waters Study

SA Water plans to invest in further research to inform the future environmental investments it will make in response to the Adelaide Coastal Waters Study (CSIRO 2007). Standards have been set out by the Environmental Protection Authority for SA Water to meet from 2020.

### Customer feedback on SA Water's proposed plans

Customers in all workshops supported the pressure modulation valve initiative; although some customers sought clarification as to whether their water pressure at home or the water requirements of emergency services would be impacted.

Customers were in agreement that investment in the proposed visual amenity initiatives was prudent whilst not making any noise attenuation was also appropriate given the feedback received during Stage 3. The metropolitan workshops provided the most discussion on these topics, potentially because those customers are more likely to be directly impacted by these initiatives.

Generally customers were satisfied with SA Water's proposed research program to better formulate a response to the Adelaide Coastal Water Study, however there was debate as to the likely outcomes of the study and what the alternatives for investment were. Customers expressed a desire for transparency from SA Water on the findings of the study so that customers were aware of the benefits from future investment.

Regional workshop customers were focussed on the cost of the proposed program and were clear they expected to see tangible outcomes from the investment. Metropolitan customers appeared to recognise that the cost was prudent as opposed to making the large scale investment forecast to comply fully with the standards outlined in the study, however were concerned that SA Water wasn't taking action quickly enough, in particular with the knowledge that the study was completed in 2007.

Having suggested that SA Water should be taking more action with respect to the environment, beyond that of the proposed research program customers entered into detailed discussion with SA Water subject matter experts. These discussions highlighted that customers were unaware of the environmental activities that SA Water conducts as a part of their normal business operations.

It was suggested that SA Water undertake a more transparent approach to its environmental activities.

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It seems to be all or nothing  
(in reference to Adelaide  
Coastal Waters Study)

– Resident, Residential



# Water quality

## Overview

The Stage 1 research highlighted that although customers recognise and value the work SA Water does in providing safe and reliable drinking water for South Australians, they believe the aesthetics (taste, colour, and odour) of tap water could be improved.

SA Water responded to this during Stage 3 by presenting the water treatment process SA Water undertakes to provide safe drinking water, and the complexities involved in doing so. Having set this context SA Water then presented two initiatives that could improve the quality of water across South Australia. These initiatives were:

- Regional water solutions to reduce salinity levels
- A metropolitan Adelaide taste enhancement program to address the smell and taste of chlorine.

Both initiatives were accompanied by a likely impact to the typical SA Water bill, with customer views being sought on the initiatives, followed by their support when knowing the likely bill impact.

## Customer insights

### Customer insight #9

#### *Customers support investment in water quality initiatives in areas experiencing significant issues*

Customers support SA Water investing in infrastructure to improve the aesthetics of water in areas that experience severe water quality issues which significantly affect the way in which customers use water.

### Summary of SA Water's proposed plans

SA Water is proposing the following actions to address water quality for its RBP.

#### Adelaide taste enhancement program

SA Water is not proposing to install additional chlorine booster stations as proposed during the Stage 3 Adelaide taste enhancement program.

#### Regional water treatment solutions

SA Water plans to invest in infrastructure to improve water quality for residents and businesses in Orroroo and Warooka.

### Customer feedback on SA Water's proposed plans

There was some debate amongst customers with respect to what defined 'significant' water quality issues. In particular there was polarisation amongst metropolitan and regional customers as to which regions SA Water should be focusing its investment.

Although customers agreed with the focus on ensuring that the response to the proposed initiatives is efficient, some believed more could be done.

Customers in the workshop took the opportunity to reiterate the importance of quality drinking water for all customers. Customers were interested and concerned about the levels of salinity in some regional areas and sought clarification from SA Water as to the proposed investment options to reduce the salinity levels.

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I think more people should think it's unacceptable that other people have to drink chlorine water. They should want to pay for people to have better water.

– Resident, Metro

The proposed Adelaide taste enhancement program aimed at reducing the level of chlorine in metropolitan water caused significant discussion and a polarised view between metropolitan and regional customers. Regional customers agreed with SA Water's response of not taking action to actively address the levels of chlorine in metropolitan Adelaide's water supply. Metropolitan residential customers however were of the view that SA Water should be actively addressing the levels of chlorine in metropolitan Adelaide, with all metropolitan workshop customers indicating they would still be prepared to pay for the taste enhancement program as presented to them during Stage 3.

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You used to not be able to drink metro water and now you can and that's a tribute to SA Water.

– Resident, Regional



# Water recycling

## Overview

During Stage 1 customers indicated a strong desire to see more effort from SA Water with recycling water, with a particular focus on the re-use and conservation of water.

During Stage 3 customers were asked about their views towards water recycling and their support for SA Water investigating options to expand its current water recycling schemes. Customers in the workshops and the online survey indicated water recycling schemes that focused on amenity use (watering parks, gardens and sporting complexes) and the agricultural industry should be the priority for SA Water.

## Customer insights

### Customer insight #10

#### *Customers value water recycling schemes that have broad community impacts*

Water security was of importance to customers who valued water recycling initiatives that focus on supplying non-drinking water for amenity and agricultural purposes.

### Summary of SA Water's proposed plans

In response to the Stage 3 insight that customers value water recycling programs, SA Water is proposing to continue to invest in the maintenance of its current water recycling schemes to ensure they remain beneficial for SA Water's business and the environment. However at present there is no planned further water recycling schemes.

SA Water does intend to seek opportunities to enter into commercial arrangements with direct beneficiaries of water recycling schemes, such as irrigators and agricultural customers, to implement schemes that do not come at a direct cost to the broader customer base.

### Customer feedback on SA Water's proposed plans

Water recycling remained an issue of great interest for customers during Stage 5. Customers were supportive of SA Water's proposed plans of focusing on the maintenance of existing water recycling schemes whilst seeking the opportunity for commercial schemes during the next RBP period, however there was a general

undertone that customers see water recycling as an important initiative and they would like to see SA Water do more.

Understanding the costs associated with large scale water recycling projects customers support SA Water's approach of seeking commercial opportunities for recycling programs.

Customers agreed that partnering with large businesses and industry will deliver solutions that can provide both an economically viable solution for the business and for SA Water, whilst providing the environmental and water conservation benefit of water recycling.

SA Water's role with respect to water recycling remains unclear, with many customers commenting on recycling systems used to provide water to public amenities such as parks and gardens, and the use of stormwater and not having a clear understanding of when SA Water is responsible or when it is the responsibility of other organisations such as local government.

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I just think they should probably do a bit more (in reference to water recycling) – Business, Metro

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Water for parks and gardens in Northern Adelaide might be something you could look into

– Resident, Metro

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How do we distinguish between council and SA Water schemes?

– Resident, Regional

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# Water for growth

## Overview

During Stage 1 the CAGs identified the need for SA Water to consider a range of opportunities to support economic development in South Australia. Customers were asked in the Stage 3 workshops and online survey if they believe SA Water has a role to play in promoting economic development within South Australia, and if so, how SA Water may achieve this.

## Customer insights

### Customer insight #11

*Customers believe SA Water has a role to play in contributing to the economic development of South Australia*

Customers believe SA Water has a role to play in the economic development of South Australia and provided a number of examples of how SA Water may achieve this, such as partnering with business and industry.

## Summary of SA Water's proposed plans

SA Water is proposing to continue to seek opportunities for growth in the areas of water recycling and industry development, however intends to do so in a manner that does not come at a direct cost to customers. This includes the intention to continue to identify products and services that may assist business and industry to establish or expand in South Australia.

## Customer feedback on SA Water's proposed plans

There was general consensus amongst Stage 5 workshop customers that SA Water's proposed business actions were an appropriate response to the Stage 3 insights. Customers were interested to understand how SA Water might partner with industry or councils to service new areas with recycled water.

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Talking about using it [water] to grow stuff, and customers that use large amounts of water, can they use recycled water?

– Business, Metro

# Next steps

SA Water will consider the feedback provided by customers in each stage of the Customer Engagement Program to develop its RBP. On 31 August SA Water will submit its RBP to ESCOSA who, in September, will release it for public consultation on its website [www.escosa.sa.gov.au](http://www.escosa.sa.gov.au). During this time the public will have an opportunity to review the proposal and submit a formal response to ESCOSA. In February 2016 ESCOSA will release its draft revenue determination, followed by its final determination in May 2016 in respect to water and sewerage retail services provided by SA Water. From 1 July SA Water will implement the requirements of the final determination. This will include the new water and sewerage prices determined by SA Water and the Government.

## **Keeping customers informed**

SA Water will keep customers and key stakeholders informed of the regulatory determination process through its website [www.sawater.com.au](http://www.sawater.com.au)

Contact us

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