

Minutes

Venue: Via MS Teams

Date and time:

15 March 2023
9:00 - 10:00am

Meeting title:	CCRG - Customer Engagement Framework subgroup meeting
Chair:	Inaara Jindani – Community Representative
Attendees:	<p>CCRG Subgroup members Narelle Brown – Community Representative Anna Bacik – Community Industry Group Douglas McCloskey – Public Interest Advocacy Centre Ross Williams – Local Government NSW</p> <p>Sydney Water Josh Isben – Head of Customer & Strategic Insights Izzy Kerr – Customer Research Manager Andrea Millar – Strategic Comms Advisor Sharon Bowyer – Senior Customer Governance Specialist</p>
Meeting purpose:	Follow up on action arising from Feb 2023 CCRG meeting. Sydney Water to organise sub-group meeting to review the framework document and findings from the Our Water Our Voice phases 1 and 2 in more detail and to co-create a 2-page summary.

Item	Topic and description
1.0	<p>Welcome and Acknowledgement of Country Introduction The meeting was opened at 9am. The Chair began the meeting with an acknowledgment of country and welcomed the Members.</p>
2.0	<p>Background Sydney Water explained:</p> <ul style="list-style-type: none"> the subgroup meeting followed an action arising from Feb CCRG meeting. that feedback received from members on the phase 1 and 2 reports had been incorporated. Phase 3 engagement had recently commenced. the subgroup meeting would focus on the co-creation of the summary framework document. the context of IPART’s requirements on customer engagement
3.0	<p>Our Water Our Voice Summary Sydney Water introduced the session with the intent to get CCRG member feedback on the summary document with a language and style that would resonate with customers.</p> <p>Sydney Water walked through a draft document and explained the need for info graphics and figures to be visually appealing and engaging to customers and as a result the summary would be around 5 pages.</p>
4.0	<p>Discussion The subgroup members raised the following key points:</p> <p>The need to step back</p> <ul style="list-style-type: none"> What’s the purpose of the summary document? What is the summary trying to do? Is it for ‘advertising’, ‘understanding’ or for customers to ‘do something’? ‘How will the document be distributed?’ and ‘Who is the audience? These are key questions when shaping the content.

- When is the document to be published? This will influence the call to action. Is there really still time for people to be involved?

Summary focus areas

- Focus on 'what's happening', 'why we are doing it', and 'how to be involved' and upfront messages should include 'We have to do this', 'We want to do this', 'We want this to be shaped by the community'. Position as 'We listen'. (We need to hear from you. Why? Here's what we've done so far. Here's what we are going to do. How can you be involved?)
- If we'd like more people to be involved in this engagement, then bring it up front. Highlight that if customers haven't participated then 'Don't miss out, there is still an opportunity to participate'.
- Does Sydney Water think it we would get anything new in terms of 'Themes' from customers? Explaining 'what we have heard so far' might limit other customers from providing feedback.
- The summary should focus on the "now and how" not just on the history (of what's been done) or aspirational goals (about what we are going to do).
- Need to keep moving forward, 2 phases have been completed so need to focus on what phase 3 is going to deliver.

How is Sydney Water listening and actioning the feedback?

- What is Sydney Water going to do with what customers tell us? There is no evidence of how Sydney Water is listening or what has been done. Needs a clear picture on what we have done with what people have said so far - 'Your voice meant something, we listened, and something changed'.

Context

- Too much corporate/consultancy speak and the need to be simpler. We don't want customers to be cynical about 'corporate information' that is presented in good faith. Can reference other corporate documents for information.
- Some members agreed that including context about Climate Change is important and interesting for customers.
- There was acknowledgement that the customer engagement research that Sydney Water is doing is amazing, but that Sydney Water does so much more than this in terms of customer engagement overall e.g., Resolutions team, Bill Assist, Contact Centre. Including case studies of Sydney Water engagement would be good. An alternative view was suggested that the summary should just have a narrow view. It needs to be clear about the purpose of this engagement so as not to confuse people.

Presentation and graphics

- General support for use of infographics as a journey map as this is visually appealing.
- The members presented alternative views on the use of numbers in the summary document. Some were supportive and suggestive that numbers of groups should also include the number of people in each group. An alternative view was that the public doesn't really care about the details of the numbers involved, but that it is important that they know the customer engagement has happened.

Distribution of the summary

- A multi-channel approach is required for inclusive distribution – website landing pages, social media and hardcopy document for use by community education team when having direct conversations with the public. The members cautioned Sydney Water about relying too much on digital channels.
- Need for proactively reaching out to people. Could a leaflet be included in the bill?
- Would it be translated in other languages?

	<p>During the discussion Sydney Water explained that:</p> <ul style="list-style-type: none"> • the summary is trying to 'inform, influence and be a call to action'. It is also a 'advertising' piece as there is a wide demographic. • aiming to finalise the summary and publish it as soon as possible. • important to still give people the opportunity to volunteer to participate. We are still hoping to have more customers participate in Quantitative (survey) work and the Qual and Quat for Phase 4. Also, Sydney Water wants to be continually engaging. • while we have the insights from the first 2 phases it is too early to say what has changed. But we can say what we have learnt. • asked the Members if they would also be willing to distribute the summary through their own channels. Also mentioned that other members of the CCRG have networks e.g., with Council on the Ageing and Total Environment Centre that could help support distribution. <p>Actions:</p> <ul style="list-style-type: none"> • Sydney Water to present a revised version to the subgroup via email within 2 weeks for review. • Sydney Water to take a multi-channel approach to distribution of final document – website, social media, hardcopy distributed through direct public engagement.
5.0	<p>Close The Chair thanked Sydney Water and the members for the discussion. The meeting closed at 10:00am</p>