

# Minutes

Venue: Via MS Teams

Date and time:

5 December 2022  
3:00 - 4:00pm

<b>Meeting title:</b>	<b>CCRG - Customer Engagement follow up discussion</b>
<b>Chair:</b>	Josh Isben – Head of Customer & Strategic Insights (JI)
<b>Attendees:</b>	<p><b>CCRG Subgroup members</b></p> <p>Narelle Brown – Community Representative (NB)            Steven Collins – Community Representative (SC)            Inaara Jindani – Community Representative (IJ)            Mary Karras – Ethnic Communities Council NSW (MK)            Bruce McClelland – Business Western Sydney (BM)            Douglas McCloskey – Public Interest Advocacy Centre (DM)</p> <p><b>Sydney Water</b></p> <p>Izzy Kerr – Customer Research Manager (IK)            Sharon Bowyer – Senior Customer Governance Specialist (SB)</p>
<b>Apologies/absent:</b>	Ross Williams – Local Government NSW (RW)
<b>Meeting purpose:</b>	<ul style="list-style-type: none"> <li>• Shared understanding of how the research is conducted.</li> <li>• Discuss opportunities to improve the research or other Sydney Water activities (eg community engagement and community education).</li> <li>• Agreement on any actions to take forward.</li> </ul>

Item	Topic and description								
1.0	<p><b>Welcome and Acknowledgement of Country</b></p> <p><b>Introduction</b></p> <p>The meeting was opened at 3pm. JI began the meeting with an acknowledgment of country and welcomed the Members.</p>								
2.0	<p><b>Clarify scope and objectives of Our Water Our Voice research program</b></p> <p>JI provided an overview of the Our Water Our Voice program and this research is different to other Sydney Water engagement activities.</p>								
3.0	<p><b>Methodological approach for Our Water Our Voice program</b></p> <p>IK provided details on the research methodology, demographic considerations, recruitment of diverse audiences for both the qualitative and quantitative research, program timeline, qualitative and quantitative methodology for each of the phases and the recruitment numbers achieved so far and future quotas.</p>								
4.0	<p><b>Discussion</b></p> <p>The subgroup members raised the following questions:</p> <table border="1"> <thead> <tr> <th>Questions/comments (Raised by)</th> <th>Response from Sydney Water</th> </tr> </thead> <tbody> <tr> <td>Are in-depth interviews used to sense check other Sydney Water research? (DM)</td> <td>Yes, they are.</td> </tr> <tr> <td>How do we get feedback during the deliberative forums? What if they can't speak English well? What if they are not comfortable with writing or filling in forms at the tables? (MK)</td> <td>Participants can bring an interpreter/helper if they like.</td> </tr> <tr> <td>Are the focus groups run by Sydney Water staff? Could Sydney Water staff help to build trust and relationships with the community if staff were running the focus groups? (MK)</td> <td>Sessions are run by trained Research moderators that are briefed by Sydney Water staff on key elements. Sydney Water SMEs are available for technical questions</td> </tr> </tbody> </table>	Questions/comments (Raised by)	Response from Sydney Water	Are in-depth interviews used to sense check other Sydney Water research? (DM)	Yes, they are.	How do we get feedback during the deliberative forums? What if they can't speak English well? What if they are not comfortable with writing or filling in forms at the tables? (MK)	Participants can bring an interpreter/helper if they like.	Are the focus groups run by Sydney Water staff? Could Sydney Water staff help to build trust and relationships with the community if staff were running the focus groups? (MK)	Sessions are run by trained Research moderators that are briefed by Sydney Water staff on key elements. Sydney Water SMEs are available for technical questions
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<p>How can we include new and emerging communities in this work? Emerging and new communities would probably be able to contribute more in focus groups not larger deliberative forums. Key new and emerging groups in Sydney CBD are Nepalese and Sudanese. (MK)</p>	<p>These communities are part of the % within the deliberative forums. <b>Action:</b> Sydney Water to consider how community education team can engage with these new and emerging communities.</p>
<p>Comment raised in the on-line chat: I don't see renters on there - considering they are 30+% I would think they should be specifically included. Are they? (DM)</p>	<p>Renters are included in this work.</p>
<p>How is the sequencing of the engagement being considered? ie doing Willingness to Pay (WTP) at the same time as asking about customer priorities? Shouldn't WTP be done at later phases? (DM)</p>	<p>Phase 1 was sequenced to start with identifying priorities (max diff study) then running a 'discrete choice experiment' to get an indicative understanding of relative WTP for outcomes under the priorities. A more detailed WTP study, including actual bill impacts will be completed at the last phase of the work.</p>
<p>Will future deliberative forums follow the same format as the earlier deliberative forums? Will customers be provided with more information in future forums to be better informed customers? If customers have misunderstanding, misconceptions this can get represented in the results which might not be helpful to overall position eg the Conspiracy theories that have been raised in Energy work. Should have some level of information in the deliberative forums so customers are informed. (DM)</p>	<p>Phase 1 is to take customers where they are at. Unbiased views. Sydney Water SMEs on hand for technical facts. Future phases will have more information provided and will also include play backs on what we heard.</p>
<p>Comment raised in the on-line chat: We would caution on only thinking that 'expert' perspective is required for technical issues in deliberative forums. Expertise can also be presented in relation to understanding how to relate technical issues to concepts of fairness. We have seen in energy that not providing input in helping people understand and think about risk and fairness is as important (or more) than helping them to understand technical underpinnings of decisions (like pipes and technology, etc). COVID has shown us that the community does not have a great understanding of relative risk and competing concepts of fairness and in deliberative processes often need assistance to work through those concepts. (DM)</p>	<p>Noted.</p>
<p>Can we see how the information is being presented and what the survey questions are? Happy to take offline to discuss further. (DM)</p>	<p>Yes, but will need to be quick in providing responses?</p>
<p>Is there any scope to do comparisons to previous research work by Sydney Water? To see if there are changing priorities, sentiment. (MK)</p>	<p>Yes.</p>
<p>Has Sydney Water engaged any of the Youth organisations or Youth Advisory Boards for this Customer Engagement work? (IJ)</p>	<p>Not so far, but we could look into this.</p>
<p>Can Sydney Water engage with religious or other CALD community groups to engage on this work? (IJ)</p>	<p>Our partner is facilitating this particular work for Sydney Water, which includes preparing guides, translating material, reviewing responses, quantitative surveys, report writing etc. However various community groups can be engaged for other work done by Sydney Water eg Community education on water conservation, purified recycled water, business, campaigns.</p>
<p>Are there any groups that Sydney Water is struggling to reach? Could the CCRG members help reach these groups? (NB)</p>	<p>No. We are using an experienced Research Partner. They conduct research for Government across federal and State and are well placed to do this work.</p>
<p>No questions. Appreciated the session (BM)</p>	<p>Noted</p>
<p>No questions but will digest the information. Appreciated the session (SC)</p>	<p>Noted</p>

	<p>Commented on the new IPART framework, that not even IPART knows how Customer Engagement drives/should drive business decisions. Its not just who is included in the Customer Engagement, but how the Customer Engagement is structured so people can express their needs, wants and preferences. (DM)</p>	<p>Noted</p>
	<p>Is there a cross section of small to medium businesses involved in this work eg hairdressers? (MK)</p>	<p>Yes</p>
	<p>When is the next forum that the CCRG members could attend? (NB)</p>	<p>The CCRG will be invited to observe the next forums being held in June 2023. <b>Action:</b> Sydney Water to confirm dates for future forums for CCRG to attend.</p>
<p>5.0</p>	<p><b>Close</b> The group thanked JI and IK for the additional information and discussion. The meeting closed at 4:00pm</p>	