

**ENERGY
CONSUMERS
AUSTRALIA**

Workplan

2023-24





Contents

- From the Interim CEO4**
- About Energy Consumers Australia6**
- Our Strategy at a Glance8**
- ECA Organisational Goals 10**
- FY 2023-24 Strategic Policy Priorities..... 14**
 - Understanding Consumers..... 16
 - A least cost future energy system 18
 - Markets that work for consumers 20
 - Inclusive and affordable access to energy..... 22
 - Consumer Agency..... 24

From the Interim CEO



Energy Consumers Australia's first ever published Annual Workplan follows our 2021-2024 Strategic Plan, and reflects the planning process the organisation began in 2022, as we emerged from COVID.

It was developed to make sure our daily work is organised according to goals and priorities that derive from the vision, mission, purpose, and values laid out in our Strategic Plan.

The workplan lays out why we do what we do, as well as how we do it, in the form of five new organisational goals that identify the ECA infrastructure we rely on to do our job.

Finally, it details the policy priorities that guide what we do and how we will achieve beneficial change for consumers. We will report our progress against these.

We are communicating this information publicly for three important reasons:

1. Responding to feedback from our stakeholder survey that people were seeking greater clarity on our priorities.
2. To invite collaboration on research, evidence and supporting consumer voices, including through our commissioned research and Grants Program. By being explicit about our workplan and the thinking behind it, we make the opportunities for collaboration simpler to identify and easier to carry out.

3. By publicly sharing our goals and priorities we increase the transparency of our work, enabling us to be held accountable – by ourselves and by others – for whether we are successful in making the positive change we seek across the energy system.

We hope you find this document, and the ideas it contains, useful. While the work it describes and the thinking it draws together are ours, the influences and inputs that feed into it come from our many interactions with valued stakeholders and – most importantly – from consumers themselves. The needs, values and expectations of all households and small businesses inform all that we do.

Jacqueline Crawshaw
Interim CEO
Energy Consumers Australia

About Energy Consumers Australia





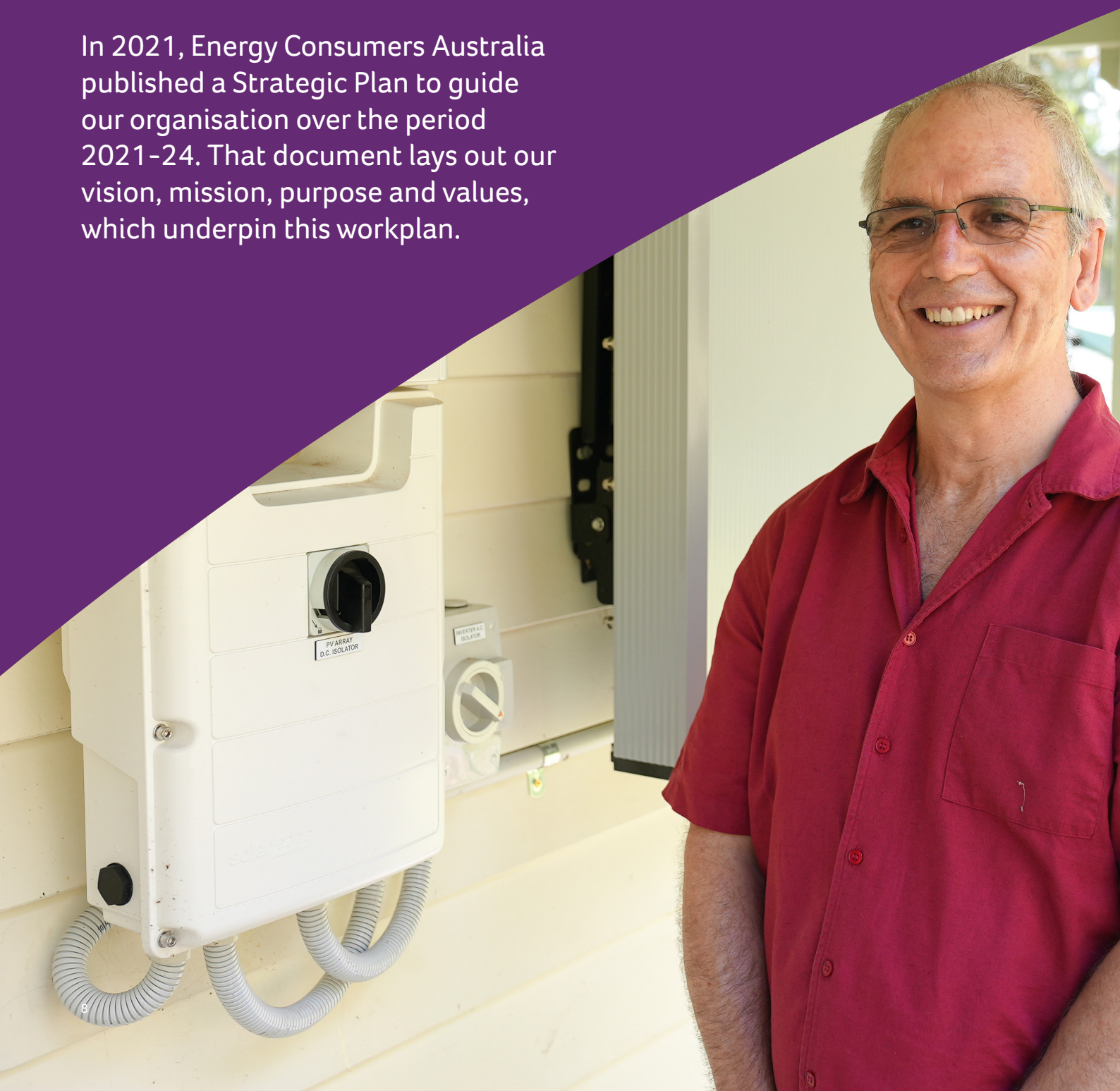
Energy Consumers Australia is the independent, national voice for residential and small business energy consumers, established in 2015 by the Council of Australian Governments' Energy Ministers Council.

Through our advocacy we bring about changes in policy, legislative and regulatory frameworks and industry business models, practice and behaviours for the benefit of people using electricity and gas in their homes and small businesses.

We are informed by, and speak to, the long-term interests of around 11 million households and 2.6 million small businesses who use energy, or who generate or store electricity (either individually or through "sharing economy" models such as community scale solar and neighbourhood storage).

Our Strategy at a Glance

In 2021, Energy Consumers Australia published a Strategic Plan to guide our organisation over the period 2021-24. That document lays out our vision, mission, purpose and values, which underpin this workplan.



Vision

Consumer values, expectations and needs are realised through a modern, flexible and resilient energy system.

Mission

We research and understand consumer expectations, values and needs. We proactively shape a vision for the future, set priorities, influence, and work with others to drive change across the energy system to benefit consumers.

Values

- We are independent - we are rigorous and inquisitive in challenging the status quo.
- We are evidence based - what we think, say and do is supported by research.
- We work collaboratively - we are inclusive in our engagement and open in our communications.

Purpose

To influence the shape of the energy system now and in the future by creating a trusted and influential voice for residential and small business consumers.

2021-24 Strategic Plan Objectives

- ✓ Prices at affordable levels that deliver value for money for households and small businesses.
- ✓ Markets that work for consumers, with fit-for purpose consumer protections and support for consumers in vulnerable circumstances.
- ✓ A decentralised, distributed energy system that provides affordable, abundant and clean energy, while being safe, secure and reliable.

ECA Organisational Goals



In 2022, we began a planning process to consider the activities that will deliver against the 2021-2024 Strategic Plan Objectives, and ensure that Energy Consumers Australia is an effective and impactful voice for Australian households and small businesses that provides the right guidance and support to its staff.

We identified five whole-of-organisation goals, outlined in Figure 1.

These goals explain how we put ourselves in a position to succeed, how we wish others to understand our role and how we seek to make impact in pursuit of our vision and mission.

We collaborate with others to shift the dominant understanding of what the energy system is and how it should operate, based on a world view that places consumers at the centre.

We do this through coalition building in our policy work, through high-level communications and persuasion capabilities, and through our research and Grants Program. This supports advocates and researchers to carry out work that is aligned to our policy priorities, and also acts as a capability builder, enabling others to make a stronger, better contribution.

We bring a thorough professionalism to our work and make sure we have the people, skills and support required to be successful. We understand what our goals are, and our work is closely aligned to them.

We understand the impact we wish to have, are single-minded in pursuing the vision and mission that guide us, and we have clear key results that make us accountable to ourselves, our stakeholders and – most importantly – to energy consumers.

Each of these objectives has also been assigned key results that allow us to track our progress, measure our impact and continue to improve our performance.

Our Strategy and Corporate team, led by Katrina Porteus, takes the lead for whole-of-organisation planning and reporting, working with the Board and staff.

Working with every State and Territory

While our remit is national, we work closely with State and Territory governments, regulators, and consumer organisations, to include and support consumer voices in jurisdictional decisions. There is a staff member appointed to monitor energy issues in each jurisdiction – to contact them, email our Executive Officer Amy Hill amy.hill@energyconsumersaustralia.com.au

Energy Consumers Australia Organisational Goals



Figure 1: ECA Organisational Goals

Linking our Organisational Goals to Strategic Policy Priorities

While all our organisational goals are necessary for success, our goal to **frame systems challenges and catalyse action from a consumer-first perspective** generates our annual Strategic Policy Priorities. The Strategic Policy Priorities describe ECA’s advocacy agenda for the financial year; they are reviewed annually as part of our workplan process and outlined in detail below.

ECA Organisational Goals

We engage in authentic dialogue with consumers to build trust and secure an understanding of the future they want.	We are experts on the energy market providing deep evidence and foresight.	We frame systems challenges and catalyse action from a consumer first perspective.	We are a high performing team supported and empowered to reach our shared goals.	We have a clear line of sight between our daily work and our impact.
--	--	--	--	--

Key Results

- ✓ We know our systems change priorities.
- ✓ We have communicated our systems change agenda.
- ✓ We have built consensus around key systems change priorities.
- ✓ Our evidence is being used by decision-makers to address challenges from a consumer perspective .

Strategic Priorities 2023-24

We initiate and fund robust evidence of consumers experience, values, expectations and needs to reframe the energy transformation opportunities and challenges from a consumer perspective.	We ensure through our advocacy that energy infrastructure is well planned and operated.	We advocate for Australian consumers to ensure that regulatory frameworks, markets, services and initiatives are designed for those that use and pay for them.	We champion an energy system from which all Australians can benefit, and an adequate safety net that recognises and tackles structural disadvantage and circumstantial vulnerability.	We empower consumers to navigate the energy transformation challenge and play a key role in building consumer agency.
---	---	--	---	---

FY 2023-24 Strategic Policy Priorities

Energy Consumers Australia seeks to have impact at the household, market, and system levels. Advocating for change for the better for consumers at all three of these levels will lead to whole-of-system change and improved outcomes for all consumers. Figure 2 outlines how each team is accountable for a Strategic Policy Priority.

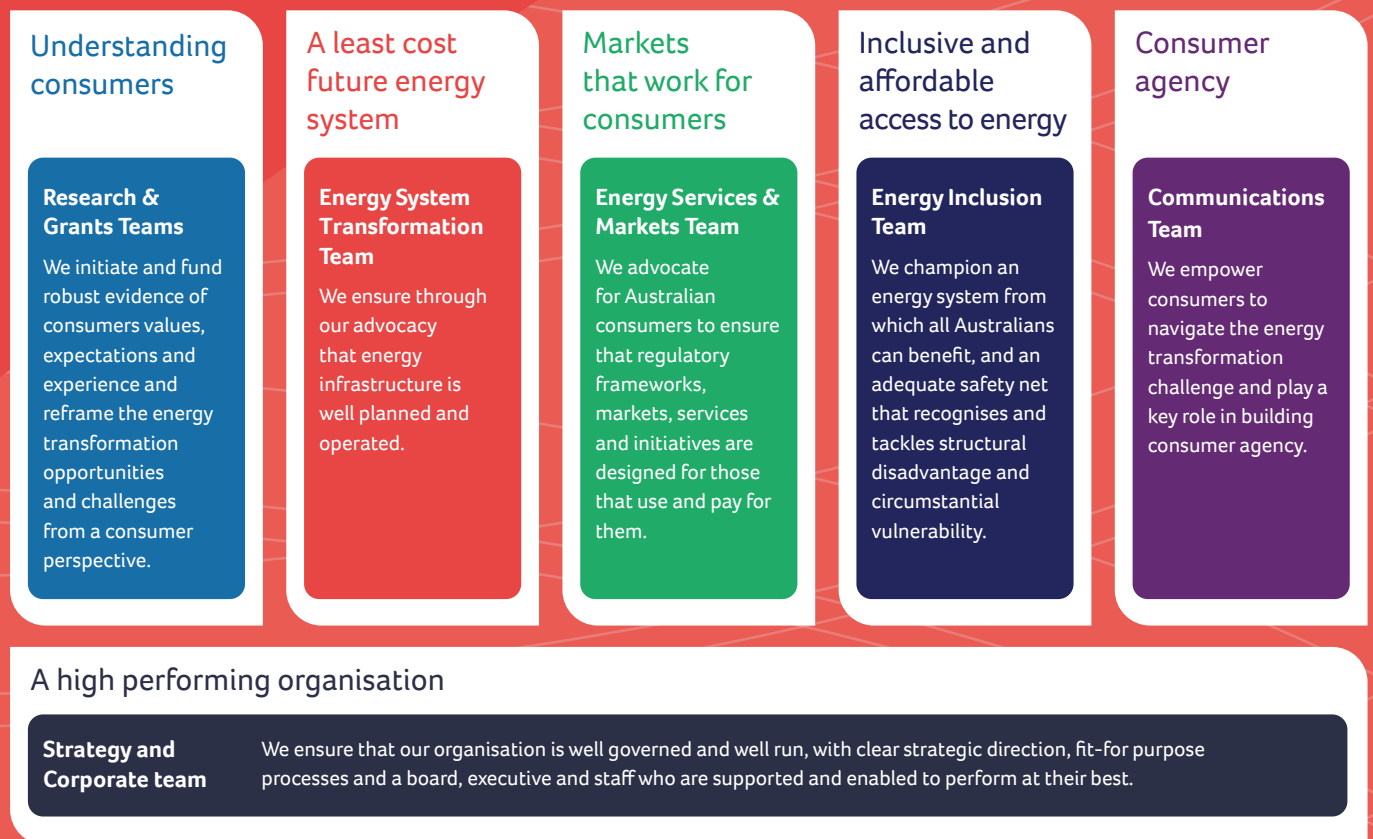


Figure 2: ECA teams' contribution to impact



The following sections outline what we will do to achieve each Strategic Policy Priority - they explain the problem from a consumer perspective, and how we will work to tackle each problem.

We then list the key objectives, and the actions and initiatives we will undertake for each Strategic Policy Priority.

We welcome your feedback on these actions and initiatives, particularly if you would like to collaborate with Energy Consumers Australia on this work. Please get in touch for more information.

1.

Understanding consumers

What is the problem we are solving?

Understanding the views and preferences of Australian households and small businesses is critical to the design and delivery of a successful energy transformation. Without this, a system will be designed for economic and engineering solutions alone, and will not meet the needs, expectations and long-term interests of consumers, and their communities.

Why do we do what we do?

Through our Research and Grants Programs we explore consumer needs and preferences, carrying out investigations, synthesising insights and then using them as an evidence base for change.

We carry out research ourselves, as well as commissioning and partnering with external researchers where their expertise is valuable.

We commission one-off research projects as well as ongoing 'flagship' projects such as our Energy Consumer Sentiment and Behaviour Surveys and our Small to Medium Enterprise Tariff Tracker.

We also support civil society organisations and researchers to undertake their own consumer-focused research through our Grants Program, to help ensure that consumer interests are at the forefront of decision-making. Through our Grants Program we provide a platform to further enrich consumer insights and research in a vast array of energy related topics. This helps inform our own thinking as well as the industry and decision makers.



Strategic Policy Priority 1:

We initiate and fund robust evidence of consumers values, expectations and experience and reframe the energy transformation opportunities and challenges from a consumer perspective

We will build and support an evidence base that is reflective of what consumers are thinking and their preferences around the design and operations of the energy system, now and in the future. This evidence will identify emerging trends, inform policy positions and provide critical insights for external stakeholders in their policy and decision making. To achieve that, we will undertake the following initiatives:

- ✓ **Consumer research – Energy Consumer Behaviour Survey and Energy Consumer Sentiment Survey:** In June 2023 and December 2023 we will publish findings from the quantitative and qualitative surveys. We will periodically assess the look and feel of the survey, and the survey’s microsite, with the Communications Team to ensure it is accessible and user friendly, making changes if required. Further, as the market changes, and we see different trends emerge, we will review internally to ensure we are working to capture how these market changes are potentially impacting consumer sentiment and behaviour.
- ✓ **Consumer Energy Resources strategy:** By June 2024 we will have designed and begun a participatory consumer research program that aims to address the knowledge gap consumers may have of the energy transformation and what role they may play, and seeks to unpack their thoughts, responses, actions through a deliberative process.
- ✓ **SME Tariff Tracker:** To make visible the experiences of small businesses, we will continue to deliver our six-monthly small and medium business (SME) tariff tracker reports, in alignment with a new SME strategy to be finalised by December 2023. Through improving the range of case studies, and working with professional bodies to activate engagement and accessibility, the tariff tracker will further evolve to become an opportunity for better engagement with the small business community to reflect the real life scenarios facing small business into the future.
- ✓ **Understanding the energy divide:** Every six months we will update our analysis of the distributional impact of energy costs, to understand which consumers are paying disproportionately high energy bills. By June 2024 we will have initiated research into the factors that create barriers to energy inclusion.
- ✓ **Grants Program:** We will continue to fund advocates and researchers to undertake high quality and innovative projects that deliver benefits to consumers. We will support consumer-focused research, including through the continued development of knowledge gap analyses to identify areas for further research and action. Working with ECA’s Policy Teams, we will build our network with the community, including to help align grant projects with energy market priorities. We will engage widely prior to grants funding rounds and work to promote and amplify the findings and outputs of grant-funded projects.



If you'd like to talk about collaborating with ECA on research or a grant application contact:

Research: Kat George kat.george@energyconsumersaustralia.com.au

Grants Program: Alexandra Bishop Alexandra.bishop@energyconsumersaustralia.com.au

2.

A least cost future energy system

What is the problem we are solving?

The Energy System Transition Team leads ECA's policy advocacy focused on system design, network and market policies and regulations to achieve an energy system that is affordable, reliable, resilient, sustainable and integrated. We work to support Energy Ministers in delivering against the objectives and priorities of the National Energy Transformation Partnership. We work to lower total system costs by improving energy system planning and integrating demand side solutions (consumer energy resources) into wholesale market and network operations, and we help increase consumer and community participation in network planning processes to ensure investment is driven by consumer preferences.

Why do we do what we do?

Consumers tell us that affordability is their primary concern and expectation when it comes to energy. As such, the idea of a least-cost energy system should be a constraint overlaying all decision-making, whether in relation to maintaining existing infrastructure or investing in new generation, storage or networks—at any part of the energy value chain.

Australia's energy system is undergoing rapid transformation to net-zero. The next decade – while traditional infrastructure still exists but prepares to retire, and new infrastructure is being built but is not fully constructed and operational – carries heavy risk of negatively impacting reliability and security of supply as cost-of-living pressures increase on consumers. Current energy planning processes fall short of best practices and increase the likelihood of overpaying for the energy transformation.

In addition, as more and more consumers switch, there is the potential for remaining gas consumers to overpay for an underutilised gas network. A just transition away from gas consumption fairly allocates gas network costs among consumers, small businesses, investors and government, shielding consumers from high costs they have little ability to anticipate and manage. Small businesses in particular are limited in their agency to make change in both their energy use and access to alternative energy sources.

Demand-side resources, such as energy efficiency, demand response, and flexible load and generation, often provide lower cost solutions to meet energy system needs, but current network and wholesale market policies and practices do not allow them to compete on a level playing field against traditional, supply-side solutions.

Networks' plans and priorities for investment, which represent up to half of household and small business energy bills, should be driven by consumer outcomes. Yet, network revenue determination processes are complex, creating a barrier to consumer participation, and practices for engaging consumers vary by network service provider. Consumers and communities need a greater voice in determining the future of the energy infrastructure that they pay for and that is designed to meet their needs.

Strategic Policy Priority 2:

We ensure through our advocacy that energy infrastructure is well planned and operated

We work with Energy Ministers, to deliver against the objectives in the National Energy Transformation Partnership. We aim to improve energy system planning to achieve a least-cost future system by better integrating transmission and distribution systems; and electricity, gas and transport sectors.

✔ **Improved network utilisation:** We will identify a useful metric for tracking changes in network utilisation over time that has broad support among stakeholders by December 2024.

✔ **Best practice energy system planning:** Collaborating with global experts, we will identify best practices in 21st Century Energy System Planning, and we will share approaches for applying them in Australia with stakeholders (e.g., AEMO, DCCEE, etc.) by December 2023. We will collaborate in translating best practice into a shared methodology with networks.

✔ **Electrification and the future of gas networks:** We will help catalyse a public process focused on planning the future of the gas network and determining how to share costs between networks, government, and consumers by December 2024.

We will work to enhance energy system operation to achieve a least-cost energy system, with markets that reflect system constraints and needs and integrate consumer assets and behaviour.

✔ **Community-scale storage and CER integration optimisation plan:** We will identify and advocate for network pricing and wholesale market approaches to efficiently integrate community and consumer energy resources (CER) into wholesale and network services markets by June 2024.

✔ **Wholesale market and transmission network reform:** We will identify and advocate for network pricing and wholesale market approaches to efficiently operate the system, including increasing consumer and community participation in network planning processes to ensure investment is driven by the preferences of those the networks serve.

✔ **Energy resilience at the community level:** Collaborating with the Institute for Sustainable Future at the University of Technology Sydney, we will develop a “go-to” resource for community energy resilience in Australia that is being shared and used by communities to articulate their needs with stakeholders and decision makers around energy resilience by December 2023.

✔ **Growth of the consumer advocacy community:** We will develop an approach for programmatic capacity building for consumer representatives to participate in energy proceedings (resets, rule changes, etc.) by September 2024.

✔ **Empowered network reset consumer panels:** We will have funded network reset consumer panels across all jurisdictions through the Consumer Empowerment Funding Program by December 2024.



3.

Markets that work for consumers

What is the problem we are solving?

The Energy Services and Markets Team advocates for households and small business consumers, to ensure that regulatory frameworks, markets, services, and initiatives are designed for those that use and pay for them.

Why do we do what we do?

Australian households and small businesses should have access to affordable, reliable and clean energy and be supported to make decisions about energy products and services that suit their needs and circumstances.

In today's energy market, consumers generally make decisions based on a single energy plan and its price. However, the market is increasingly complex, increasingly unaffordable, and can favour those who are able and willing to adopt new technologies.

As Australia transitions away from fossil fuels, consumers may want or need to change the way they use their energy and engage with energy markets to benefit the market and the community.

Without intervention, there is a real risk that the transition will deliver solutions inconsistent with how people live their lives, include even more complex energy products and services and increase inequitable and unfavourable consumer outcomes.



Strategic Policy Priority 3:

We advocate for Australian households and small businesses to ensure that regulatory frameworks, markets, services and initiatives are designed for those that use and pay for them

We will work with decision-makers to ensure that consumer energy resources (CER) products and services are designed and integrated into the energy market in a way that is consistent with how consumers live their lives and not limited to engineering or economic solutions.

- ✓ **Retail markets and regulatory design enable CER innovation and integration for consumers:** We prioritise policy and regulatory processes and changes that will impact on consumer experiences, and participate through problem framing, submission drafting and stakeholder engagement. This will include an evaluation of wins, losses or opportunities by January 2024 and will help inform where our priorities should be for 2024-2025.

We will advocate for protection frameworks that adequately protect consumers from current and future risks and harms that may occur from new energy products and services. This includes easy to access and free dispute resolution mechanisms and ensuring consumers have agency and make informed choices.

- ✓ **Consumer agency and protections frameworks:** From July 2023 we will develop an internal action plan and position for responding to upcoming consultations that address or touch on the consumer protections regulatory landscape, including working with the Australian Energy Regulator on regulatory reviews and reforms.

We will encourage the design and development of fit-for-purpose regulatory frameworks as new energy products and services continue to evolve in the market.

- ✓ **Responding to the changing market:** By the end of 2023 we will have consulted with stakeholders to identify the need and/or opportunities to respond to market activities that may be causing or lead to consumer harm.

We will make the case for action to address the gap in the energy market for easy to understand, independent and trusted information for residential and small business consumers. Central to this effort will be clearer information on energy use, reducing costs and how to access support. We will reinforce the trusted pathways where households and small businesses already go to access advice.

- ✓ **Strategy Development:** By the end of 2023 we will have developed a strategy for what trusted and independent energy information and support needs to look like, to ensure consumers can make the choices that best suit their needs and circumstances now and in a more complex future energy market.

- ✓ **Energy Information Campaign:** By early June 2023 we will develop advice to governments for an interim (winter) information campaign, and by the end of

2023 we will develop advice for a longer-term energy information campaign, based on a strong evidence foundation.

Recognising that tariff structures, reform and energy pricing can have a significant impact (positive or negative) on households and small business, we will aim for actions and decisions to be driven by the best outcome for consumers.

- ✓ **Issue identification and knowledge building:** We will regularly monitor the market on matters such as pricing, retailer offers and other related activities. This builds on previous analysis and helps to identify emerging trends or issues and informing priorities and activities where relevant.

- ✓ **DMO and VDO submissions:** We will continue to engage with the relevant agencies as required, while utilising our growing evidence base to demonstrate our position and seek downward pressure on prices for consumers.

- ✓ **Tariffs and pricing:** By January 2024 we will have undertaken an assessment of market trends in tariffs and pricing and determine how best ECA can lean in to ensure consumers are central to decision making and that good consumer outcomes are produced.



If you'd like to talk about collaborating with ECA on these issues, contact:

Melissa McAuliffe melissa.mcauliffe@energyconsumersaustralia.com.au

4.

Inclusive and affordable access to energy

What is the problem we are solving?

The Energy Inclusion Team leads ECA's policy advocacy focusing on how we can address barriers encountered by households and small businesses that prevent them getting the energy they need at an affordable cost. People can experience difficulty because of energy market and system characteristics, as well as from their own circumstances. Depending on the situation and energy decision, almost everyone can face difficulties and experience poor outcomes.

Why do we do what we do?

Consumers tell us they want an energy system that is fair and equitable, but the number of households and small businesses encountering barriers to accessing affordable energy is increasing.

The current safety net is not supporting equity of access and opportunity. Regulatory protections, government policies and programs, and industry assistance are not adequately addressing the barriers that people are encountering.

Retail energy prices are high, and that will not change in the short to medium term. At a time of rising retail prices, people are concerned that energy is becoming unaffordable – if not for themselves, for their family, friends, or neighbours. We already see an energy divide, where people below average median income are paying disproportionately more for energy. There is a risk of that widening further in the energy transformation – when people are unable to afford, install or use new green technologies to reduce their bills, they are doubly disadvantaged at a time of rising prices. We also recognise the impact of rising energy prices on small businesses, who can struggle to find effective assistance to manage their energy bills, and which can have knock-on adverse effects in their communities.

Energy inefficiency in housing and commercial spaces exacerbates bad outcomes. The energy market transformation and Australia's commitment to net zero by 2050 means we need to consider energy differently – we will all be required to invest in better housing, more efficient appliances, and to shift our behaviour, but people need help to undertake what can be complicated, disruptive and expensive changes.



Strategic Policy Priority 4:

We champion an energy system from which all Australians can benefit, and an adequate safety net that recognises and tackles structural disadvantage and circumstantial vulnerability

We aim to improve understanding of the diversity of consumers and consumer needs, and the value of a more inclusive approach in decision-making for both households and small business.

✓ **Understanding the diversity of consumer needs:** In 2023/24, we will aim to improve the sector's understanding of the diversity of consumers and consumer needs, through a quarterly deep dive into particular cohorts, engaging new voices on energy decisions and encouraging the development of solutions to the barriers they encounter.

✓ **Prepayment meters research:** By June 2024, we will have developed a robust evidence base of First Nations people's lived experience of prepayment meters, and an understanding of the impact of varying consumer protections for those households compared to consumers whose safety net is delivered through the National Energy Customer Protection Framework. By June 2024 we will have begun to develop recommendations to address any weaknesses in the safety net for households on prepayment metering arrangements.

We will work with market bodies and policymakers to ensure that the safety net provided through regulation reduces or minimises the structural barriers households and small businesses encounter to affordable, accessible energy.

✓ **Identifying how products, programs and services lock out customers:** By June 2024, we will scope the development of a tool to help industry and government understand when and how their initiatives will exclude people.

✓ **Ensuring the safety net is fit for purpose:** To drive better outcomes for consumers experiencing hardship, we will actively engage in the key policy and regulatory decisions that affect them, including the AER's Energy Equity Strategy and Gamechanger, the energy equity work undertaken through Energy Ministers, and the COVID-19 Hardship Consumer Protections.

We will work with the Commonwealth and jurisdictional governments with the aim of encouraging provision of practical and effective assistance to consumers to manage the complexity, disruption and cost of the transition to low energy homes and small business premises.

✓ **Developing practical policy solutions:** Through our Collaboration Grant with ClimateWorks on its Renovation Pathways research, we will advocate for policies and programs to support improving the energy performance of existing homes.

✓ **Supporting the key enablers to action for consumers:** We will support the implementation of accurate and robust energy performance rating tools to help people understand the energy performance of their homes and commercial properties; by June 2024, we are aiming to see the introduction nationally of an energy efficiency disclosure framework, and the rollout of effective programs and policies through a reinvigorated and well-resourced Trajectory for Low Energy Buildings, that includes consideration of how to help small businesses.

5.

Consumer agency

What is the problem we are solving?

ECA acts as a key conduit between two critical constituencies: household and small business energy consumers and the leaders and decision makers who create policy, programs and outcomes that affect their lives. If these two groups cannot see and understand each other clearly, an affordable, reliable, resilient, modern, and flexible system cannot be successfully delivered.

Many consumers do not yet fully understand the transitioning energy landscape, what may be offered to or asked of them as a result of these changes, and how it may impact their everyday lives and budgets. By exploring these issues with consumers, better understanding their thoughts, feelings, and behaviours; and connecting the resulting insights to decision makers, we contribute to an energy future that holds consumer needs, values, and expectations at the heart of solutions.

Why do we do what we do?

Australian householders and small business owners deserve an energy system that enables them to live life as they want, that places their needs at its centre, and allows them to participate in ways they agree to and see value in.

At ECA our purpose is to influence the shape of the energy system now and in the future by creating a trusted and influential voice for residential and small business consumers. We want to make sure consumer views are heard and responded to by decision makers.

The Communications and Stakeholder Engagement Team helps to create and share a unified and compelling narrative about Australia's energy future for consumers. The team helps ECA engage with residential and small business consumers and their respective advocacy organisations, to explore their needs, and generate insights from their voices. And it helps carry those voices, using best-practice advocacy and communication strategies, into the rooms and processes where decisions are made.



Strategic Policy Priority 5:

We empower households and small businesses to navigate the energy transformation challenge and play a key role in building consumer agency

We will engage with consumers on an ongoing basis using the channels and methods they prefer to build consumer agency and gain valuable insights into their needs, values and expectations.

✔ **Consumer communication:** We will expand on our direct communication with consumers to explore some of the emerging possibilities and challenges of the energy transition, and engage with consumer voices on the nature of the problems to be solved.

✔ **Strong engagement:** We will increase our reach and engagement on social and digital channels, increasing our social media following year-on-year by 20%.

We will engage with decision makers, using consumer voices and insights, to challenge and reframe dominant narratives about the energy system.

✔ **Strategic engagement:** Working collaboratively with ECA's Policy, Research and Grants Program teams, by December 2023 we will review ECA's stakeholder mapping to ensure we have a presence in the right forums, and to discover whether there are new stakeholders we need to include and engage with.

✔ **Amplifying our work:** We will work closely with the ECA Policy, Research and Grants Program teams to share our work (e.g., ECSS, ECBS, foundational reports) with relevant stakeholder audiences, ensuring that decision makers have the evidence they need to address challenges from a consumer perspective.

✔ **Showcasing great grants:** We will work with the Grants Program team to highlight the availability, priorities, and impact of ECA's grants, including profiling and showcasing our grant recipients. This will be achieved through the creation of case studies, social media and newsletter content, and an ongoing series of videos.

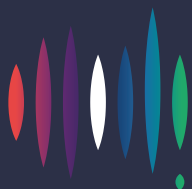
We will build ECA's impact and influence by increasing our presence in social, digital and traditional media, and implementing the infrastructure required to achieve this.

✔ **A stronger platform to amplify our work:** By June 2024, we will have begun a process of discovery and design for a new website that more effectively connects consumers (residential and small business) and stakeholders with ECA's advice, tools, research, the grants we fund, and our advocacy position on emerging issues.

✔ **Video and Podcast Series:** By December 2024 we will develop two new video series that give household and small business consumer voices greater presence. We will engage with system shapers to explore the issues that matter most to consumers in our new Watts Next? podcast.










**ENERGY
CONSUMERS
AUSTRALIA**

T +61 2 9220 5520
E info@energyconsumersaustralia.com.au
W energyconsumersaustralia.com.au

 [@energyvoiceau](https://twitter.com/energyvoiceau)
 [/energyconsumersaustralia](https://www.linkedin.com/company/energyconsumersaustralia)
 [/energyconsumersaustralia](https://www.facebook.com/energyconsumersaustralia)