

# Annual Stakeholder Engagement Perception Survey

FY24

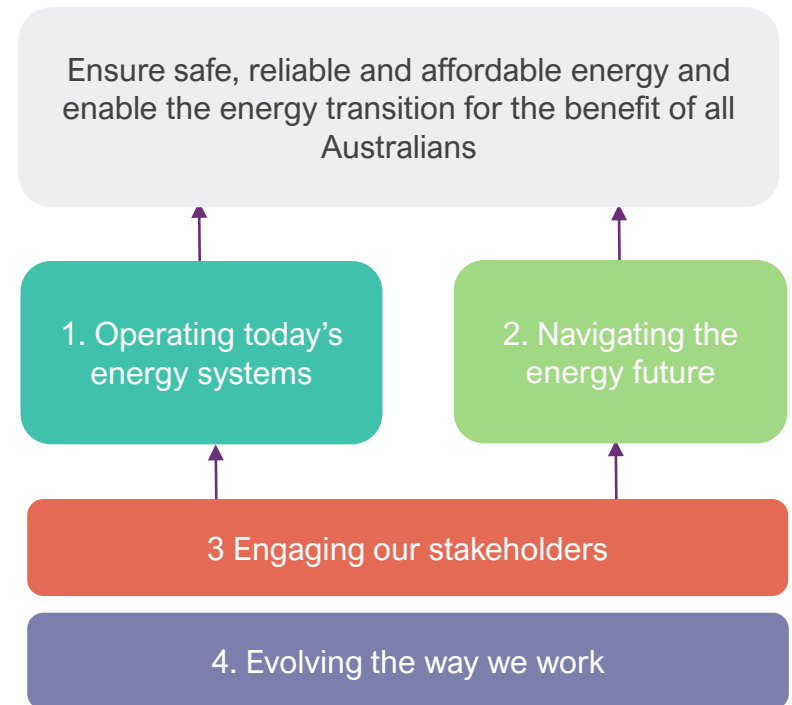
Summary of results



# Why engaging our stakeholders matters and how we use the results

- Our stakeholders are critical to our success and to the success of the energy transition.
- The complexity of the transition means we have to work together to find and deliver solutions.
- To do our job better – keep the lights on and achieve the energy transition – we need to understand, influence and work with our stakeholders.
- **Trust** is the critical enabler of success for our engagement. Without it, we will not be able to perform and will lose our ability to influence and mandate to deliver.
- Our [Stakeholder Engagement Framework and Principles](#) sets out the ways in which we seek to build, maintain, and enhance trust with our stakeholders, and represents AEMO's commitment around what they can expect when engaging with us.

## AEMO Strategic Corporate Plan



# Background on the FY24 survey

## Purpose

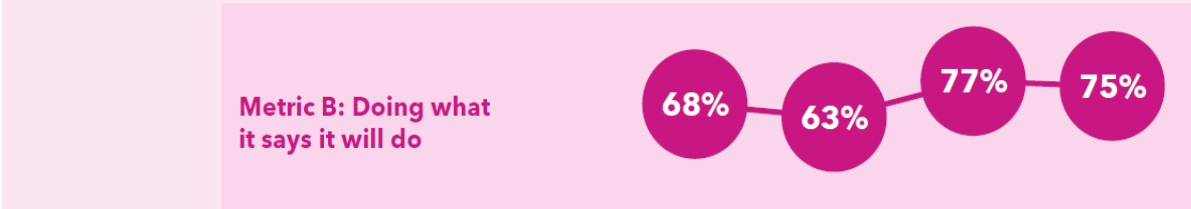
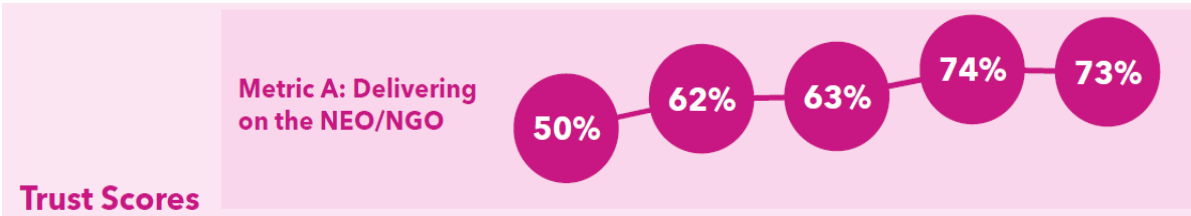
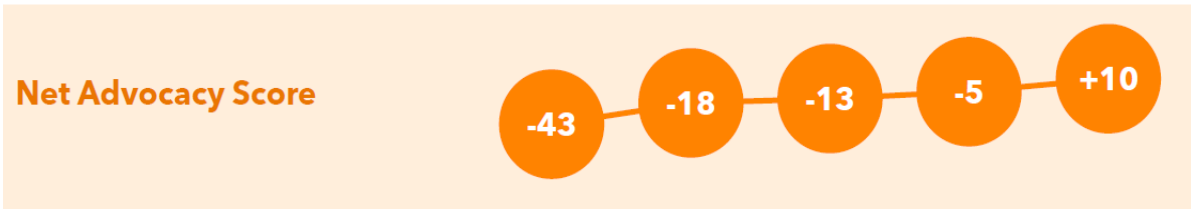
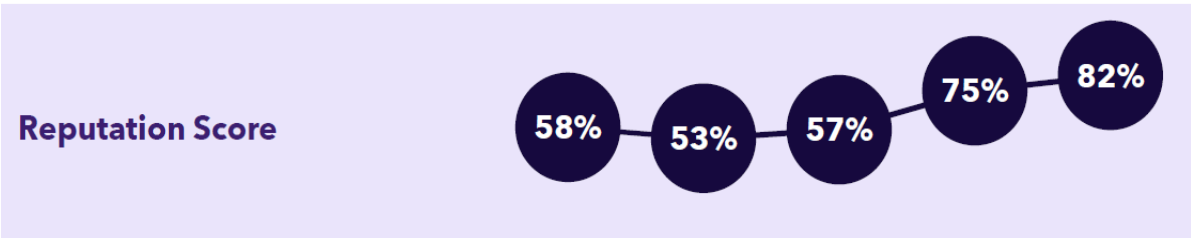
- This is the fifth wave of annual stakeholder research conducted by SEC Newgate for AEMO.
- This research guides AEMO's understanding of what is driving our reputation with key stakeholders, where we are doing well and where we can focus efforts for improvement.

## Methodology

- 61 participants engaged as part of the research, with a mix of in-depth interviews and online.
- All were asked the same rating questions.
- Participants represent 9 key stakeholder segments.
- Feedback provided by participants is done so anonymously. AEMO cannot identify which participants provided what feedback.

# Quantitative results

	2020 (n=40)	2021 (n=34)	2022 (n=37)	2023 (n=52)	2024 (n=57)
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


Performance against key reputation indicators (% who rated AEMO 7 or more out of 10)	2020	2021	2022	2023	2024	Points change 2023 to 2024
Effective operation of Australia's energy market, i.e., helping to keep the lights on	90	97	92	88	94	+6
The quality of your relationship with AEMO	73	91	86	91	90	-1
Providing you with timely, accurate and easily understood information~	54	71	70	76	78	+2
Working collaboratively with other stakeholders to help shape and plan Australia's energy future	50	55	62	75	71	-4
Being transparent*	35*	52	46	67	71	+4
Being accountable to its members*	35*	48	49	73	70	-3
Efficient operation of Australia's energy market, i.e., provides value for money	37	57	33	58	64	+6
Efficient energy market planning, i.e., spending money on the right things	48	69	35	51	59	+8

**TABLE LEGEND**

\* In 2020 this was one attribute: 'being transparent and accountable'  
 ~ In 2022/23 this was calculated as an average of performance ratings 7+ for 'its information being easy to understand', 'providing information and reports in a timely manner' and 'the accuracy of its information and analysis'  
 + In 2022/23 this was calculated as an average of performance rating 7+ for 'being accountable to its industry members' and 'being accountable to its federal and state government members'

# Quantitative results by segment

OVERALL REPUTATION BY SEGMENT (0 to 10 scale)	FY24 n=	Average Rating		
		2022*	2023	2024
<b>All stakeholders</b>	<b>57</b>	<b>6.2</b>	<b>6.9</b>	<b>7.3</b>
 Government	9	7.9	7.2**	7.6
 Market Bodies & Agencies	6	6.6		7.2
 Generators: Renewables	6	4.6	6.3	7.2
 Generators: Coal & Gas	7	N/A*	6.5	7.3
 TNSPs (Networks)	6	6.6	6.3	7.8
 DNSPs (Networks)	7		7.4	8.0
 Retailers	5	N/A*	5.6	6.2
 Gentailers	NA*	5.8	N/A*	N/A*
 Industry Associations	5	6.0	7.2	7.4
 Consumer Advocates	6	5.4	7.3	6.8

\*Stakeholder segments changed in 2023, so 2022 comparative data is not available for all segments  
 \*\*Average of Government: Political; Government: Departmental; and Market Bodies

# Qualitative themes - strengths and perceived opportunities

## Core strengths

- Confidence in AEMO's operation of the market.
- Improved stakeholder engagement and communication.
- Well-respected data and advice.

## Perceived opportunities

- Financial management and transparency.
- Conservative, risk-averse approach.
- Call for greater independence and more measured optimism.

# SEC Newgate recommendations



**Balance accountability between industry and government members, while asserting your independence.**



**Address concerns around the financials.**



**Be bolder and less risk-adverse.**



**Pick up the pace.**



**Step up investment in consumer understanding and social licence.**



**Keep tackling internal inconsistencies.**



# We will action input from our stakeholders through our FY25 Strategic Corporate Plan initiatives

Read our [FY25 Strategic Corporate Plan](#).

## AEMO STRATEGIC CORPORATE PLAN | FY25



### Engaging our stakeholders

Be a trusted partner working with our stakeholders to deliver better energy outcomes for consumers and the community.

As the energy transition progresses, the stakeholder landscape is evolving and growing. Tackling the increasingly complex challenges of the transition requires genuine collaboration and cooperation with and between market bodies, industry participants, jurisdictions and consumers.

As a trusted source of technical expertise for our stakeholders and jurisdictions, we will continue engaging transparently, openly and collaboratively to deliver the best outcome for all Australians.

AEMO is committed to contributing to the social licence needed for the transition by ensuring that consumers and communities are heard and understood, and that the distribution of benefits and costs of the transition are kept front-of-mind.

### How we will achieve the outcomes of this priority:

#### Enhance trust in AEMO

We enhance trust by delivering value to consumers, members and stakeholders, and by working with jurisdictions and stakeholders to achieve positive energy transition outcomes.

- **Continue to enhance AEMO's relationships and trust with governments, industry, and energy consumers to deliver key priorities and critical reforms**, including by collaborating closely to enable CER integration, offering insights towards key policymaking, and engaging deeply with consumer advocates and broader industry to shape the 2026 ISP.
- **Uplift AEMO's engagement and communications capabilities** by continuing to enhance our internal stakeholder knowledge base, engagement practices, providing more streamlined opportunities for stakeholders to engage through our forums and committees and empowering our people to help share AEMO's priorities and critical role in enabling the energy transition.
- **Continue to work closely with industry participants** to deliver on our key system design, reform and operational programs of work and enable the energy markets and systems of the future.

#### Enhance awareness and understanding of the energy transition

We enhance stakeholders' awareness and understanding of the energy transition.

- **Improve understanding and reach of AEMO information and publications** by ensuring that our major reports (e.g. ESOOs, GSOCs, ISP) and collateral are written for broad audiences, accessible through a variety of channels, and underpinned by timely stakeholder communications and engagement.
- **Build greater understanding and awareness** of the energy transition with consumers and the community by delivering engaging content through AEMO channels and establishing an energy transition hub to curate AEMO's consumer facing material.

#### Embed a consumer and community focus

We enhance our focus on the energy consumer and the community, and support social licence for the energy transition.

- **Embed a more consumer-focused mindset in AEMO's decision-making and ways of working** by delivering an organisation-wide engagement approach that raises awareness of key social licence, consumer and community matters, and delivers targeted consultation opportunities that enhance our consumer-centric thinking and outcomes. This includes supporting good practice community engagement and communications where we have the remit to act, for example in delivering the VNI West and Western Renewables Link electricity transmission projects.



# Thank you

