



Building capacity for effective engagement

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Overview

1. **AER priority: *increasing consumer confidence in energy markets***
2. Consumer group involvement in **regulatory processes**
3. Consumer participation in the **retail market**
4. **Staff engagement** with consumer stakeholders



Consumer participation in regulatory processes

- **Challenges**
 - Complexity of issues
 - Time and resource constraints
- **Consumer reference groups**
 - Specific to jurisdictional process
 - Training on key areas – members share knowledge
 - New approach – traditional consultative process doesn't meet our needs, or those of our stakeholders

Consumer engagement in the energy market

- **Energy Made Easy**
 - Complexity of offers
 - Aim is better-informed choices
- **‘Train the trainer’**
 - Working with ‘front line’ advisors
 - Listen to needs and develop training
 - ‘Cascading’ knowledge and information





Our capacity to engage

- Challenge of making the technical, simple
- Skills required for communication and engagement are not those required for economic analysis
- Skills development
 - Presentation, negotiation and influencing
 - **WRITE *it* RIGHT**
 - AER inquiry



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