

Member Survey Results

October 2023

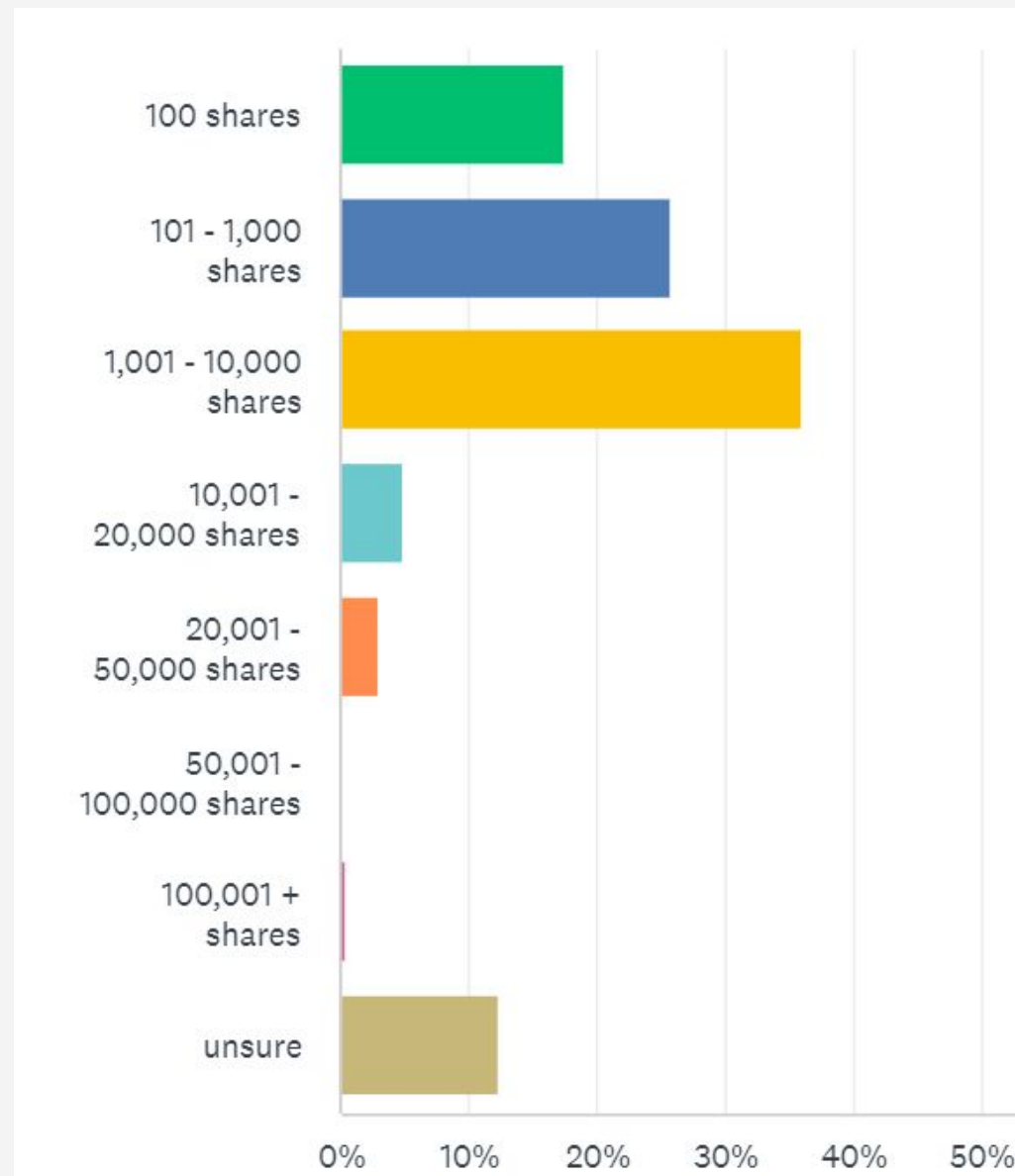
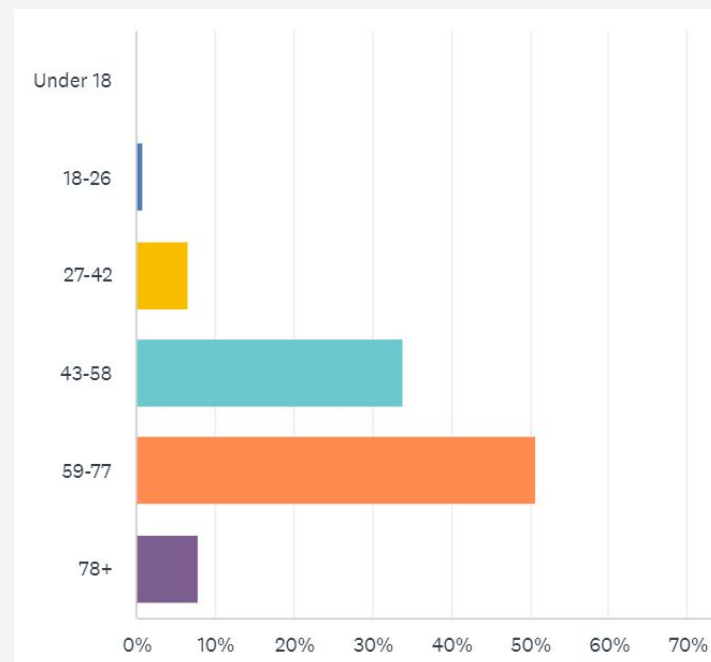
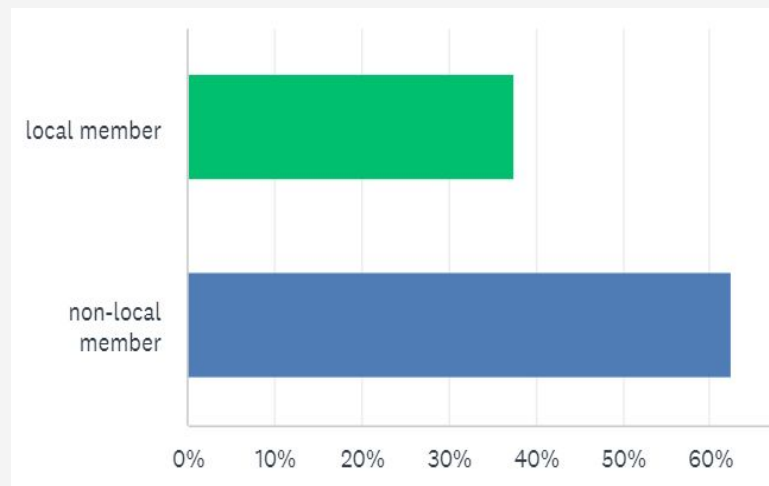


Executive Summary

- Hepburn Energy currently has 1984 members
- 1777 members were emailed and requested to participate in our 2023 Member Survey open for one month
- There were 229 participants
- Most responses were overwhelmingly positive. With member satisfaction and values consistent with previous surveys
- Member dissatisfaction was evident in requests for more benefit and support for non-local members and issues with return on investment and the selling of shares. Again, this was consistent with previous surveys

Survey Participant Member Information

- 38% consider themselves local
- Most participants were between 59-77 years of age
- Most participants held between 100-10,000 shares



Member Values

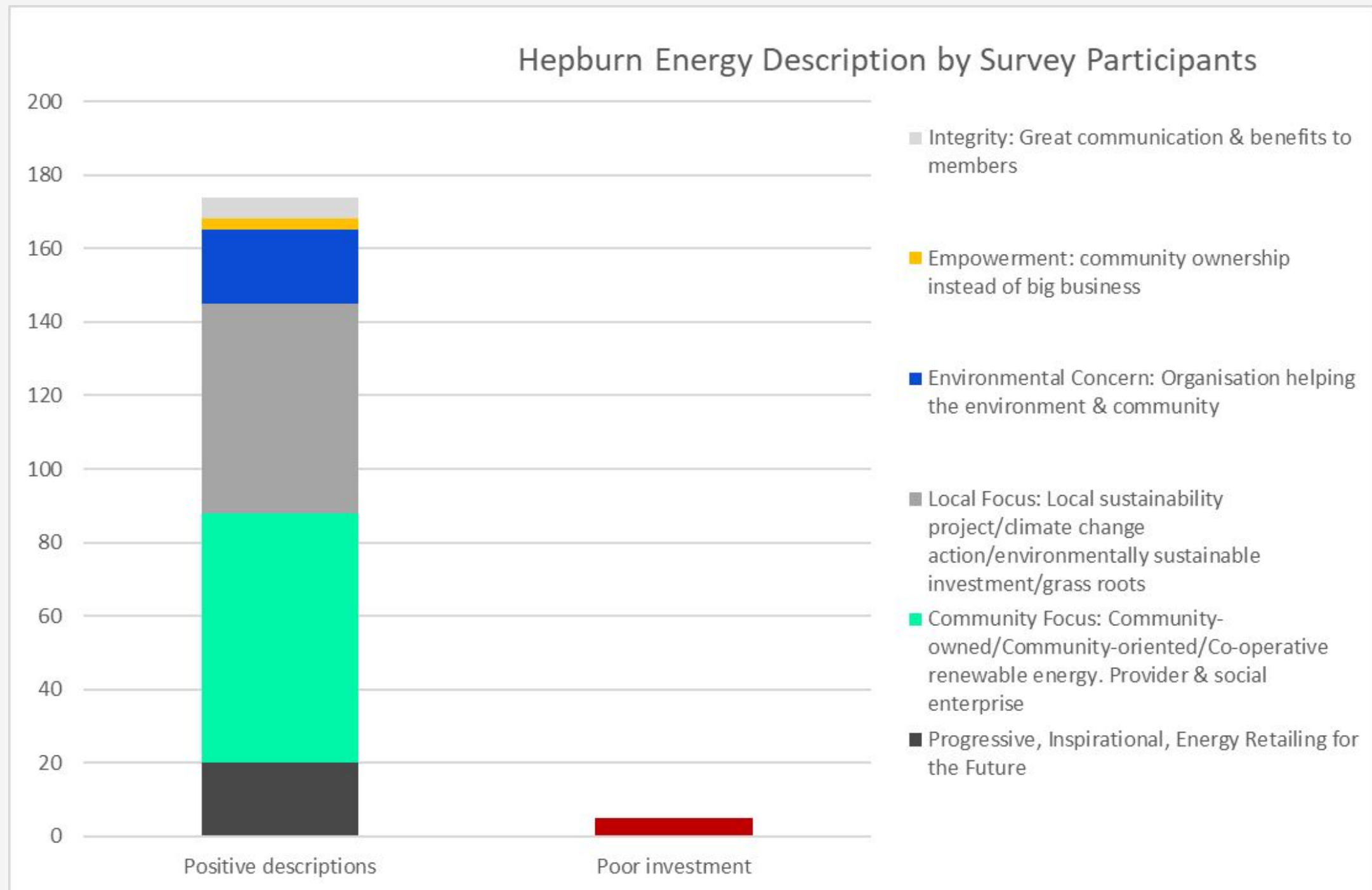
How members described Hepburn Energy - 78.6% response rate (180 responses, overwhelmingly positive, with only 5 (2.7%) negative responses from members)



A word cloud visualization of member feedback. The word 'community' is the largest and most central, indicating it is the most frequently mentioned value. Other prominent words include 'clean energy', 'climate action', 'community-owned', 'wind farm', 'environmental', 'Progressive', 'produced', 'Locally area', 'energy company', 'sustainable energy', 'investment initiative', 'environment', 'organisation', 'renewable energy', 'co-op', 'great working', 'model', 'run', 'action', 'energy provider', 'social', 'green', 'wind', 'solar', 'Good focused', 'climate future', 'power energy', 'local', 'project', 'people', 'generation', 'cooperative s', 'Hepburn', 'grass roots community renewable energy', 'Community based', 'Australia first', 'community renewable', 'sustainable', 'wind turbines', and 'help environment'.

clean energy climate action community-owned wind farm
environmental Progressive produced Locally area
energy company sustainable energy wind farm
investment initiative environment organisation
renewable energy co-op great working
model run action
energy provider social green community wind solar
climate future power energy local Good focused
generation cooperative s project people
Hepburn grass roots community renewable energy
Community based Australia first community renewable
sustainable wind turbines help environment

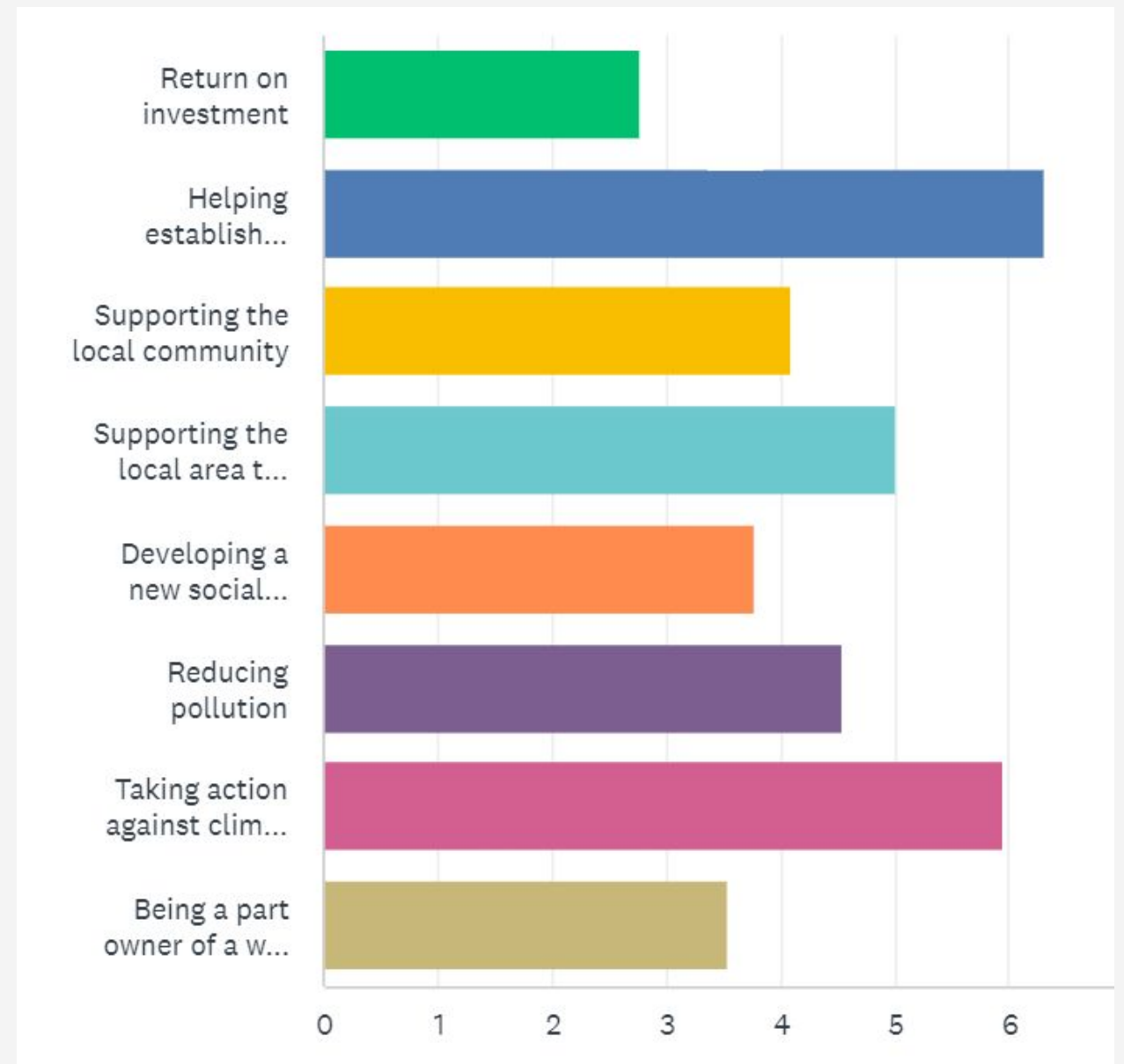
Member Values



Member Values

Why did members join Hepburn Energy?

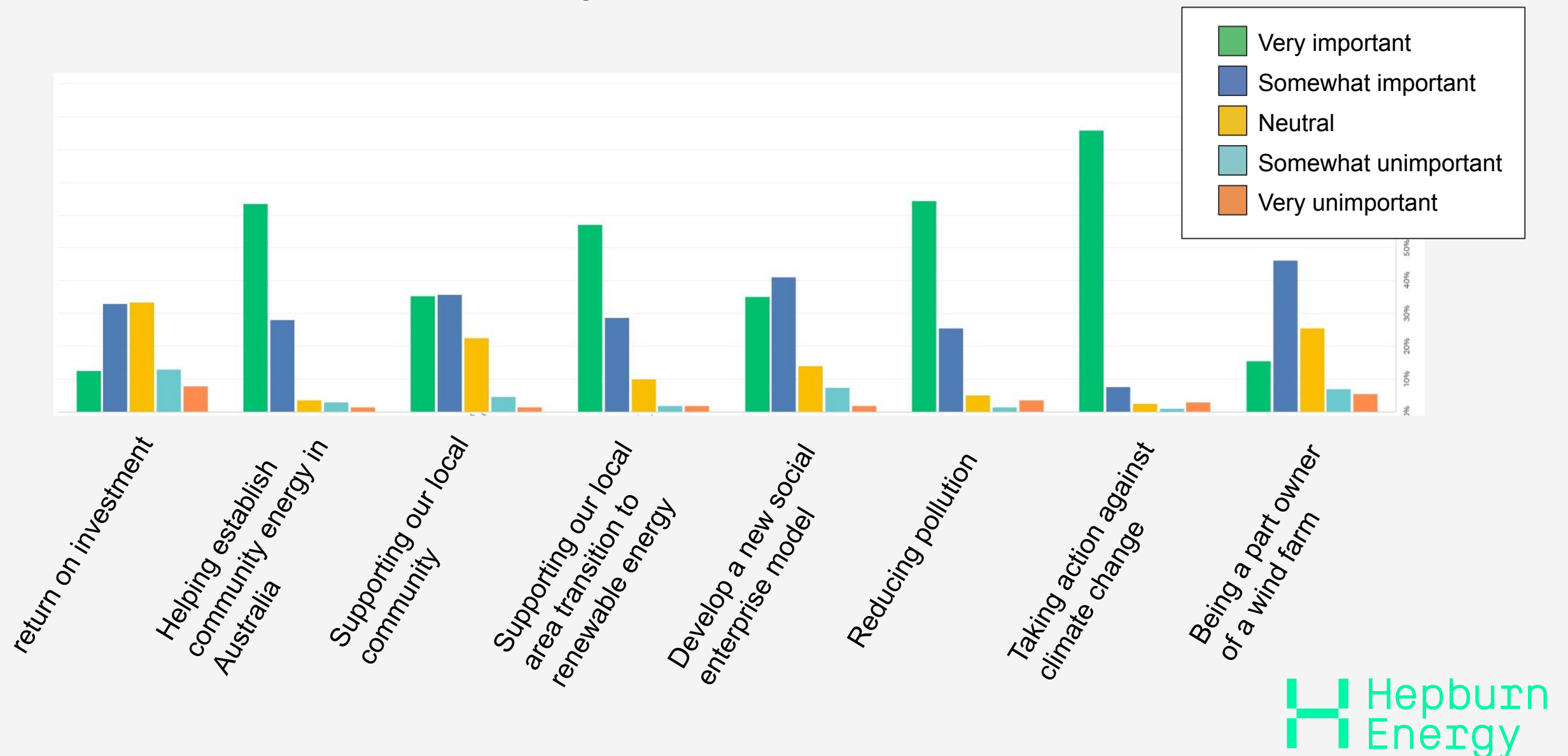
- Most members joined the co-op to help establish the windfarm & to take action against climate change
- Return on investment was the lowest ranking factor in member's decision to invest in the co-operative



Member Values

What is important to members currently?

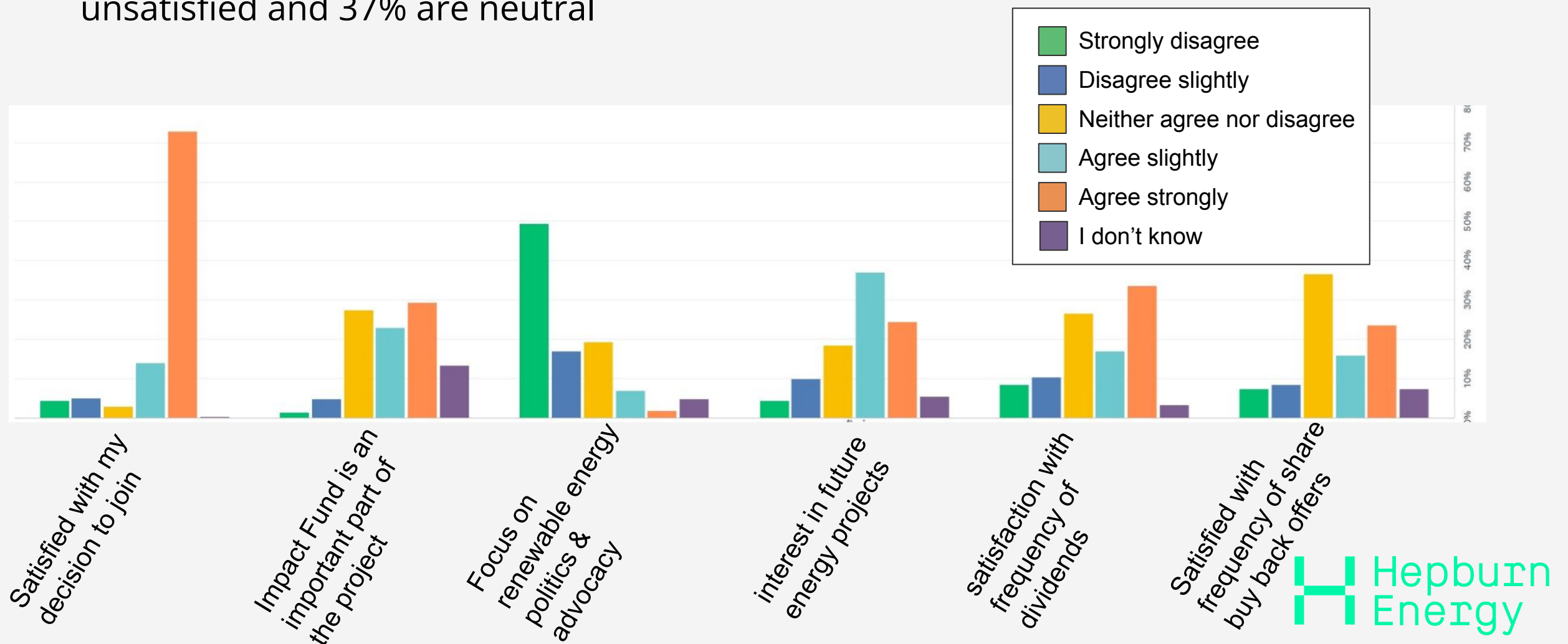
- What matters most to members today is taking action against climate change, reducing pollution and helping to establish renewable energy in Australia and our community



Member Values

Member satisfaction?

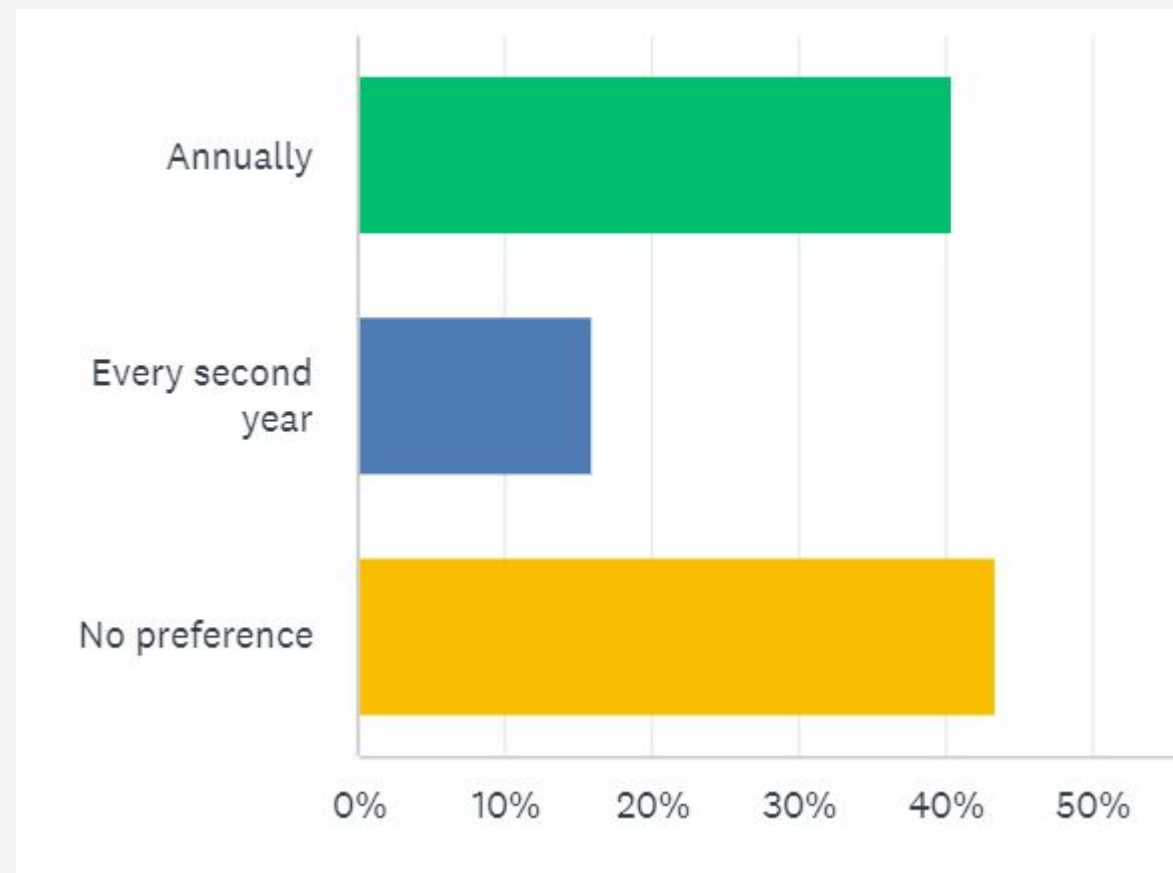
- Most members are very satisfied with their initial decision to join the co-op
- Most members are happy with the co-ops focus on politics and advocacy
- Just over 50% of members are satisfied with the frequency of dividends, while 19% are unsatisfied, and 27% are neutral
- Approx 40% of members are satisfied with the frequency of buyback offers, 17% are unsatisfied and 37% are neutral



Member Values

Member returns

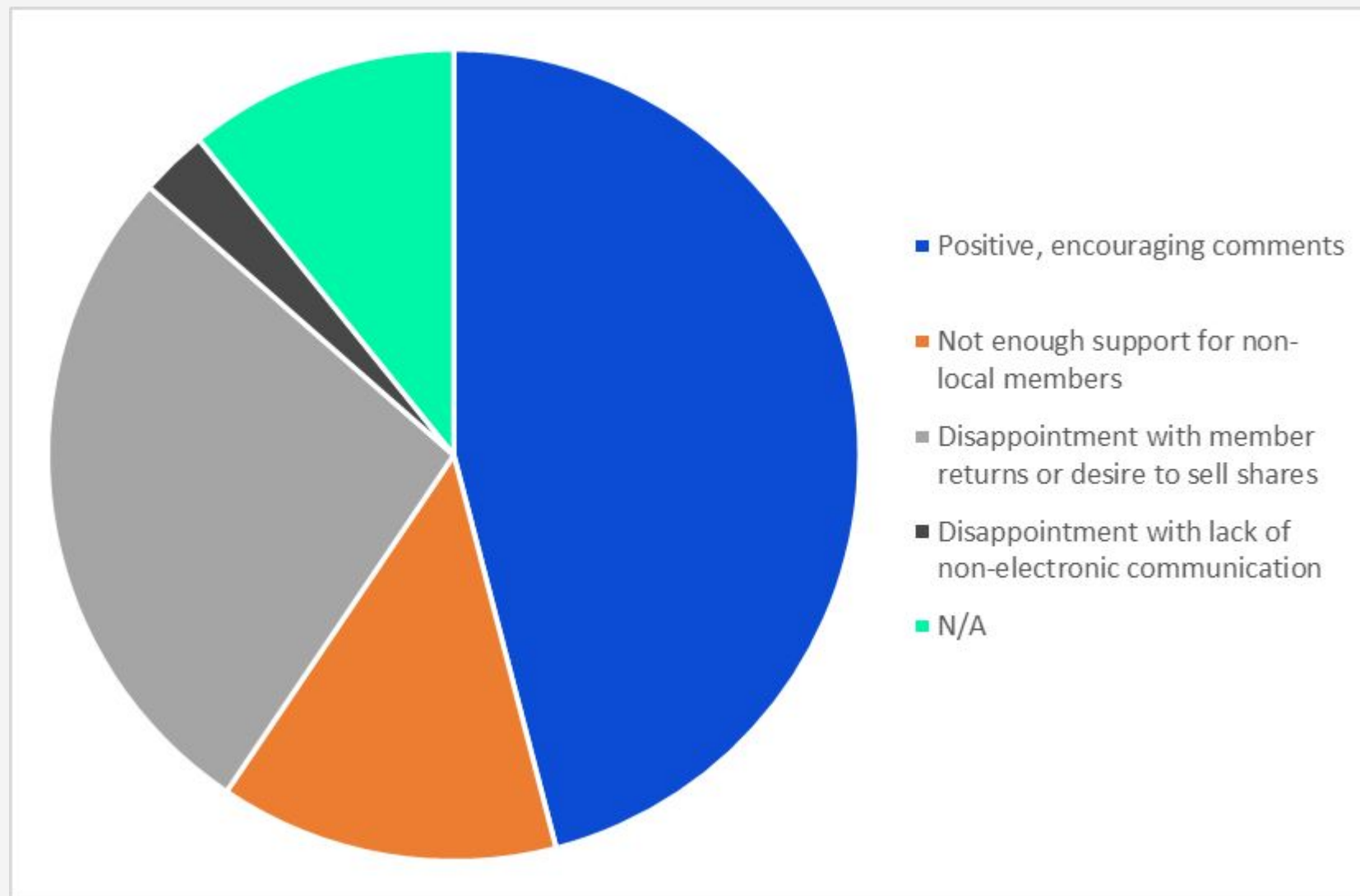
- 43.5% of members have no preference on the frequency of member returns
- 40.5% of members would prefer to have member returns assessed annually
- 16% would prefer for member returns to be assessed every second year



Member Values

Member Values Feedback - 16% response rate

- There were 37 responses in the feedback section of Member Values



Member Services

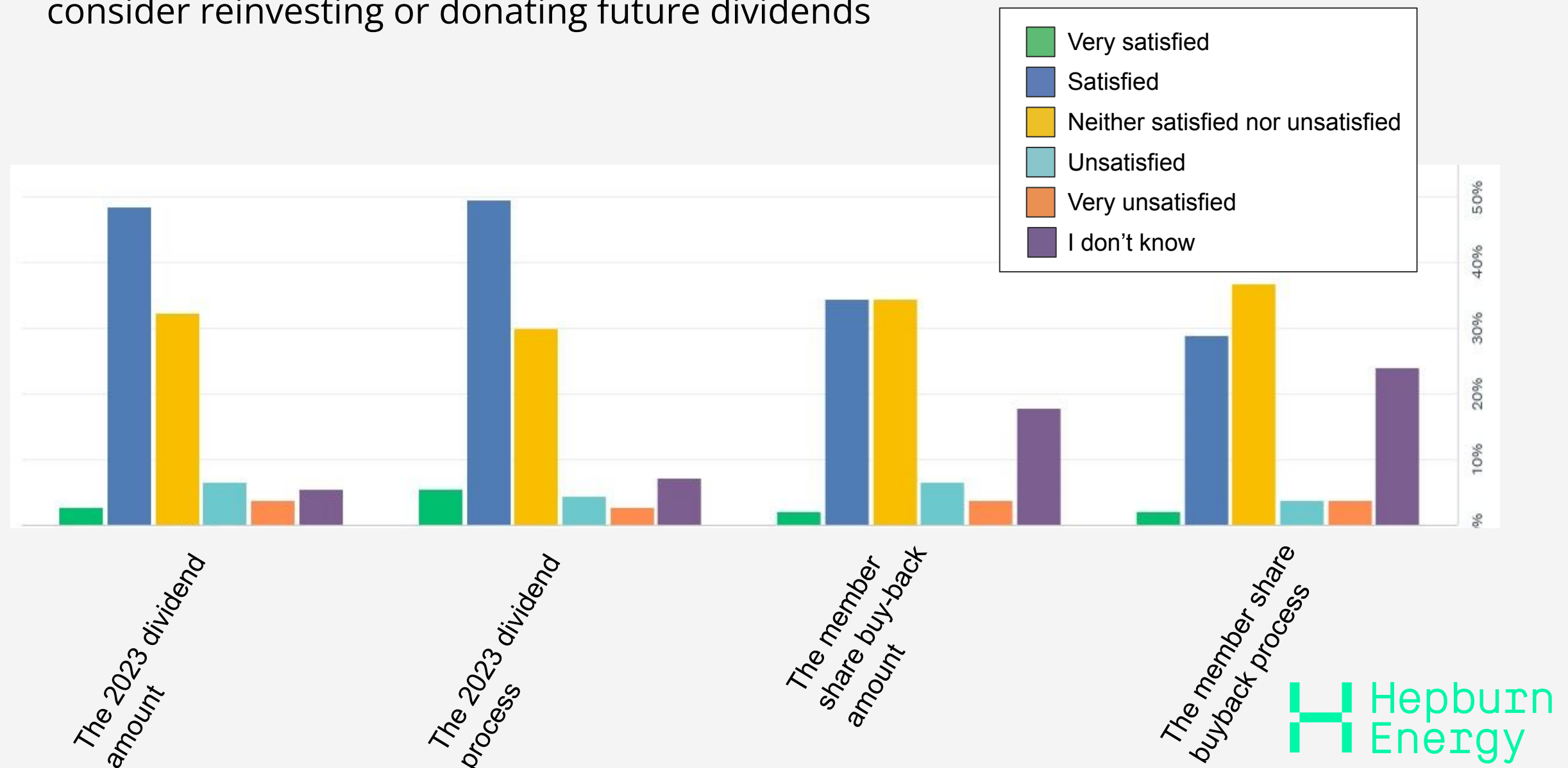
Co-operative Communications

- Almost 80% of surveyed members meet their active member responsibilities by reading our e-news
- 87% of members find our e-news useful & 65% found it easy to understand
- 56% of members found our website useful
- Over 50% of members held no opinion on social media, and a further 34% finding Instagram not useful and 29% finding Facebook not useful
- Approximately 30% of members found our website easy to navigate, while 24% did not know
- Approximately, 75% of members felt that we were meeting their information needs on financial performance, electricity generation and general co-operative business

Member Services

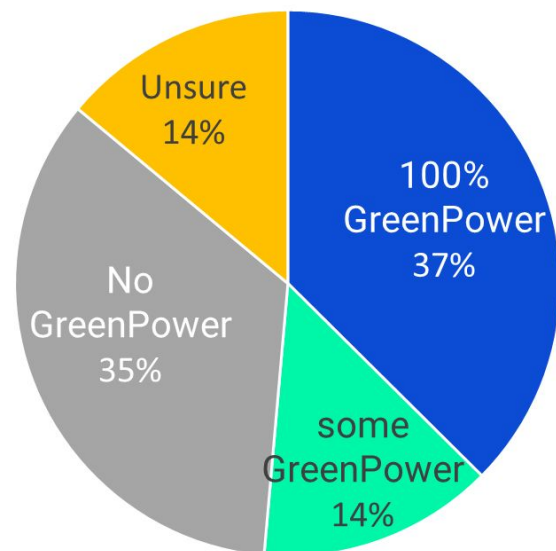
Member Returns

- Most members were either satisfied or neutral with 2023 member return amounts & processes
- Of the members with active cash dividend plans 36% of members would consider reinvesting or donating future dividends



Member Services

Current power purchase habits of members:
Similar to 2017 survey



Retail Offer

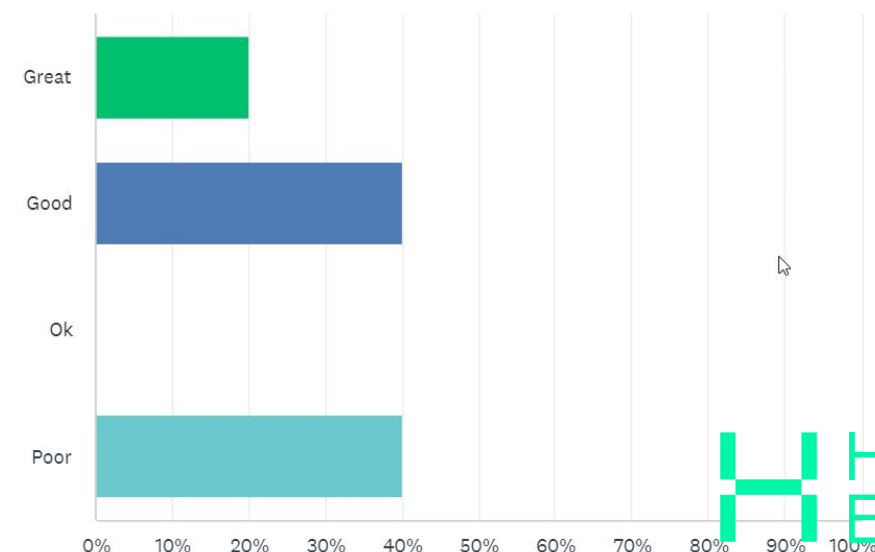
- 5 survey participants were currently on our pilot retail offer
- 80 participants would like to join the offer
- 94 participants were not interested
- 31% of participants have not joined the offer because they are not on the Powercor or City Power network
- 84 emails were provided to learn more about our retail offer

For the participants on our pilot retail offer

- the main priority for joining was to cut emissions and support the co-operative
- 60% felt price could be improved and 40% felt the app could be more user friendly
- Most participants have had a positive experience with the offer

How have you found your experience with this offer?

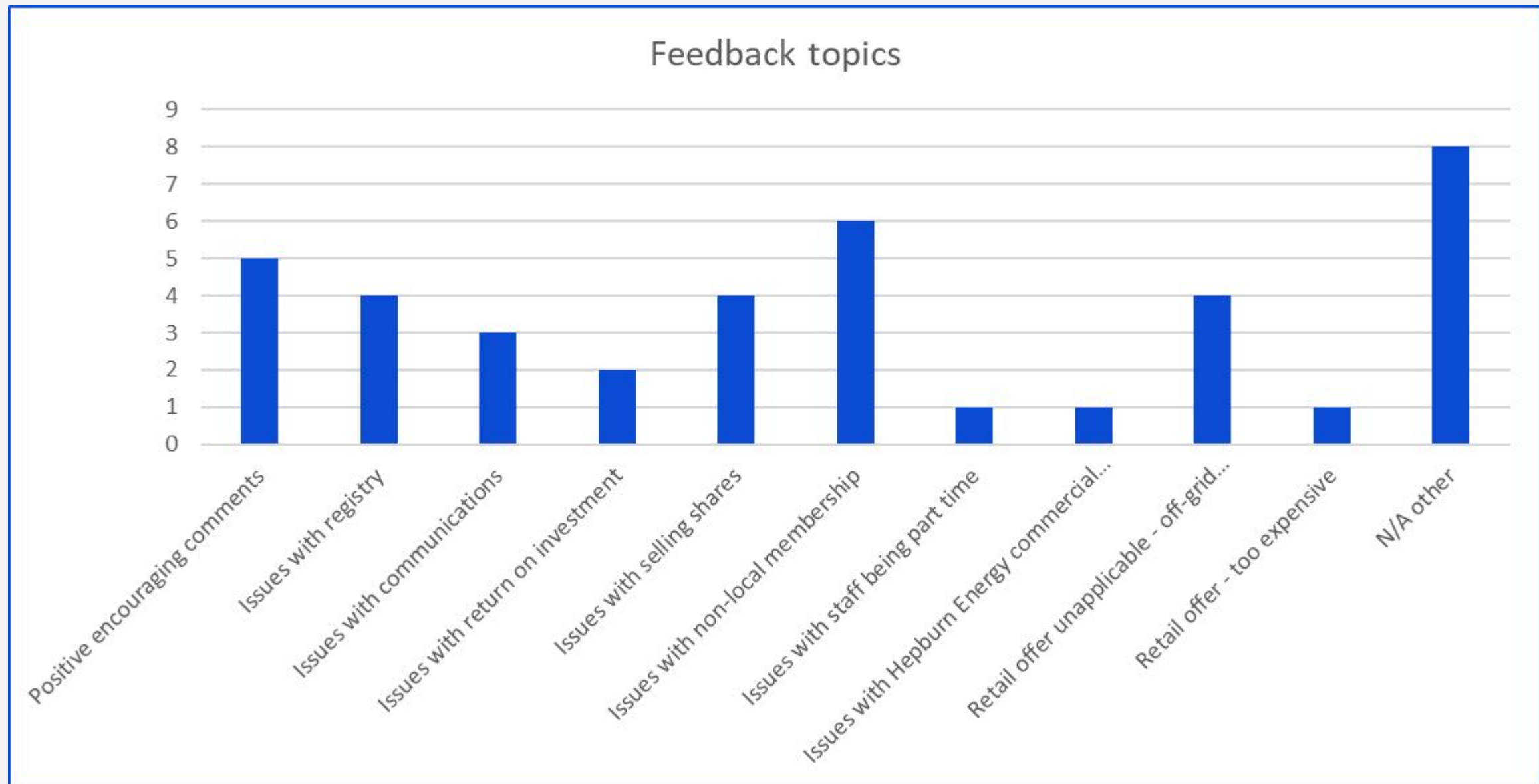
Answered: 5 Skipped: 224



Member Services

Member Services Feedback - response rate 17%

- There were 39 responses in the feedback section of Member Services



Member Support

Energy Efficiency Programs

Bulk Buys

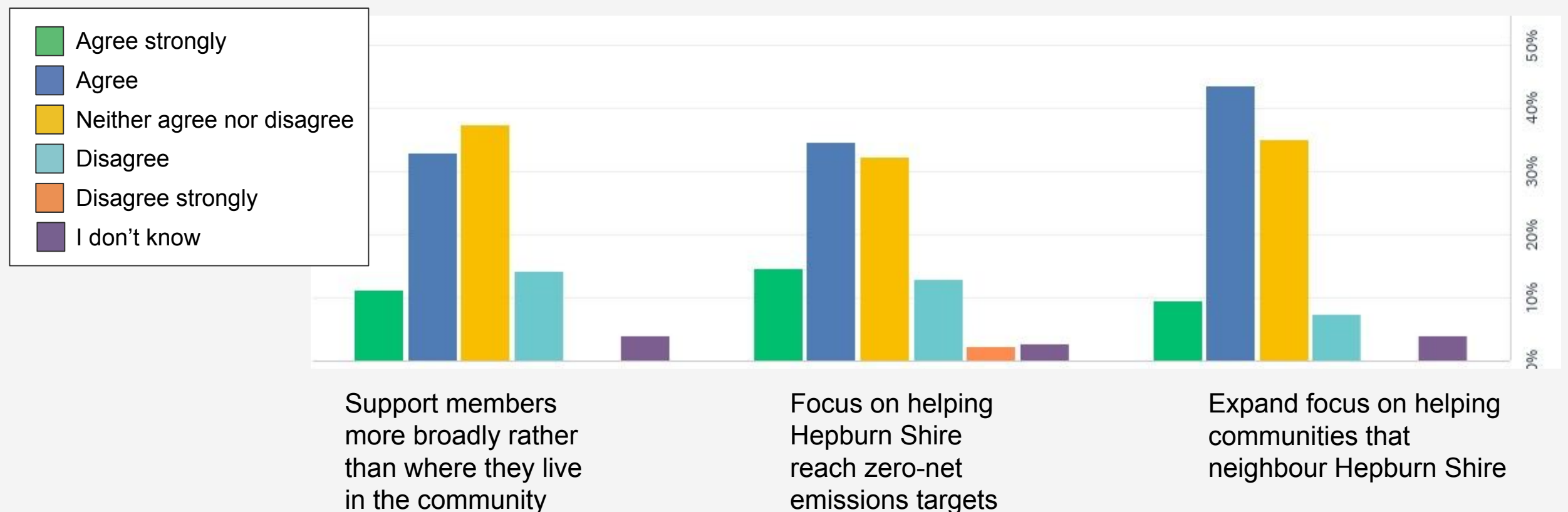
- 8 members participated in the heat pump bulk buy
- 3 members participated in the EV bulk buy
- 64% of survey participants didn't participate in the bulk buys as their location excluded them from the offers & almost 60% would participate in future bulk buys if they were eligible

Of the members who participated in the EV & heat pump bulk buys all were satisfied or neutral with the offer, information and delivery

Member Support

Energy Efficiency Program Support

- 44% of members want non-local members more supported while 37% were neutral
- 49% of members want focus on Hepburn Shires zero-net goals while 32% were neutral
- 53% of members would like the co-operative's support to extend to communities that neighbour the Hepburn Shire



- There was interest in a wide variety of energy efficiency technologies, particularly batteries, space heating and cooling and electric vehicles

Member Support

Member Support Feedback - Response rate 15%

- There were 35 responses in the feedback section of Member Support

