

our community



Terrapin Puppet Theatre performer Jeff Michel, during a performance of "Flying Room, Falling Room". Photo courtesy of The Mercury newspaper.

Objective:

Model corporate citizen

Strategy:

Apply high ethical standards to business behaviour, and improve the quality of life for Tasmanians

Significant environmental incidents

2007/2008 result :	3
2008/2009 target :	0
2008/2009 result :	0

Significant public safety incidents

2007/2008 result:	2
2008/2009 target:	0
2008/2009 result:	0

Corporate image index

2007/2008 result:	77%
2008/2009 target:	80%
2008/2009 result:	75%

We want to go beyond delivering commercial returns to our shareholders.

We believe that we have the ability and the responsibility to make a real contribution to our community and to improve the lives of Tasmanians.

We provided Tasmanian community organisations with more than \$490,000 this year.

Model corporate citizenship results steady

We have conducted a corporate image survey every year since our formation in 1998 to measure the community's perception of our performance.

The June 2009 study showed that corporate citizenship results remained steady at 76 per cent for residential customers and 74 per cent for business customers, providing us with an average of 75 per cent. Although this score puts us below our ambitious Balanced Scorecard target of 80 per cent and represents a drop from the 2007/2008 average of 77 per cent, the result was within the survey's margin of error.

Figure 28 demonstrates the inherent stability of our good corporate citizen score for both residential and business customers over the last five years. Maintaining and improving our results will be a challenge as prices are expected to increase across the sector.

A key to Balanced Scorecard indicators is on pages 144-145.

Our results will be compared with the data on these statements from the 2009 customer satisfaction research (explained on page 31) to evaluate the implications for the business. They will then be considered by the cross-divisional Aurora Customer Team to assess implications for work programs across the company.

Incident targets achieved

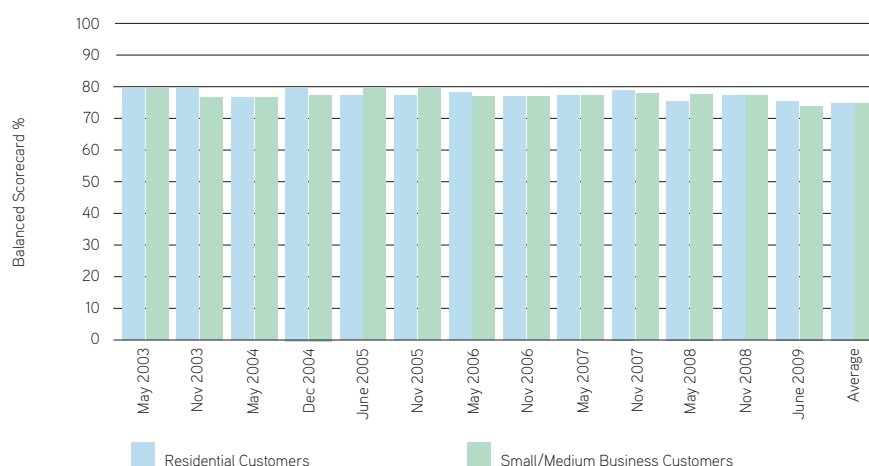
Two other indicators fell under our model corporate citizenship banner: Significant Public Safety Incidents and Significant Environmental Incidents.

The Significant Public Safety Incident indicator measures the number of serious injuries to members of the public as a result of an Aurora act or omission. There were no incidents that fell into this category this year.

The Significant Environmental Incident indicator measures the number of incidents caused by an act or omission by Aurora that is significantly detrimental to the environment. There were no incidents in this category. As mentioned on page 68, we are currently reviewing the way we define this indicator.

Figure 28

Good Corporate Citizen Rating June 2002 - May 2008



Wide reach for sponsorship program

Aurora's sponsorship program has continued to be an effective mechanism to communicate our Balanced Scorecard objectives in line with our vision and purpose.

There were no changes in the portfolio of core sponsorships during the period and significant positive media coverage was gained for annual launch events. Efforts were made to promote all major partnerships, including lower profile arts sponsorships. We continued our traditional focus on supporting organisations that provide opportunities for Tasmanian youth.

Our Sponsorship Committee meets once a month to assess applications against established criteria. Sponsored activities must occur in Tasmania, offer benefits to Tasmanians and reflect our business' values and behaviours. The full set of criteria is available on our website and in brochure form.

We provided almost \$444,000 to support a range of organisations across the health, welfare, environment, arts and sports sectors this year, down from almost \$494,000 in the previous year.

Major sponsorships receiving support of \$10,000 or more included:

- The Asthma Foundation of Tasmania;
- Salvation Army for the administration of the Hardship Policy (see page 30 for further information);
- NILS Network of Tasmania (No Interest Loans Scheme);
- The Tasmanian Chapter of the Family Business Association;
- Aurora Stadium, Launceston;
- Aurora Sports Stadium, Hobart (netball and basketball);
- Aurora League (netball);
- Aurora Footy in Schools program;
- Aurora Basketball in Schools program;
- Tasmanian Little Athletics Association;
- Terrapin Puppet Theatre;
- Aurora-Tasdance Education Program;
- Aurora Community Enrichment Program (Tasmanian Theatre Company).

Students from Maydena Primary School enjoy a taste of the Aurora Basketball in Schools program.





Footy in Schools program presenter Brad McKenzie passes tips to a young fan.

In the 2008/2009 financial year the total amount spent on sponsorship, support materials and additional standard donations to charitable organisations was a little over \$524,500, which equates to a 9 per cent reduction on spending from the previous year and is less than \$2 per customer.

Highlights of the program during 2008/2009 included:

- The Asthma Foundation of Tasmania provided asthma awareness sessions for 2518 people;
- We gave \$134,000 to the Salvation Army so that it could administer the Hardship Program;
- The Aurora Footy in Schools program was delivered to 7500 children at 88 primary schools during the 2008 calendar year;
- The Aurora-Tasdance program student performances involved 636 young people and a total audience of 773;
- The Terrapin Puppet Theatre schools tour reached 7243 primary school-aged children during 61 performances at 50 schools, many in rural and isolated areas; and
- The No Interest Loans Scheme offered 479 loans to people for essential household goods during 2008/2009.

Seven core sponsorships were reviewed and renewed during the period. Sustainable



Aurora CEO Peter Davis and youngsters at the launch of the Toy Express in Hobart.

Living Tasmania was a major sponsored partner in the previous financial year, delivering energy efficiency messages through workshops and an Aurora-branded booklet. It was determined that the workshops were successful but were limited in their reach. As a result, it was decided to support the reprint of the booklet only. The expansion of the Hardship Program portfolio is detailed on page 30.

Corporate image study delivers mixed results

Interestingly, the half-yearly corporate image study conducted in June 2009 revealed significant shifts in both public awareness of Aurora sponsorships and its approval levels.

Awareness levels of Aurora sponsorship activities amongst residential customers increased by a statistically significant 23 per cent from 47 per cent in November 2008 to 70 per cent in June 2009. However, approval of sponsorship arrangements fell an average of 12 per cent in the six-month period.

The fall in approval was spread across the portfolio including safety awareness, health awareness, hardship, sport and arts sectors. Business customers registered a 1 per cent average decline in support.

As core partnerships fall due for renewal, they will each be assessed against their awareness and approval ratings as well as performance against the terms of

their contracts. Over the next 12 months, consideration will be given to new directions in sponsorship allocations that more closely align with Aurora's strategic interests.

Field-based teams make substantial donations

This year almost \$6000 was donated by our field-based work teams to voluntary organisations and community fundraising efforts around the State.

Supported causes included local children with special needs, schools operating in underprivileged areas and emergency services. Each response centre is allocated its own small budget and the maximum amount for each donation is \$250.

Workplace giving donations increase

A total of 55 employees throughout the company participated in our Will To Give workplace giving program during the year, down from 59 last year as a result of several participants leaving the business. Participants selected Cosmos Recreation Services, which assists children and adults with disabilities, and the Royal Society for the Prevention of Cruelty to Animals to receive donations totalling \$7158, up from \$5900 last year.

Information on the program is disseminated via the company intranet and magazine, and

at response centre team meetings. While the participation rate is not as high as we would like, there are no plans to make changes to the program. Employees have chosen St John Ambulance to receive our support in the second half of 2009. Close to \$35,000 has been donated to Tasmanian-based charities by our people since the program began in 2004.

Mobile toy libraries roll out

Families living in small communities across Tasmania are benefiting from a mobile toy library service operated by Playgroup Tasmania with support from Aurora and the Tasmanian Early Years Foundation.

Three specially-equipped vehicles were purchased by Aurora to mark the company's 10th birthday on 1 July 2008, to bring books, toys and educational and parenting equipment to families outside major population centres.

The service has been operating in the north since July 2008 and the south since March 2009, while the third vehicle started its travels in the north-west in May.

The service is helping Playgroup Tasmania to realise its objective of supporting all families with young children, no matter where they live, with quality toy and play experiences.

By the end of June 2009, the 'Toy Express' had made more than 100 runs to regional and remote areas. Playgroup Tasmania CEO Steve Yates says the vans have already resulted in increased brand awareness for his organisation:

"As a direct result of Aurora's generous support for Tasmanian families with young children, Playgroup Tasmania has been able to attract additional funds from various government and non government agencies to value add to our mobile programs.

Use of the vans is meeting our expectations and in the coming years we would like to extend the programs, particularly to families less inclined to engage with us."

Partnership has potential to change lives



Second Echo Ensemble performers Charlie Smith (foreground) and William Webster rehearse their 2009 production.

Early in 2008, a new three-year partnership agreement was signed with the Tasmanian Theatre Company (TTC) to create the Aurora Energy Community Enrichment Program.

Aurora's support has enabled the TTC to bring theatrical experiences to a diverse range of performers and audiences around the State including young people, emerging artists and students through the Statewide Schools Tour, Flip Top Heart program and Class Clowns competition; indigenous performers through a series of workshops and disabled performers involved in the Second Echo Ensemble.

Tasmania's first integrated theatre troupe, the Second Echo Ensemble provides an opportunity for ongoing drama and performance work for young people with an intellectual disability. The following feedback from an organisation and an individual involved with the Second Echo Ensemble project clearly demonstrates its benefits:

"It's difficult for me to convey how important it has been for the lives of young people in the ensemble. It's given them the opportunity to showcase creative talents and expand on communication skills, to be part of a community, to be able to work together as a team and to meet other young artists who don't have a disability. Their self esteem and confidence has grown enormously."

- Anne McKinstry,
Cosmos Recreation Services

"I always like to perform in front of everyone so I can say what it means to me."

- Charlie Smith, performer

Our partnership with the TTC was judged to be inspiring and effective at the Tasmanian division of the Australia Business Arts Foundation (AbaF) Awards in September 2008. We won the Community Award section and have nominated the partnership again in 2009.

Take-up of Community Service Leave increases

There was a substantial increase in the numbers of our people taking advantage of Community Service Leave to assist a range of charitable and not-for-profit organisations. Ninety-nine people, up from 38 in the previous year, utilised this form of leave. All Aurora employees are entitled to take two days' leave on top of normal annual leave provisions to assist approved organisations during working hours.

Devonport lineworker and Army Reservist **Dave Allen** travelled to Victoria to help communities affected by the Black Saturday bushfires. He told *Aurora News*:

"One of the great things about working for Aurora is the support they give me for doing the things that I love to do. Aurora didn't hesitate in allowing me the time off to head over to the bushfires, because helping others is what we do. It is part of our culture here and something that I hope we continue to do."

A team of Retail staff volunteered its services to Conservation Volunteers Australia for a day and was given the task of removing pine trees from Seven Mile Beach near Hobart.

The Network Customer team made use of its Community Service Leave to plant trees at Oatlands in June. This activity was in line with the division's scorecard objective of protecting and preserving our environment for future generations.

Community outreach takes many shapes and forms. A Retail manager assisted this year with a mentoring program at Claremont High School called 'Shadow Days'. **Peter Dane** worked with four students, meeting them at school to talk about career opportunities and then bringing them into his workplace to see what we do and how we do it.

Peter has joined with other people in the business to make presentations, largely around energy efficiency topics, to Rotary and self-funded retiree and pensioner groups around the State.



Logistics Officer Gayelene Hall is a passionate supporter of the Cancer Council's Relay for Life event. She leads a team known as 'Mum's the Word', which comprises family members and several colleagues from the Devonport Resource Centre. The team has raised more than \$10,000 since 2004, to help run two vehicles to transport north-west coast cancer patients to Launceston for treatment. Gayelene used her Community Service Leave to prepare for this year's event, and was proud that five of her grandchildren, aged five and under, joined her on the walk.



Students from Maydena Primary School make healthy smoothies during the Aurora Activity Day held at the school.

Activity Days focus on small rural schools

Aurora's Public Relations team deliberately chose three small, rural schools for its annual Activity Day program this year, to benefit students who sometimes miss out on special events due to their geographical isolation.

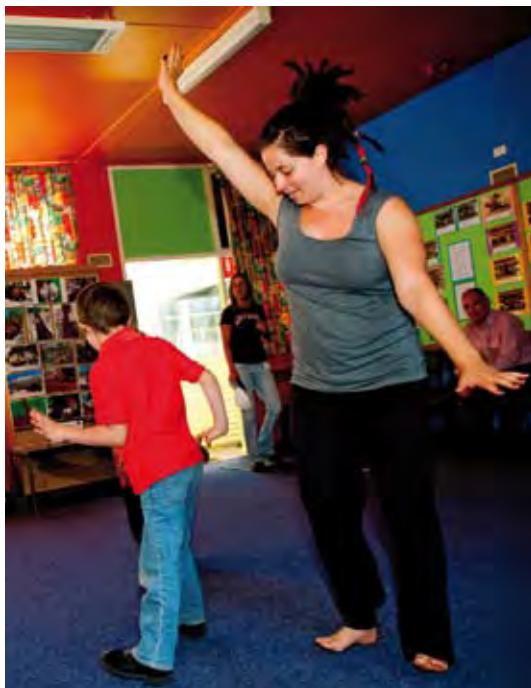
One hundred and thirty students at Bracknell Primary School (north), Maydena Primary School (south) and Wilmot Primary School (north-west) were encouraged to stay active at clinics run by sponsored partners. Representatives from

AFL Tasmania, Basketball Tasmania, the Tasmanian Theatre Company, the Asthma Foundation of Tasmania, nutritionists from Natural Nutrition and Fabulous Food and Aurora personnel passed on healthy lifestyle tips and electrical safety information.

Teachers and students at all three schools appreciated our efforts:

"The staff thought the day was fantastic. All the presenters were professional and ran the workshops to suit the level of the children, which was a credit to them."

- Bracknell Primary School



Tasmanian Theatre Company performer Bridget Nicklason-King gets students moving during an Aurora Activity Day program.



Customer Advocacy Officer Jacqui Jones and Local Area Manager Mick Philpott were members of a Network Division team assisting with a graffiti removal initiative.

"Thank you for coming to our school. We all had heaps of fun and learnt a lot from our talk about being safe around electricity. We hope you have fun at the other schools."

- The Junior Class,
Wilmot Primary School

The presenters found working with the small groups very personally rewarding.

Lappin' for Lifeline gruelling but rewarding

More than 50 of our employees took part in the Lappin' for Lifeline event at Hobart's bike track on 13 March 2009. The group collectively covered 352 kilometres and raised \$13,000, which will assist Lifeline to provide its essential counselling to Tasmanians statewide.

Tasmania Together commitment renewed

Aurora has been a long-term signatory to the Tasmania Together 2020 vision program and supports the goals and benchmarks it has set to shape government policy and service delivery into the future. This year we renewed our commitment and provided information for the organisation's newsletter. Further information on Tasmania Together can be found at www.tasmaniatogether.tas.gov.au.

Graffiti prevention program a success

Aurora's Community Respect Order Program, run in conjunction with the Tasmanian Department of Police and Emergency Services, is proving beneficial for young offenders while also protecting our pole assets.

Seventeen employees volunteered for training in September 2008 to join the program, which is a diversionary option used by Tasmania Police to rehabilitate young offenders between the ages of 13 and 25.

Offenders found guilty of damage to public property in the community have painted over unsightly graffiti on hundreds of our poles across the State. Aurora also provides the paint, gloves, brushes and rollers.

The Community Respect Order program will extend to the north-west in the near future. Employees have enjoyed the chance to make a contribution to the lives of young people while at the same time helping our business to meet its model corporate citizenship obligations.



Students learn about the equipment used by live-lineworkers from Electrical Safety in Schools program presenter Rachael Bessell.

Commitment to community safety continues

Formal responsibility for electrical safety in Tasmania resides with the Electricity Standards and Safety Group within Workplace Standards Tasmania.

However, as the owner of Tasmania's electricity distribution network, Aurora is committed to undertaking a range of public safety campaigns to raise community awareness of electrical safety issues involving its assets.

Constant reinforcement of the safety message is critical. It is easy for people to become complacent about such a common commodity as electricity, and they are sometimes unaware of the significance of some warning signs.

The June 2009 corporate image survey included the indicator 'provides advice on the safe use of electricity'. It was very encouraging that 83 per cent of residential customers agreed with this statement, up from 82 per cent in the previous year. The results for business customers were slightly lower, at 79 per cent, down from 80 per cent.

Electrical Safety in Schools program extends reach

Our Electrical Safety in Schools program for primary school-aged children, now in its fifth year, remains in high demand with schools across the public and private sectors.

Forty-eight schools were visited during 2008/2009, which is on par with the number visited in the previous year. However, our team of presenters now tend to visit more classes per visit, which has seen the total number of students reached increase from 8900 in 2007/2008 to 10,084 this year.

Evaluation forms received from schools display an average score of 8/10, which is very pleasing. Typical feedback examples include:

"Just a note to thank you for the information lesson my daughter was given. Your speaker really explained the safety message wonderfully. She learnt so much and is now aware."

- Parent of Rokeby Primary student

"I am just writing to pass on my thanks for offering the Electrical Safety in Schools Program to the students at New Norfolk Primary School. The program was excellent and well supported with resources. Rachael delivered the program very well. She passed on some very important messages about electrical safety. She engaged students

and kept them interested throughout the session. Her management of the students was excellent. Thanks again for offering this worthwhile program to our students."

- Belinda Triffett, New Norfolk Primary School

Our partnership with the Terrapin Puppet Theatre continues to support the program. A puppeteer delivers a safety message at the end of each school performance. Five people from across the business received training in March 2009 and have officially joined the program as presenters. Scheduling for 2010 will commence later this year, with a target of 50 schools.

Community safety campaigns use a range of channels

It was 'business as usual' for several of Aurora's community safety campaigns this year, while others were revamped and extended.

A stand-out new component of our campaign is the CablePI household safety device, which is being distributed to all homes and small businesses in Tasmania. Full detail on this project is on page 27.

Aurora undertakes the statewide redistribution of a brochure, **Don't Die: give your home an electrical health check up**, which highlights the risks of faulty or poorly



Electrical Inspector Tim Hopper explains the dangers of cracked and broken powerpoints and appliances to a visitor at the Agfest display in May 2009.

maintained domestic installations, and reminds customers of the need to regularly check the electrical health of their home. The Safety Checklist brochure mailout is conducted annually as part of the December to February billing cycle and is accompanied by an advertising campaign to reinforce the message.

Another annual campaign, **Stay Away Stay Alive**, reminds the community of the dangers posed by fallen powerlines. Some people mistakenly assume that lines that are broken or damaged on the ground are no longer live – this is not necessarily the case and it's important to remind people not to touch fallen wires and to contact Aurora for immediate assistance. Advice on this topic is provided via press advertisements and the mailout of information leaflets to all Aurora customers in the August to October billing cycle.

The frequency of vehicles and equipment contacting overhead lines also remains a serious concern and we are continuing our **Don't Die: Look Up Look Out** campaign in conjunction with transmission company, Transend. The campaign involves the distribution of a range of material including farm gate signs, stickers and safety information to heavy equipment and vehicle owners, councils, farming organisations and irrigation tariff customers.

This message was supported by a suite of radio, press and television advertisements. The radio advertisements were revamped in late 2008 in response to customer feedback and ran over the summer months. The television advertisement ran regularly in a community/lifestyle slot on Southern Cross Television, also over summer.

In February 2009, Tasmania's Coroner released his findings into the deaths by electrocution of two farmhands at Powranna in early 2007, after irrigation pipes they were moving came into contact with 22kV overhead powerlines. He made no adverse findings in relation to Aurora, stating that the deaths resulted from inadvertent contact with the powerlines, possibly while trying to remove a rabbit from one of the pipes.

The Coroner recommended that Aurora continue the *Look Up Look Out* campaign and that conductive objects that might come into contact with overhead lines while being moved or extended should not be stored, stacked or kept under energised conductors. This message is stated in our brochure but we have made it more prominent as a result of the Coroner's findings.

Network Division's **Building Near Powerlines** campaign was launched in July 2008 to educate the public on safe clearance distances when building structures.

This project developed when we noticed an increase in new dwellings being built too close to our assets, posing safety risks as well as hefty relocation costs. A brochure was developed in conjunction with Workplace Standards Tasmania and our Local Area Managers met with every local council in the State to request assistance in distributing the information on our behalf to customers making a development application. Brochures were also distributed to the Home Ideas Centres in both Hobart and Launceston and a presentation was given to the Building Surveyors Association of Tasmania.

Workplace Standards Tasmania reports the brochure has proven popular and it is now included in information packs for owner builders.

Raising awareness of fire dangers and the impact on reliability posed by vegetation coming into contact with overhead powerlines is an important part of Aurora's ongoing safety activities. We produce a brochure, **Safe Growing Near Powerlines**, as a guide to customers on their responsibilities in keeping trees away from powerlines on their property. The brochure is distributed by Aurora's vegetation contractors and is reinforced through a regular advertising campaign and at community events such as Agfest.

A new television and press advertising campaign to mitigate bushfire risk and raise community awareness went to air in September 2008 and ran through the summer months. It was comprehensively tested via a series of focus groups to ensure that the message was relayed effectively. It certainly gained attention, with vegetation-related customer queries increasing 300 per cent during the period from late September 2008 through to March 2009.

It is envisaged that this campaign will be ongoing, particularly in light of Victoria's Black Saturday fires in February 2009. All Aurora's safety publications are available on our website at www.auroraenergy.com.au or by contacting our Fault Centre on 13 2004.



Network Services Centre team members (from back, left) Marcus Gayewski and Chris Symons (and at front) Kristy Hall and Kathryn Hatty, present their \$750 safety milestone cheque to Brett Marley of Heart 103.7 FM.



Retail Division safety team members (from left) Tristan Berezansky, Virginia Bolton, Caroline Steele, Melinda Perry and Paul Bloomfield donated safety milestone earnings to Kae McKinnon of the RSPCA.

Partnership with PASS Inc. mutually beneficial

Our positive relationship with the Proactive Agricultural Safety and Support group, or PASS Inc., continued to deliver benefits to both organisations this year.

In July 2008, Network Services Division's Safety Manager, **Simon Burgess**, took up an invitation to deliver a presentation to a PASS workshop designed to raise the profile of risk awareness amongst the agribusiness community. The presentation provided an overview of Network Services' risk assessment methodology.

An incident where one of our employees required medical treatment after receiving a shock from an electrified farm fence during a pole renewal prompted discussion of this issue.

Our Training, Strategy and Standards Group worked closely with PASS Inc. on the development of a DVD for Aurora people. The DVD featured a PASS member talking about the tragic circumstances that led to her son being electrocuted (see page 59 for further information).

In May 2009 the Network Services Safety Manager attended a workshop aimed at developing generic risk management forms and processes that could be used by agribusinesses across Tasmania.

The Chair of PASS Inc., Anne Taylor, wrote to Aurora in December 2008 to congratulate us on a new version of the *Don't Die: Look Up Look Out* brochure:

"We have received feedback from various property owners commenting that it was a timely reminder and that it was effective in improving their knowledge of the risks and how to manage them. Well done to your team."

Safety Incentive Scheme spreads benefits widely

Our long standing Safety Incentive Scheme continues to link safe working practices with local community benefit. Teams receive \$250 as a reward for working through the year without a lost-time incident. The funds are cumulative and are donated to an organisation of the team's own choice.

A total of \$43,250 worth of safety bonuses was donated to organisations, which included the Red Cross for its Victorian Bushfire Appeal (\$5500), the Flinders Island State Emergency Service (\$2750), Headway (\$250), a Lions Club (\$3500) and the Giant Steps autism support organisation (\$250). This was a significant increase over the previous year's figure of \$27,000, reflecting the vastly improved safety performance around the business.

Work teams' safety achievements are celebrated in the monthly employee magazine and often in regional media. Teams that acted as safety role models to others in the business included **King Island**, which holds the record with 14 years without a safety incident. The group donated \$3500 to its local boat club, which provides sail training to young people on the island. The money will be used to refit a four-metre junior cadet class dinghy so that the club can defend the Stonehaven Cup won earlier in 2009.

The previous year the King Island team chose Phoenix House to receive its safety incentive earnings of \$3250. Phoenix House is using the funds for a Men's Shed project on the island. The team agreed that funds earned from working safely should be channelled into a program that is centred on community safety and wellbeing.

Four work groups that have each worked for 12 years without a lost time incident – Queenstown, Campbell Town, Ground Services North-West and Field Operators North – were able to donate a total of \$12,000 this year to their chosen charities of the Victorian Bushfire Appeal, Camp Quality, the Make-A-Wish Foundation and a local Glee Club.