

Methodology Disclosure Statement

CLIENT: Endeavour Energy

PROJECT NAME: Endeavour Energy 2024-2029 Revenue
Reset Proposal

PROJECT REFERENCE: NGR 2105007

October 2021



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DISCLAIMER In preparing this report we have presented and interpreted information that we believe to be relevant for completing the agreed task in a professional manner. It is important to understand that we have sought to ensure the accuracy of all the information incorporated into this report. Where we have made assumptions as a part of interpreting the data in this report, we have sought to make those assumptions clear. Similarly, we have sought to make clear where we are expressing our professional opinion rather than reporting findings. Please ensure that you take these assumptions into account when using this report as the basis for any decision-making. The qualitative research findings included throughout this report should not be considered statistically representative and cannot be extrapolated to the general population. For the quantitative research results, the base (number and type of respondents asked each question) and the actual survey questions are shown at the bottom of each page. This project was conducted in accordance with AS: ISO20252:2019 guidelines, to which SEC Newgate Research is accredited. Project reference number: NGR 2105007. This document is commercial-in-confidence; the recipient agrees to hold all information presented within as confidential and agrees not to use or disclose, or allow the use or disclosure of the said information to unauthorised parties, directly or indirectly, without prior written consent. Our methodology is copyright to SEC Newgate Research, 2021. SEC Newgate Research is a member of the Australian Polling Council and complies with its Code of Conduct as it pertains to the public release of polling data.



Short Methodology Disclosure Statement

This research was conducted by SEC Newgate Research on behalf of Endeavour Energy between 30 August and 15 September 2021. Facilitation of the English groups was conducted by Sue Vercoe, Julie Sheather and Dorothy Dudley, and note taking was conducted by Peta Hinton. In consultation with the Ethnic Communities' Council of NSW (ECC NSW), facilitation of the Vietnamese in-language residential group was conducted by Do Ha with note-taking by Phung Ngo. Facilitation of the Assyrian in-language residential group and discussions with Assyrian small business owners was conducted by George Georgees with note-taking by Rageed Tater.

The target population for the research was Endeavour Energy's end-use customers from across its catchment, including Western Sydney, Southwest Sydney, Blue Mountains, Southern Highlands and the South Coast.

The research comprised 15 online groups between 1.75-2 hours in length with a total of n=88 participants, and 4 discussions with small business owners from the Assyrian community each lasting 45 minutes.

Recruitment for the English groups was undertaken by independent recruiter Research Connections. Recruitment of the in-language groups and discussions with Assyrian small business owners was conducted by the ECC NSW. Participation was on a voluntary, opt-in basis. Residential participants received \$100 for their time and SMEs were incentivised between \$200-250 for their time in order to ensure participation.

The research was undertaken in compliance with the Australian Polling Council Quality Mark standards which can be viewed here:

<https://www.linkedin.com/company/Australian-polling-council>

Long Methodology Disclosure Statement

This research was conducted by SEC Newgate Research on behalf of Endeavour Energy between 30 August and 15 September 2021.

The target population for the research was Endeavour Energy's end-use customers from across its catchment, including Western Sydney, Southwest Sydney, Blue Mountains, Southern Highlands and the South Coast.

The research comprised 15 online groups between 1.75-2 hours in length with a total of n=88 participants, and 4 discussions with small business owners from the Assyrian community each lasting 45 minutes.

Recruitment for the English groups was undertaken by independent recruiter Research Connections. Recruitment of the in-language groups and discussions with Assyrian small business owners was conducted by the ECC NSW.

Participation was on a voluntary, opt-in basis.

This research was conducted by SEC Newgate Research on behalf of Endeavour Energy. The target audience for the research was Endeavour Energy's end-use customers from across its catchment, including Western Sydney, Southwest Sydney, Blue Mountains, Southern Highlands and the South Coast.

The English language focus groups were conducted between 30 August and 15 September 2021. Facilitation of the English groups was conducted by Sue Vercoe, Julie Sheather and Dorothy Dudley, and note taking was conducted by Peta Hinton. In consultation with the Ethnic Communities' Council of NSW (ECC NSW), facilitation of the Vietnamese in-language residential group was conducted by Do Ha with note-taking by Phung Ngo. Facilitation of the Assyrian in-language residential group and discussions with Assyrian small business owners was conducted by George Georgees with note-taking by Rageed Tater.

The focus group component of the research comprised 15 online groups between 1.75-2 hours in length with a total of n=88 participants, and 4 discussions with small business owners from the Assyrian community each lasting 45 minutes. To be eligible to participate they needed to be living in or have their business located in the LGAs serviced by the Endeavour Energy network. Each focus group comprised a mix of age, gender, life stage and cultural and linguistically diverse backgrounds. Care was taken to include some in each group who had not previously participated in market research.

Recruitment for the English groups was undertaken by independent recruiter Research Connections. Recruitment of the in-language groups and discussions with Assyrian small business owners was conducted by the ECC NSW.

Participation was on a voluntary, opt-in basis. Residential participants received \$100 for their time and SMEs were incentivised between \$200-250 for their time in order to ensure participation.

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