

# 2021 Members

## SURVEY RESULTS



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# Introduction

Welcome to the results of the 2021 VicWater Members Survey. This year we received feedback from all eighteen of our member organisations, as well as one associate member organisation across a range of areas. An invitation to participate was issued to over 1,200 people including all Chair and Non-Executive Directors, Managing Directors, Senior Executive Managers and Senior Managers.

The vision for VicWater is to lead what we believe is an innovative water sector, responsible for the sustainable delivery of water and wastewater services to Victorians, as well as creating valuable partnerships with our stakeholders and industry allies.

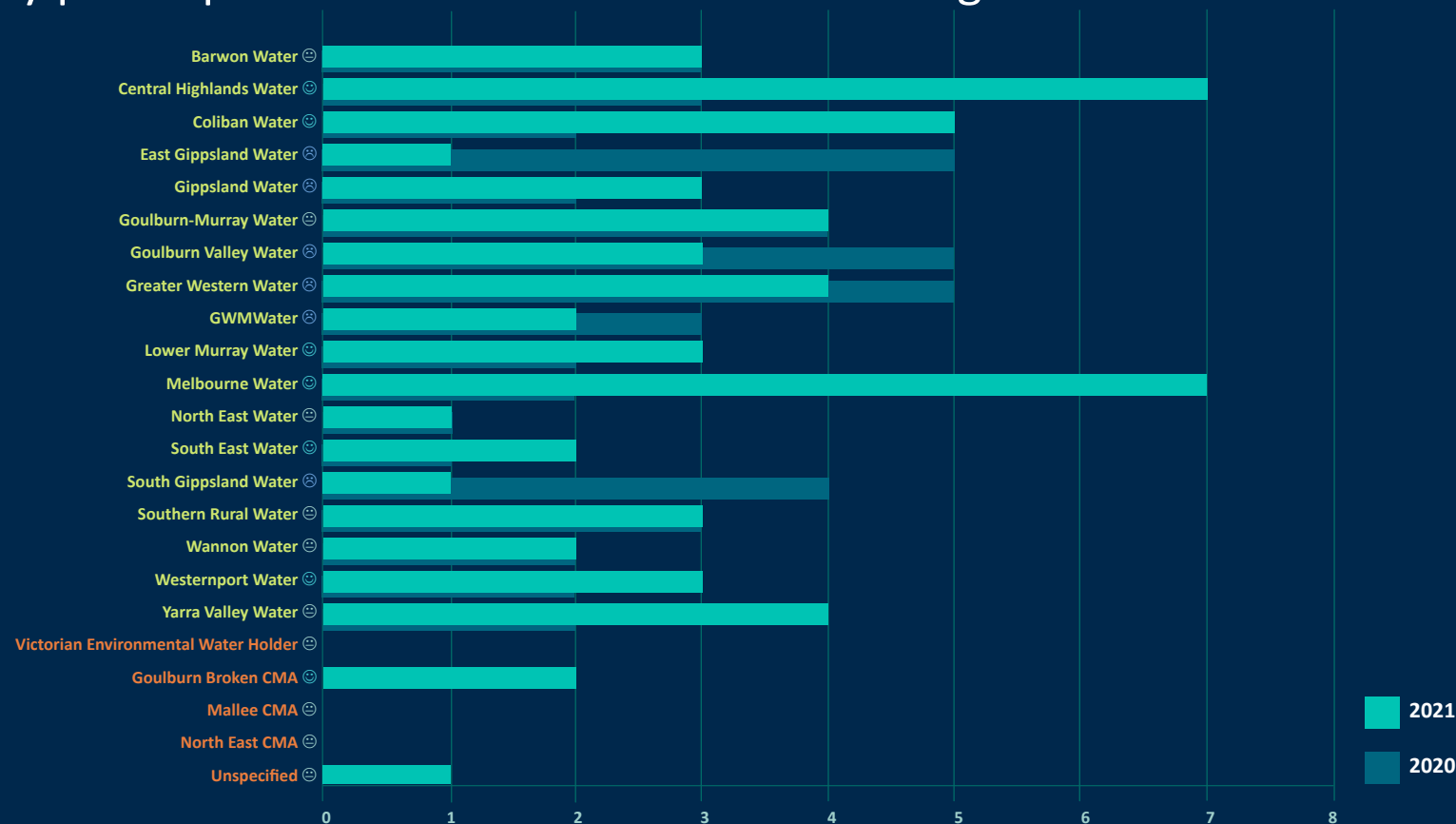
The purpose of this year's survey was to check-in with our members to gather honest perspectives on the current and future state of our industry. We wanted to see how we are performing in fulfilling expectations at an organisational level and where applicable, how the results\* compared to 2020. The majority of responders chose to remain anonymous, and provided honest, constructive critiques. This valuable feedback assists VicWater in reviewing its offerings and refining the services it provides members.

We thank members for their contributions through the survey and their ongoing support for VicWater.

\* Comparison of results applicable to Respondents Location and Type, Our Mission and Service Values. All other polled questions differ from the 2020 survey

# 2021 Respondents

All eighteen of our member organisations participated in this year's survey plus representation from one associate organisation



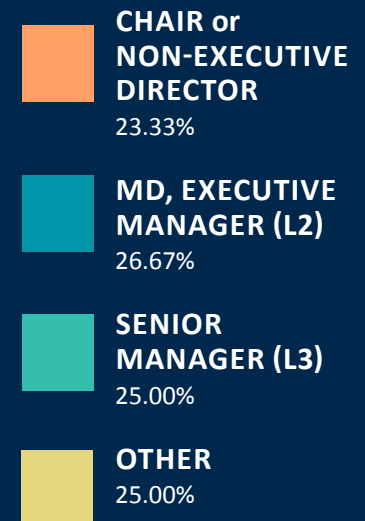
## OUR 2021 RESPONDENT BREAKDOWN



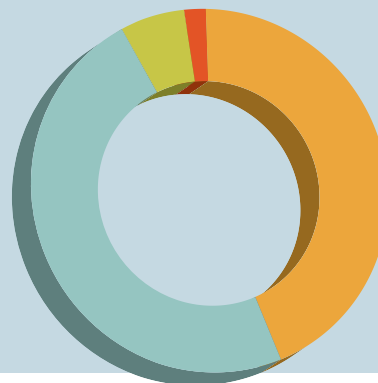
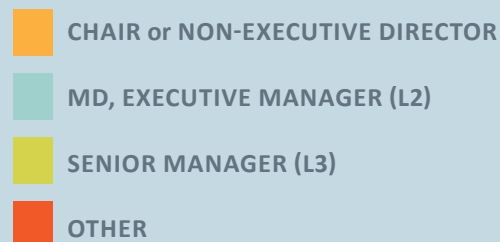
**26.67%**  
MANAGING DIRECTORS OR  
EXECUTIVE MANAGEMENT  
(LEVEL 2 MANAGERS)

**23.33%**  
CHAIR OR NON-EXECUTIVE  
DIRECTORS

### LEGEND 2021



### Breakdown from 2020 survey



**49%**  
MANAGING DIRECTORS OR  
EXECUTIVE MANAGEMENT  
(LEVEL 2 MANAGERS)

**47%**  
CHAIR OR NON-EXECUTIVE  
DIRECTORS

# Our Mission

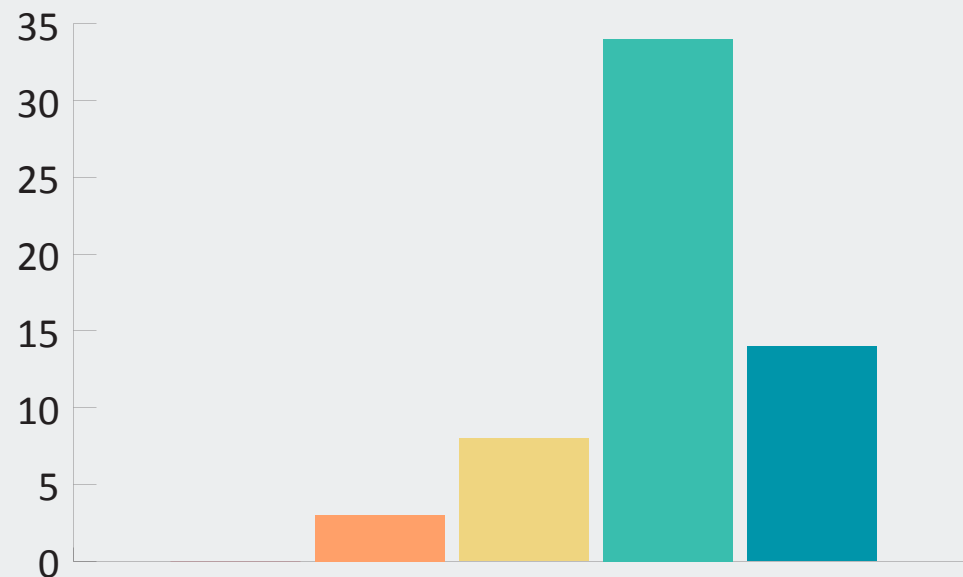
VicWater's mission is to be the leading advocate for Victorian water businesses in their interaction with Government, its agencies and the community

We asked our respondents to what extent they agree we are fulfilling this function



## OUR MISSION

# Leading Advocate for Victorian Water Businesses

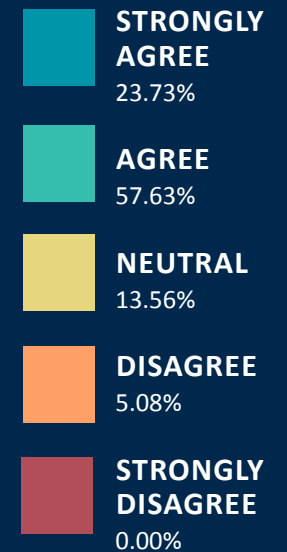


**57.63%**  
AGREE

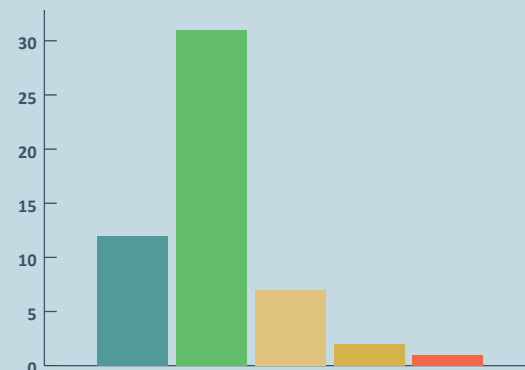
**23.73%**  
STRONGLY AGREE

81.36% FAVOURABLE RESULT

### LEGEND 2021



### Breakdown from 2020 survey



### RESULTS FROM 2020 SURVEY

**58.50%**  
AGREED

**22.60%**  
STRONGLY AGREED

81.10% FAVOURABLE RESULT

## We asked our respondents the reason for their last answer...

VW completed some high quality, high level work during the year that provides a good opportunity to engage and influence government and regulators

We don't hear enough 'advocating' or One-Water approach from VicWater to date

Plays a much more minor role for metropolitan water businesses.

We need a way of coming together to discuss shared objectives and issues. VicWater gives us that opportunity

Correspondence and events indicate this mission

Really doing this now re EPA and Health and even DELWP on key issues

I don't see any 'hard' issues pursued with Govt  
- like infrastructure demand with population explosion in regions

The advocacy role of VicWater is becoming quite apparent in directions of activities with Victoria. Leadership on issues via members is growing in a few of the fields with a profile expansion

My experience has been that the advocacy on issues affecting my part of the business have been reactive rather than proactive

The vision is great but I haven't seen evidence of VicWater's advocacy. This is either because you're not promoting this or it's not happening

I have seen and been involved in certain VicWater initiatives that have demonstrated that VicWater has been a leading advocate in these areas

I do not feel enough advocacy occurs regarding expansion of the potable networks, public access restriction at reservoirs and leadership from an environmental perspective

Vicwater represents the Victorian water businesses as one united group in their interaction with Government, the community and lead various project that a common across the water sector

A number of projects I'm involved with are led by VicWater and there is a clear line to Government.

Lots of progress made over the last 2 years - forums, workshops, conferences, visible support from the top and all VicWater Employees - great job!

Is an advocate but not sure if it is the leading advocate

Over the last 2 years I have seen increased collaborative leadership from VicWater on issues relevant to the sector

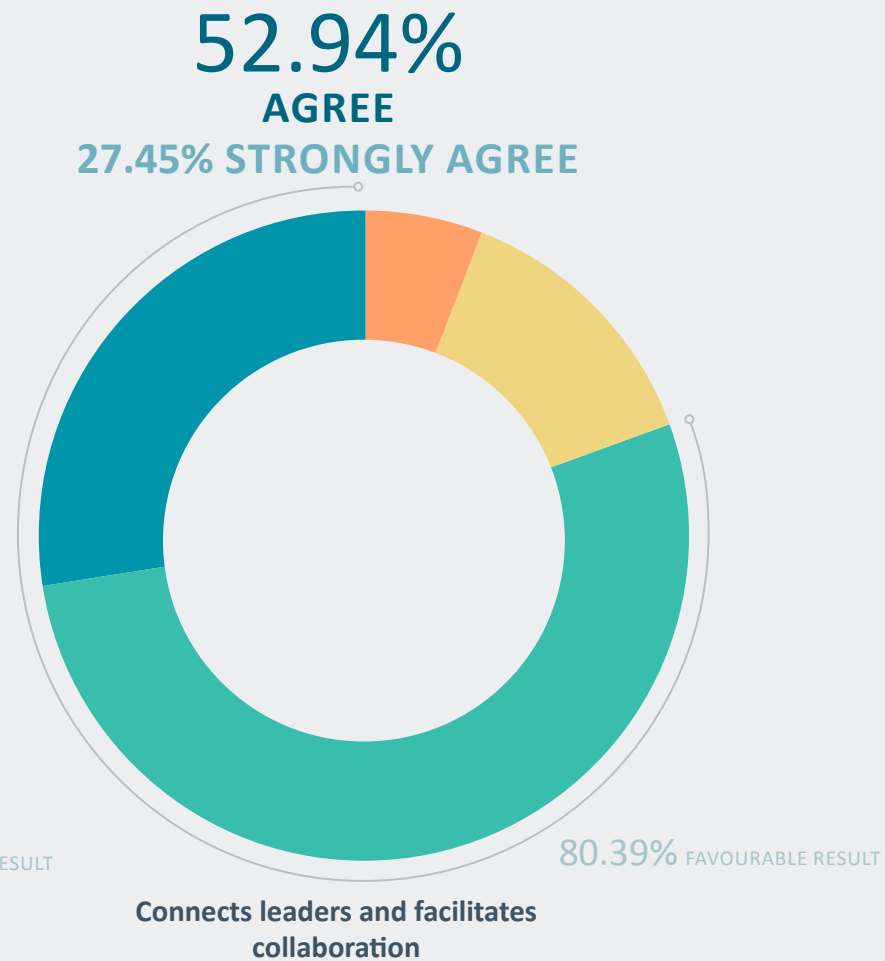
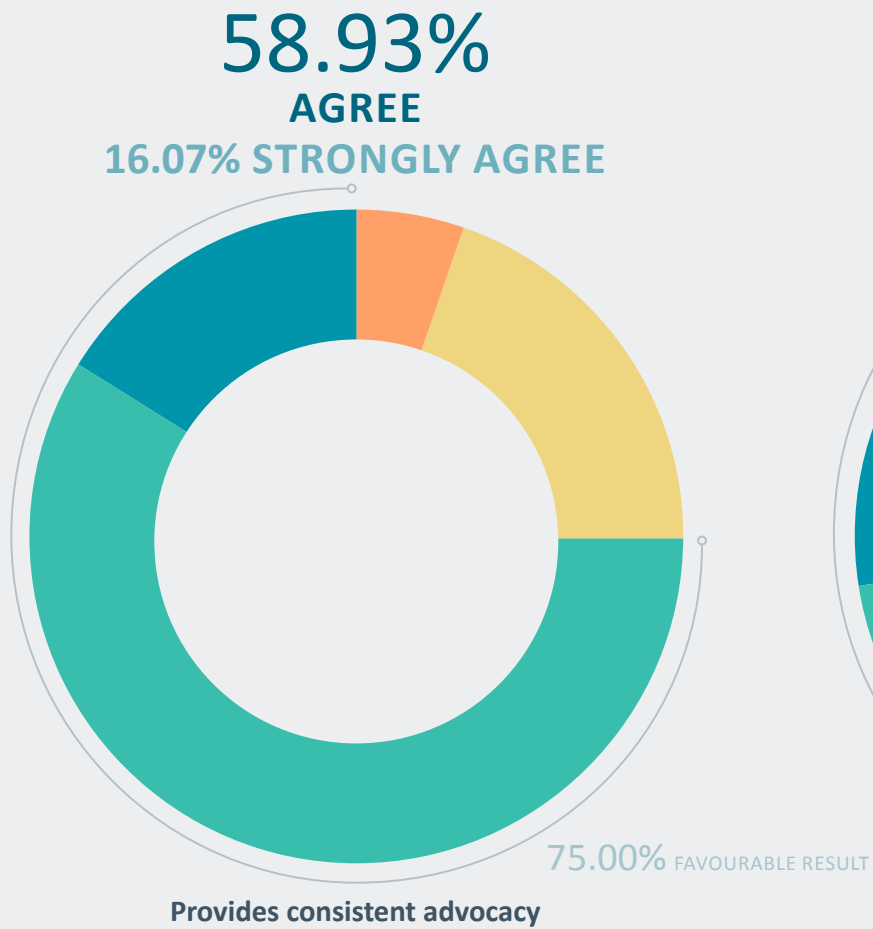


# Our Performance

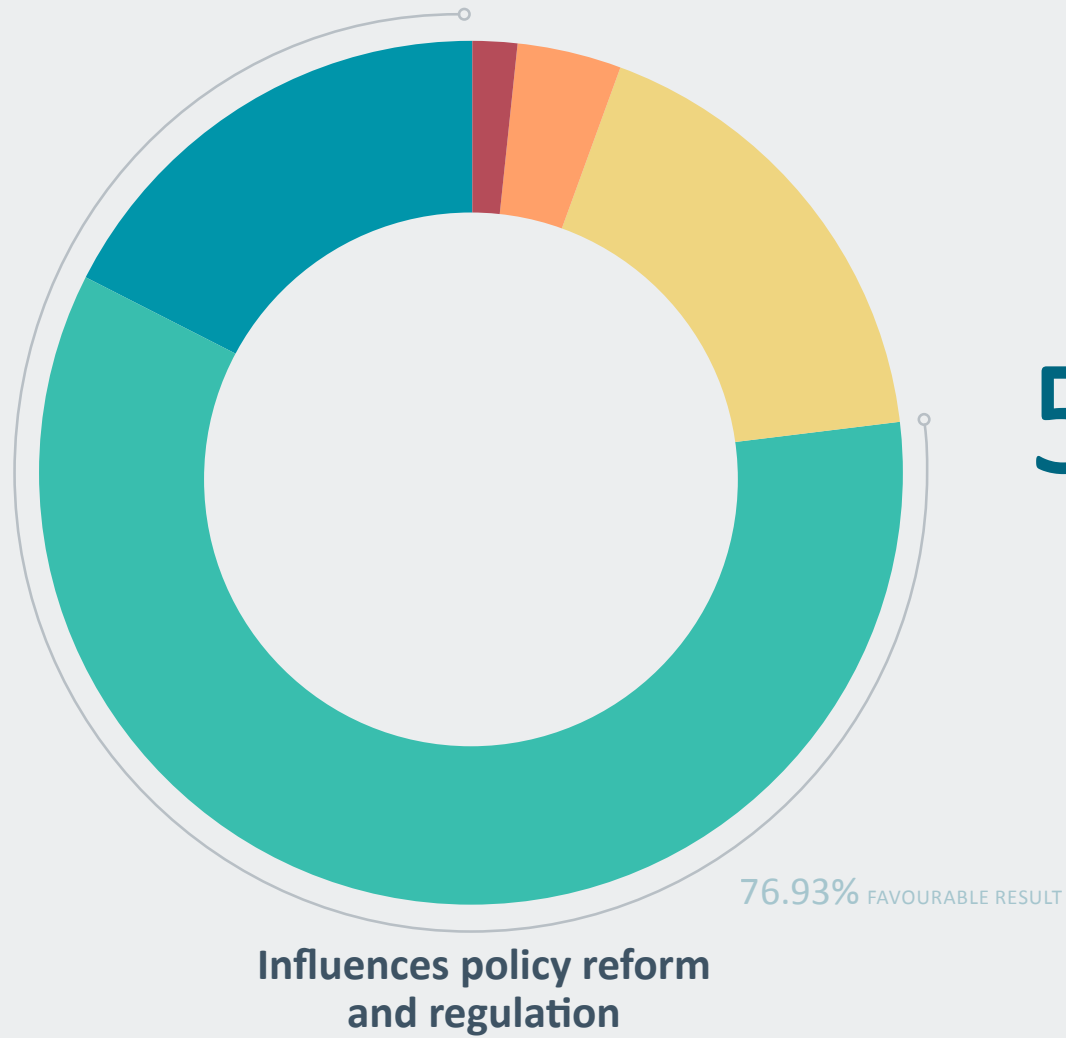
We asked our respondents which of the following six concepts resonate with them most:

- Provides consistent advocacy
- Connects leaders and facilitates collaboration
- Provides important information
- Influences policy reform and regulation
- Works strategically for the future of the water sector
- Provides thought leadership of the water sector

## OUR PERFORMANCE



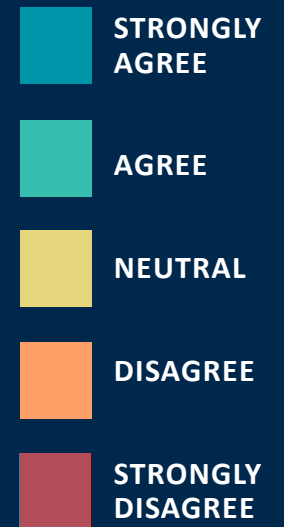
## OUR PERFORMANCE



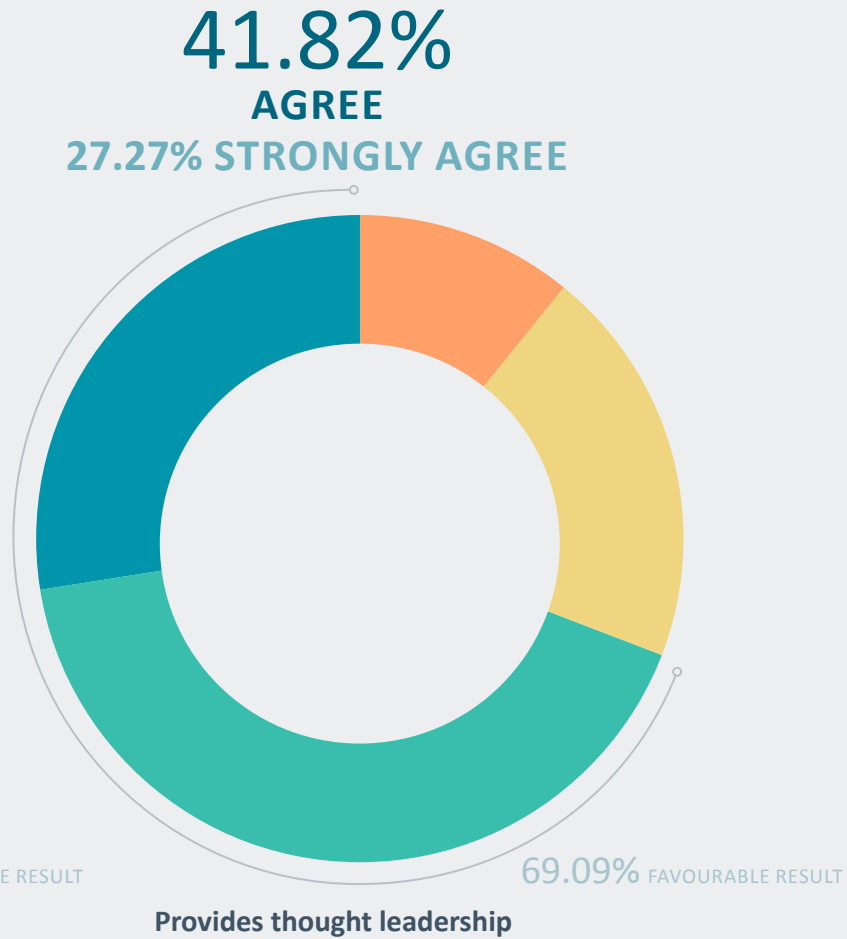
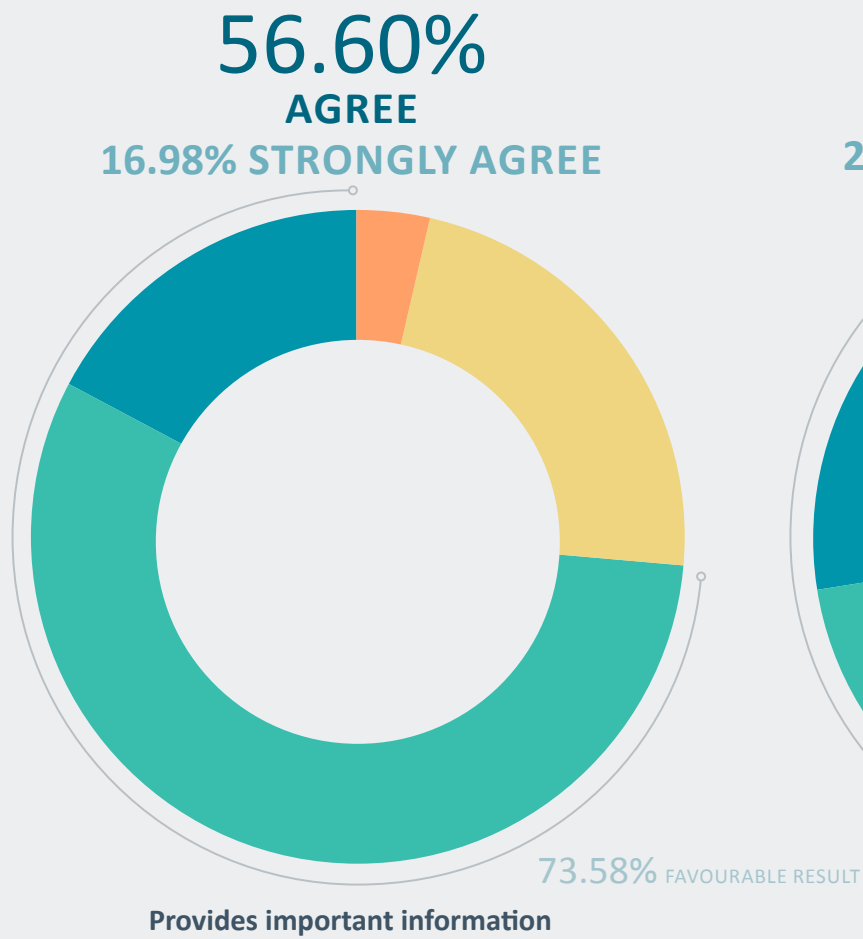
59.62%  
AGREE

17.31%  
STRONGLY AGREE

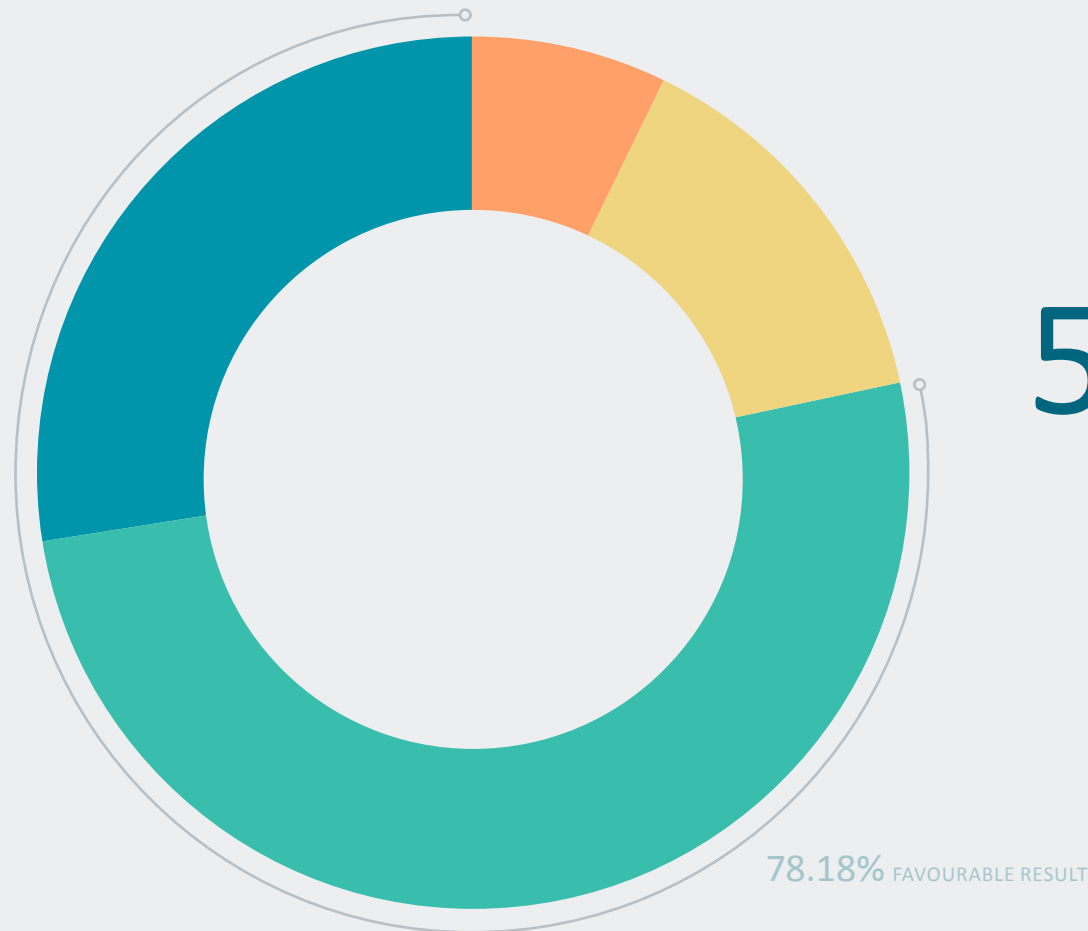
### LEGEND 2021



## OUR PERFORMANCE



## OUR PERFORMANCE

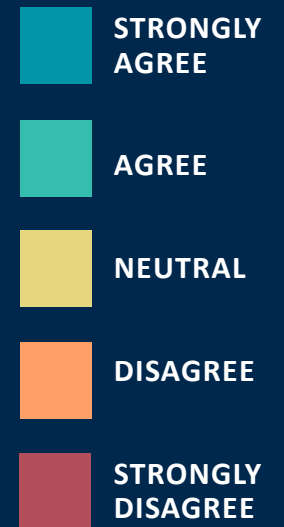


Works strategically for the future  
of the water sector

50.91%  
AGREE

27.27%  
STRONGLY AGREE

### LEGEND 2021



## We invited our respondents to comment on their response...

It's been hard with lockdowns but VicWater events are an important way the sector comes together

I feel VicWater have substantially moved in the right direction on all of these things and over time will become consistent. Having better supporting resources going forward will help. I was very frustrated with the previous policy person

Being in the financial management of [a member organisation], I tend to know more about the VicWater projects that effect my work. The VicWater work and contribution on the 2021 Revaluation and Puddle accounts are an important focus whereby aligning the Water businesses.

Again, this is what VicWater should be doing but I'm unable to provide strong evidence to back this up. I feel VicWater works with the MDs a lot but doesn't engage much at a lower level

Having been involved in many Statuary Authorities, VicWater is the most effective body, and individual entities are much more willing to share.

# Our Performance

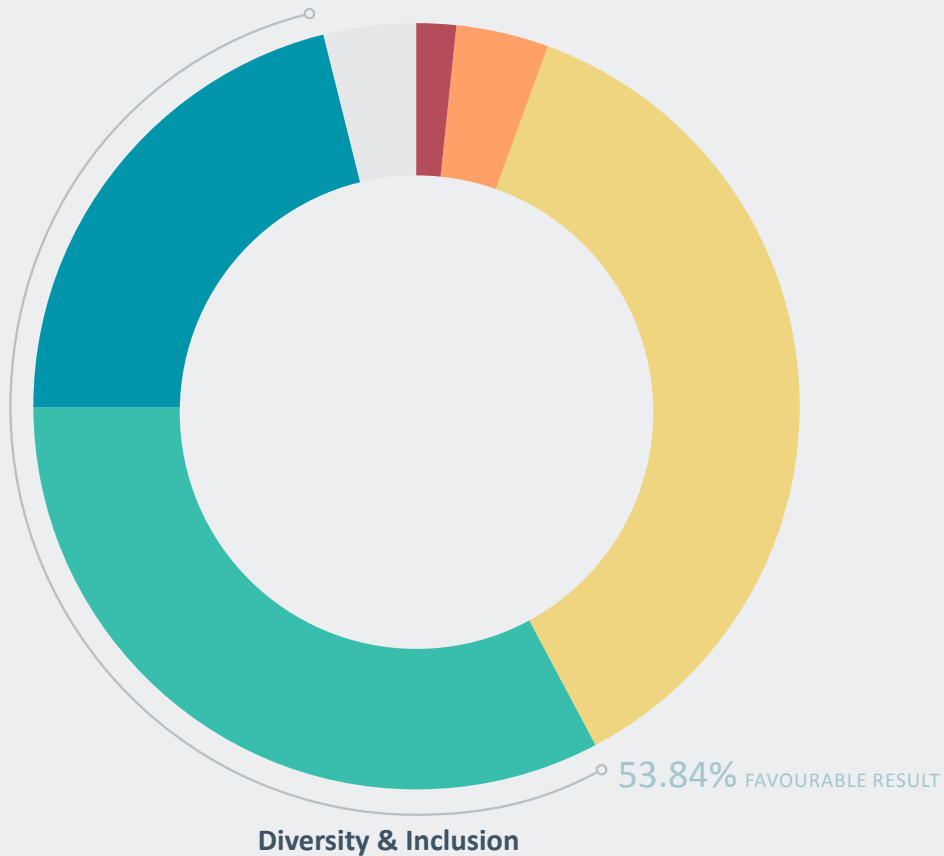
We asked our respondents which areas of focus they feel VicWater is excelling in to determine members' level of awareness and their perceptions of our performance

## OUR PERFORMANCE

32.69%

AGREE

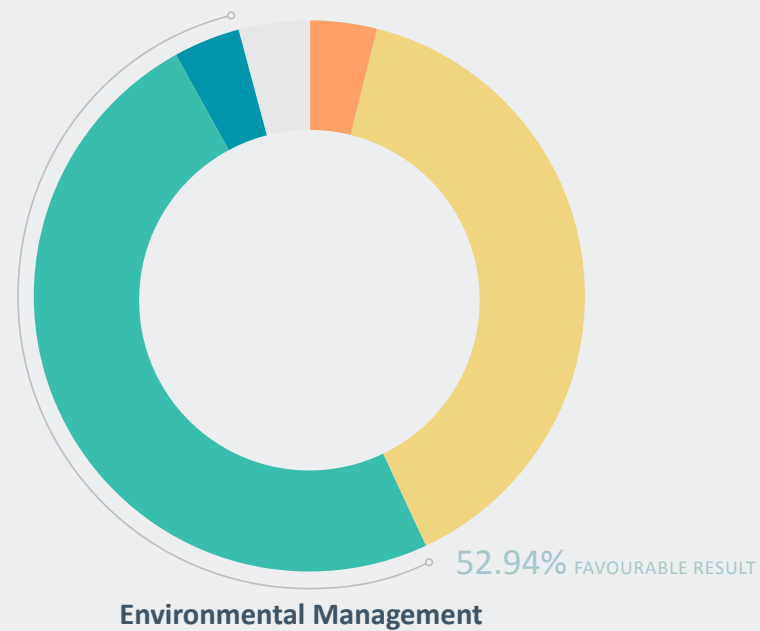
21.15% STRONGLY AGREE



49.02%

AGREE

3.92% STRONGLY AGREE



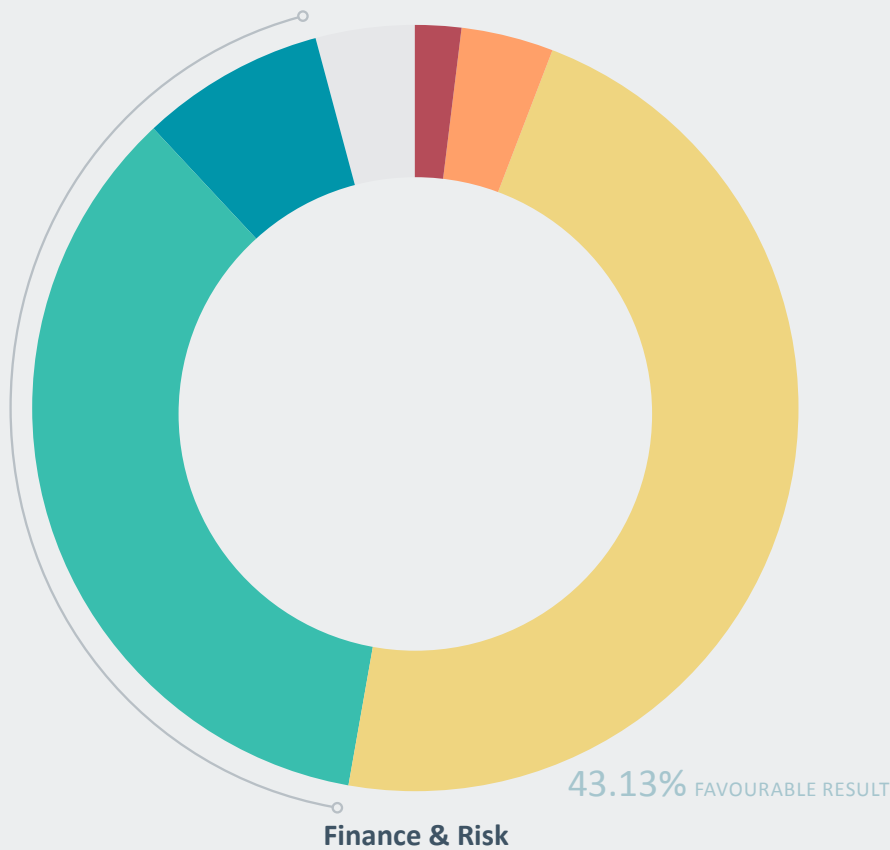


## OUR PERFORMANCE

35.29%

AGREE

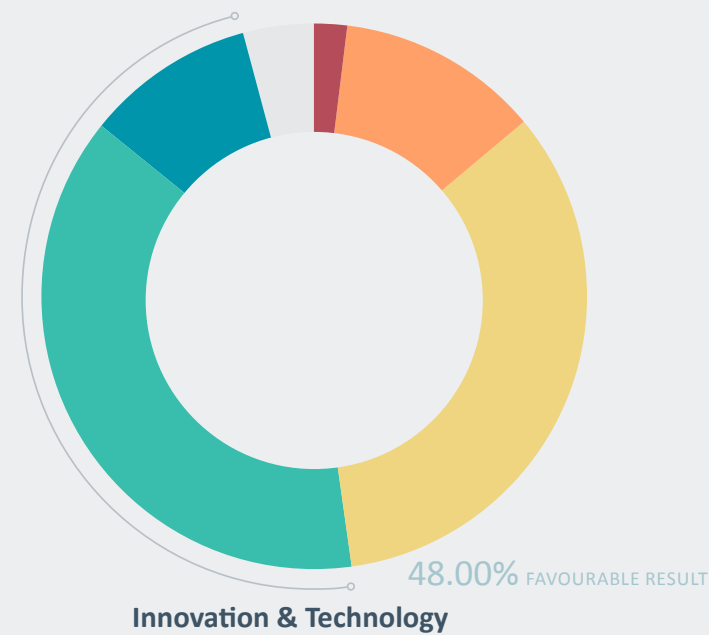
7.84% STRONGLY AGREE



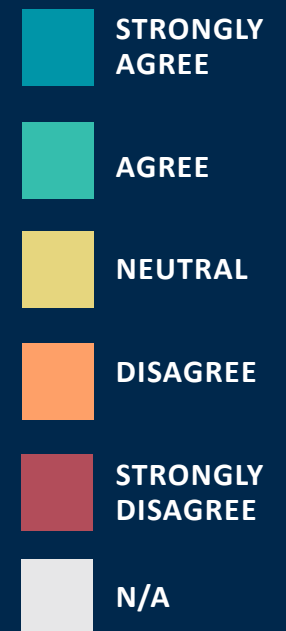
38.00%

AGREE

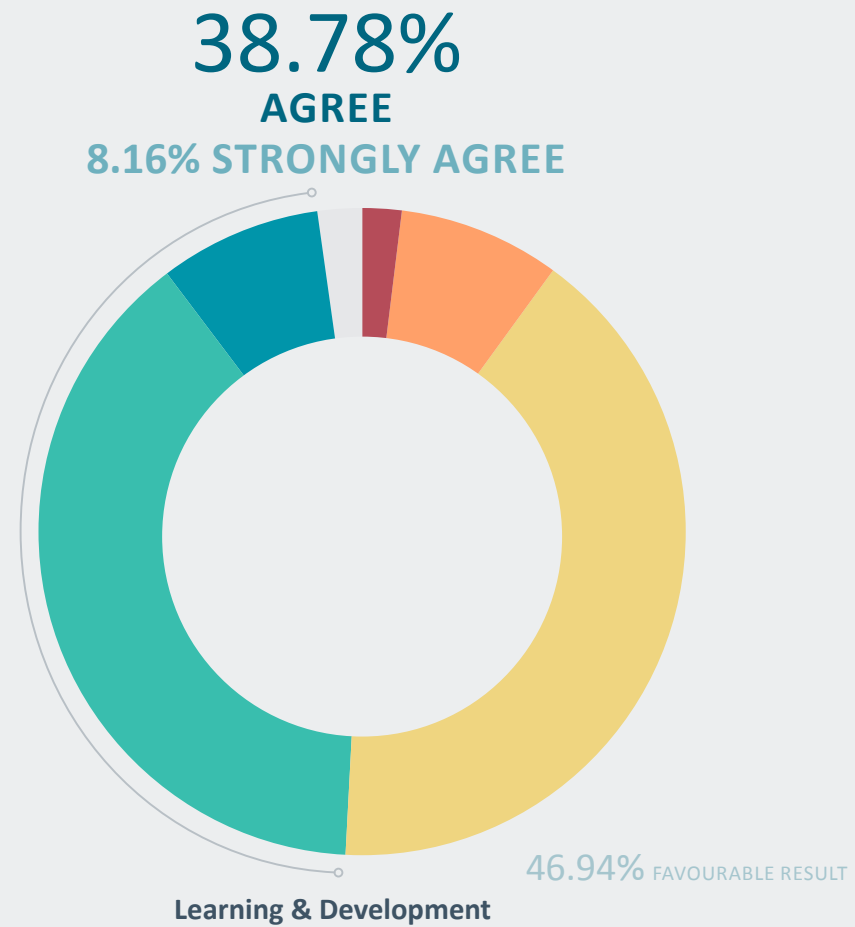
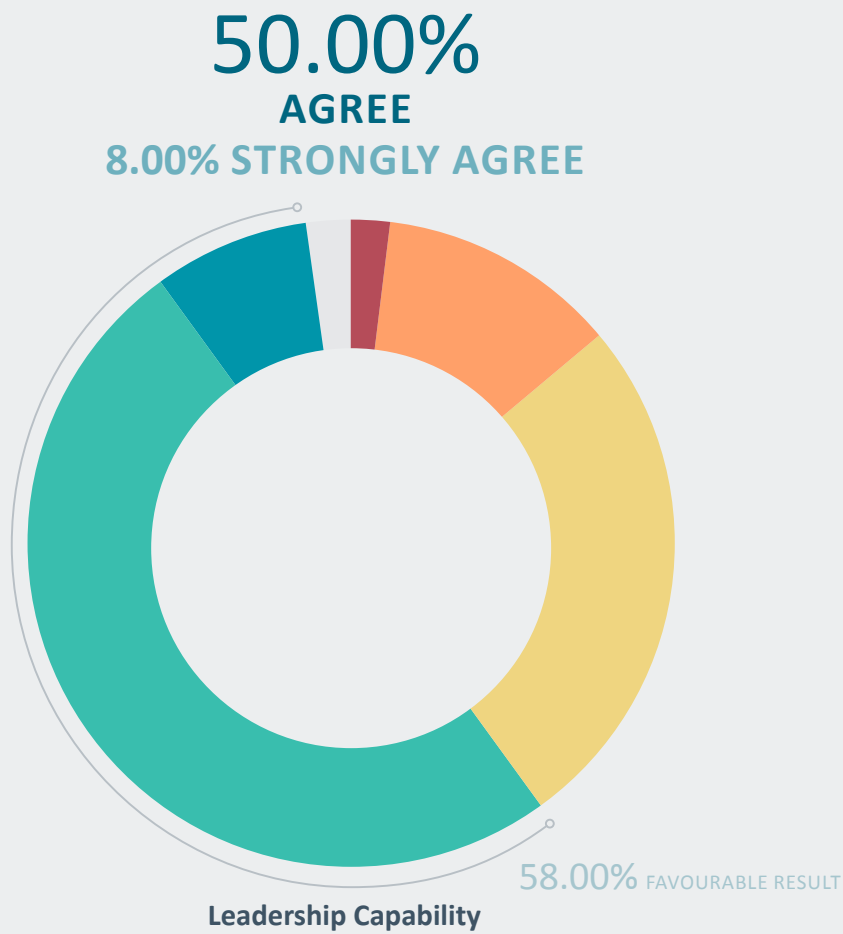
10% STRONGLY AGREE



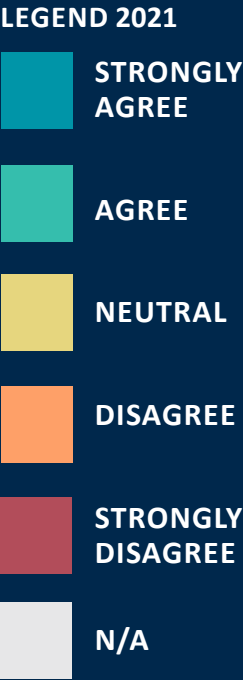
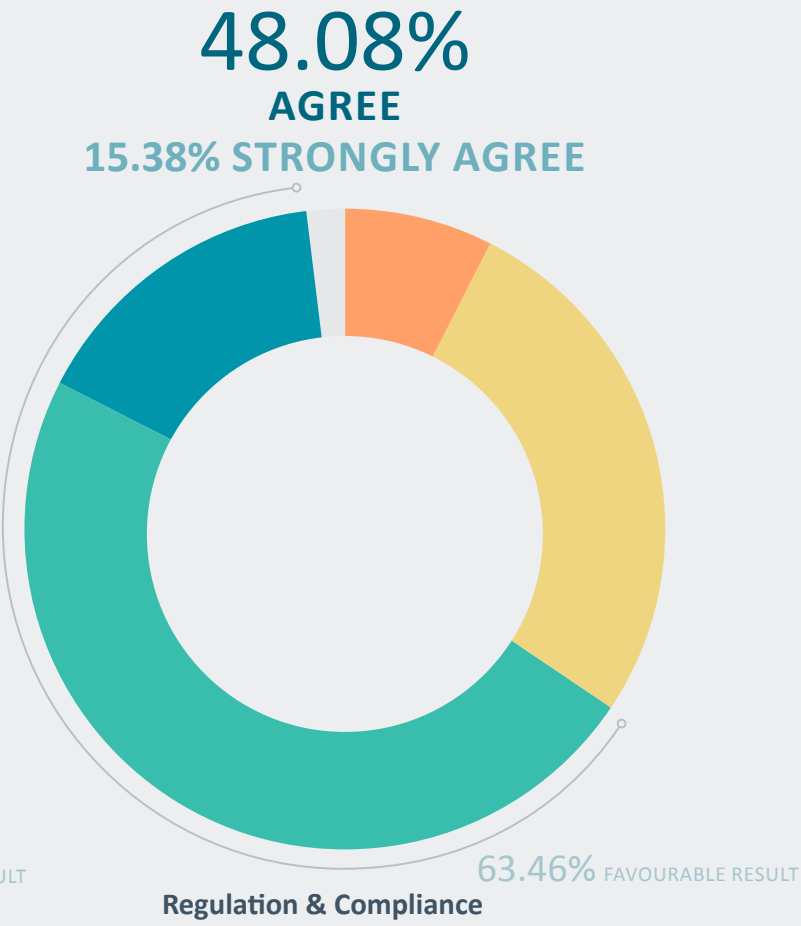
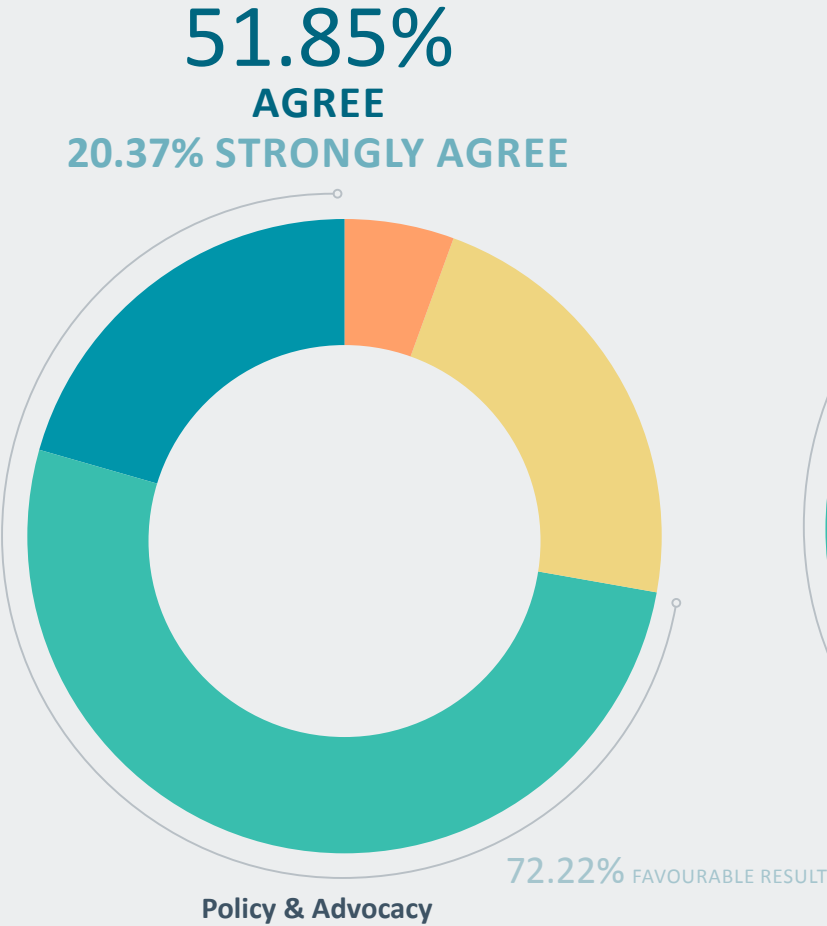
### LEGEND 2021



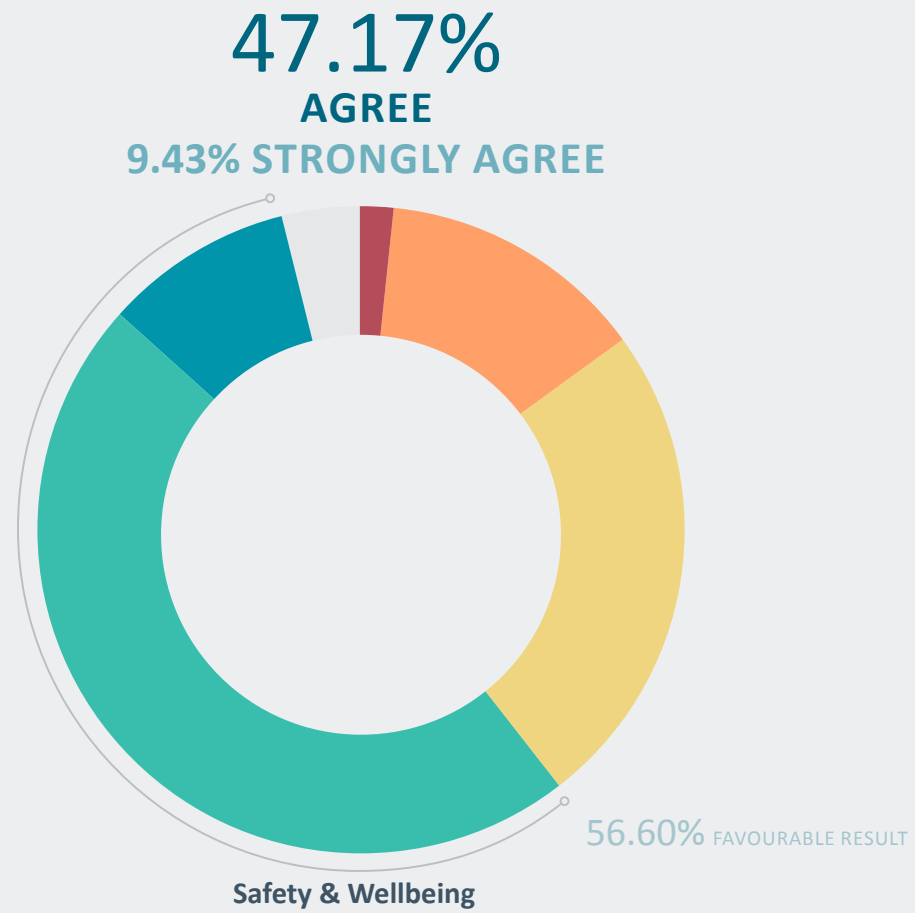
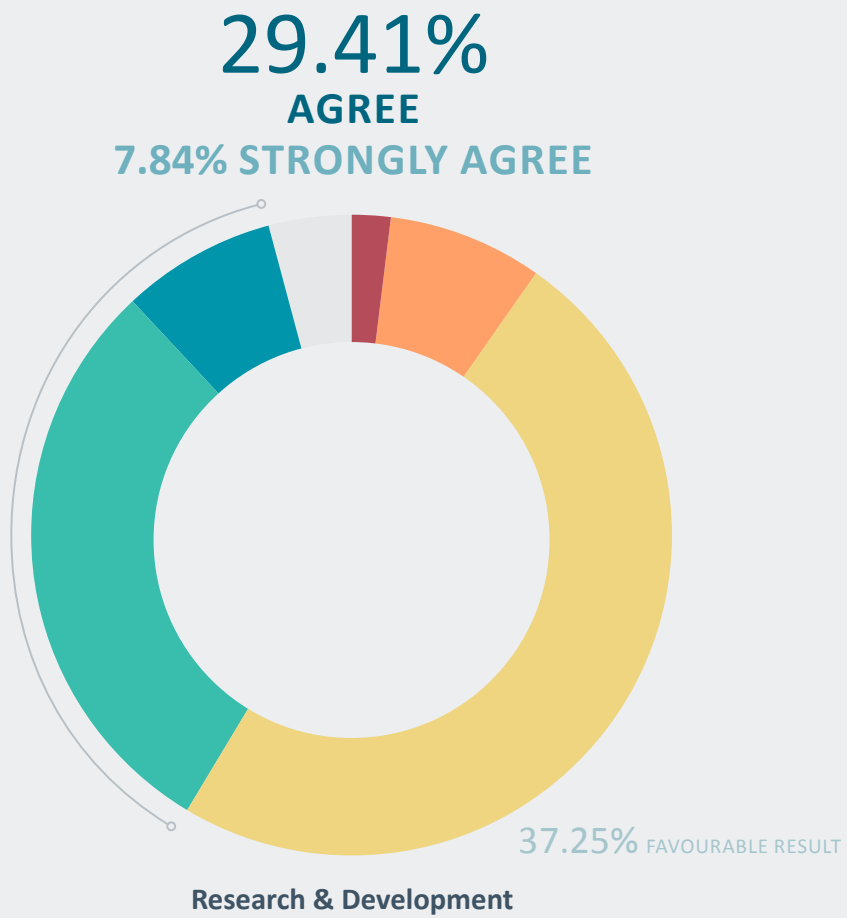
## OUR PERFORMANCE



OUR PERFORMANCE



## OUR PERFORMANCE



## OUR PERFORMANCE

I think it's more about strategy, policy and influence, less about building capability in the sector and even less about R&D/Innovation, which is a good thing, as this should be delivered through IWN as is and not dispersing the effort. Possibly an area for improvement is about building capability in the sector

Having a financial role, these are the areas I tend to focus on and look for information/guidance from VicWater







Peter does very well to present a strategic and informed industry face to Government

VicWater not excelling in all areas and need improvement

I feel VicWater cannot offer some services as 18 water corporations are government owned therefore they are directed to undertake activities and cannot deviate from this

Recent increased policy dialogue with regulators is valuable, as is the collaborative connections VicWater enables across the sector eg Annual Conference, Women in Water Directors Network

### LEGEND 2021

	STRONGLY AGREE
	AGREE
	NEUTRAL
	DISAGREE
	STRONGLY DISAGREE
	N/A

# Service Value

We asked our respondents how valuable our services are to supporting them in their role...

## SERVICES VALUE

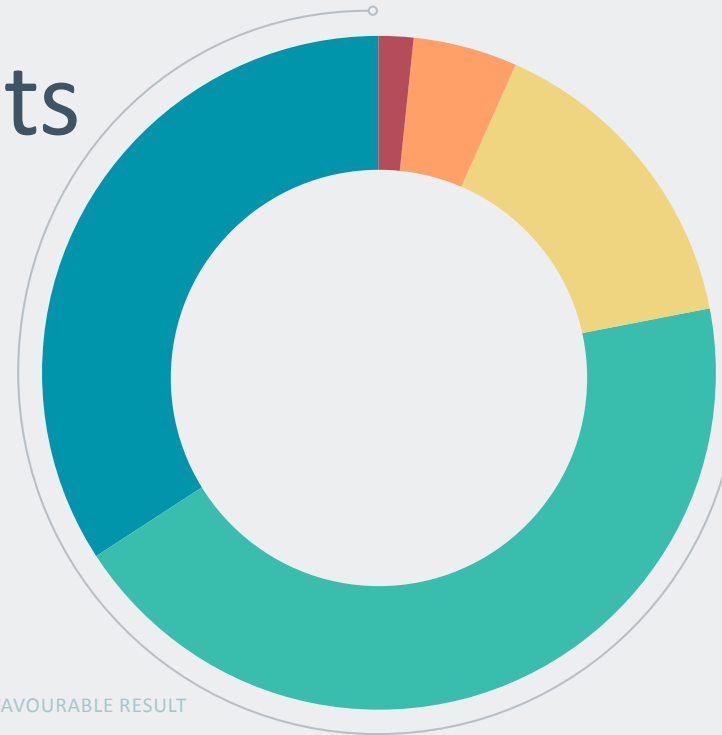
# Conferences & Events

including workshops and webinars

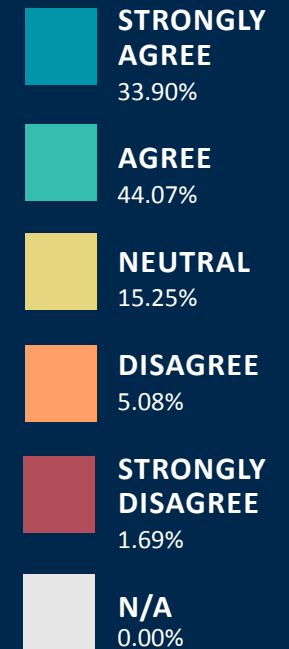
**44.07%**  
AGREE

**33.90%**  
STRONGLY AGREE

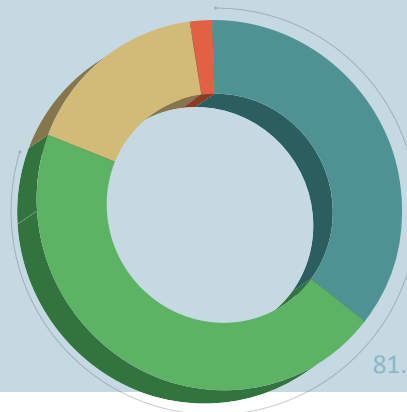
77.97% FAVOURABLE RESULT



### LEGEND 2021



### 2020 survey comparison



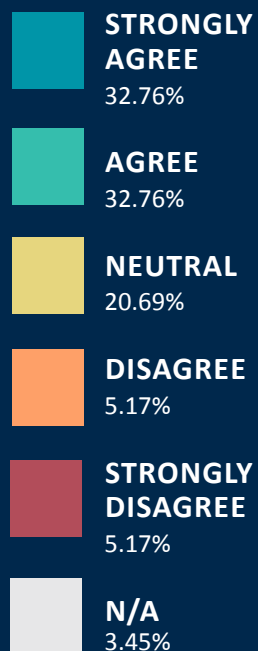
81.10% FAVOURABLE RESULT

**45.3%**  
AGREED

**35.8%**  
STRONGLY AGREED

**A DECREASE  
FROM LAST YEAR**

#### LEGEND 2021



## SERVICE VALUE

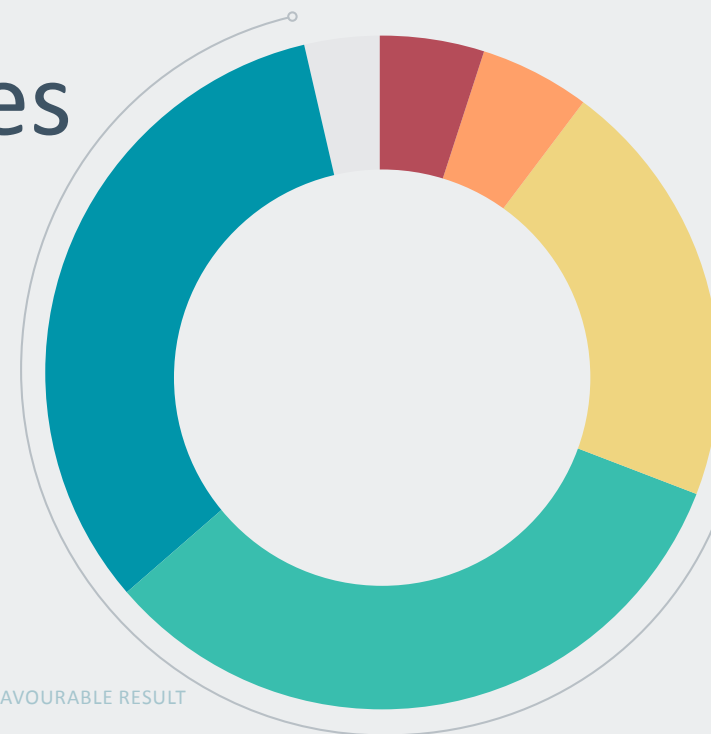
# Forums & Committees

including MDs Forum, Chairs Forum, Task Groups  
and Steering Committees

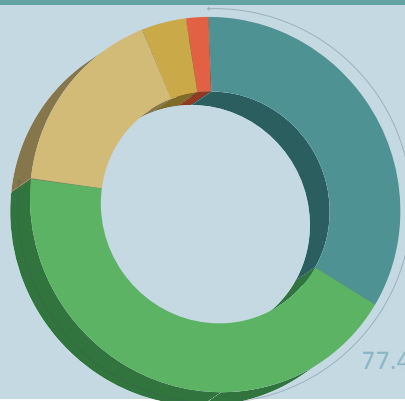
**32.76%**

AGREE

**32.76%**  
STRONGLY AGREE



## 2020 survey comparison



**43.4%**  
AGREED ON THE VALUE  
OF FORUMS  
IN 2020

**A DECREASE  
FROM LAST YEAR**



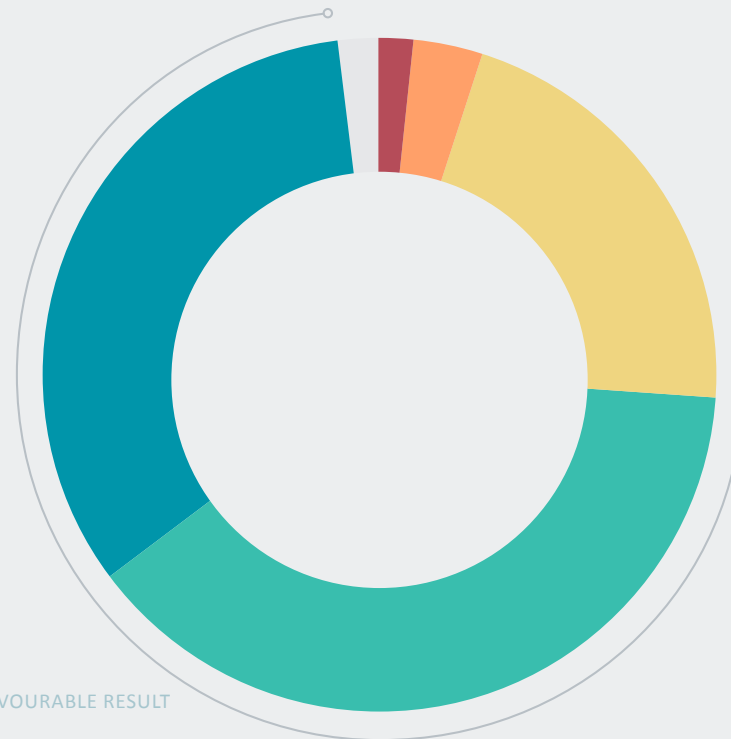
## SERVICES VALUE

# Working Groups

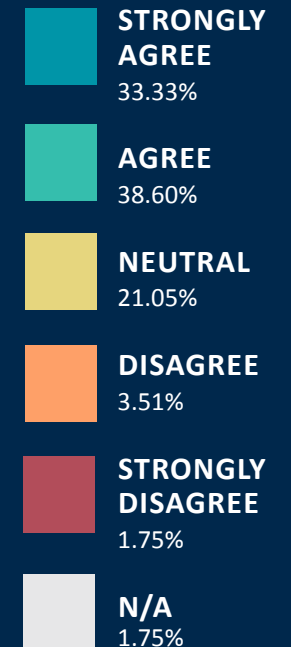
**38.60%**  
AGREE

**33.33%**  
STRONGLY AGREE

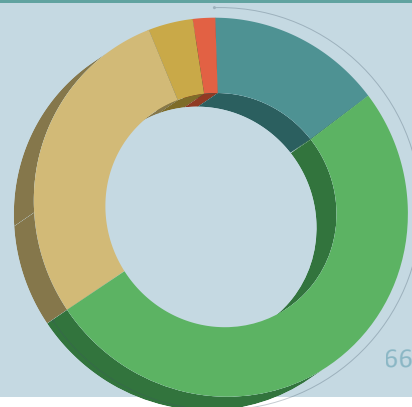
71.93% FAVOURABLE RESULT



### LEGEND 2021



### 2020 survey comparison

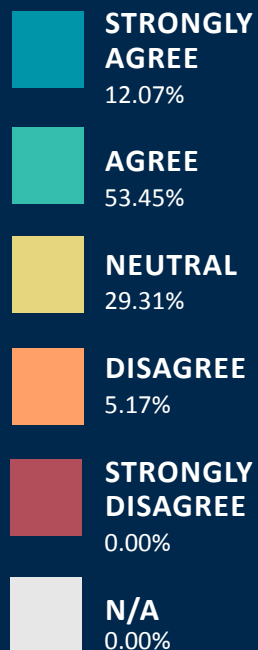


66.00% FAVOURABLE RESULT

**50.9%**  
AGREED ON THE VALUE OF  
WORKING GROUPS  
IN 2020

**A DECREASE  
FROM LAST YEAR**

#### LEGEND 2021



#### SERVICE VALUE

## Members Update

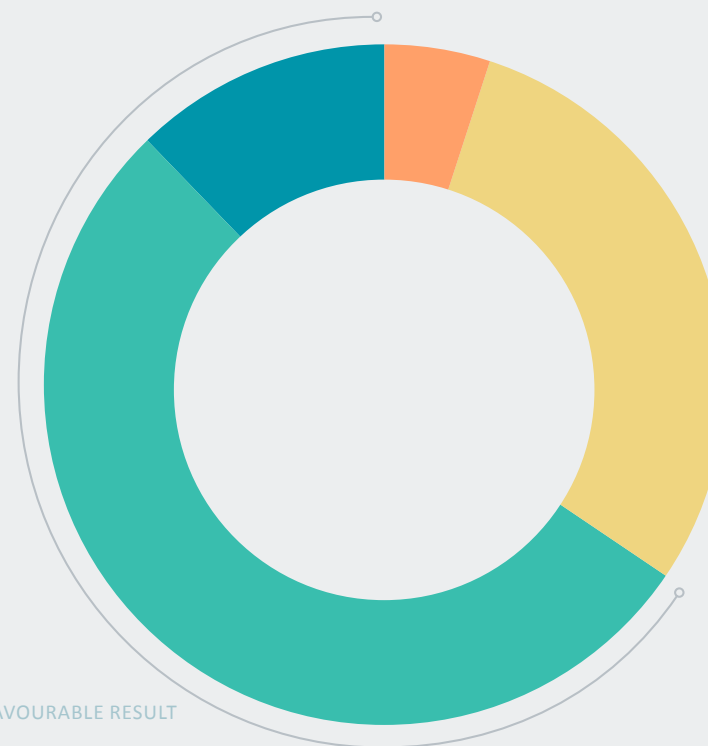
Monthly members email newsletter

**53.45%**

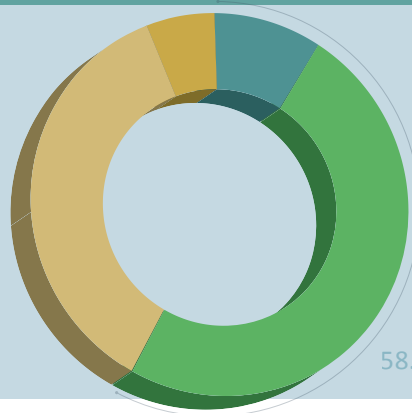
**AGREE**

**12.07%**

**STRONGLY AGREE**



#### 2020 survey comparison



**49.1%**  
**AGREED ON THE VALUE  
 OF E-NEWS  
 IN 2020**

**AN INCREASE  
 FROM LAST YEAR**

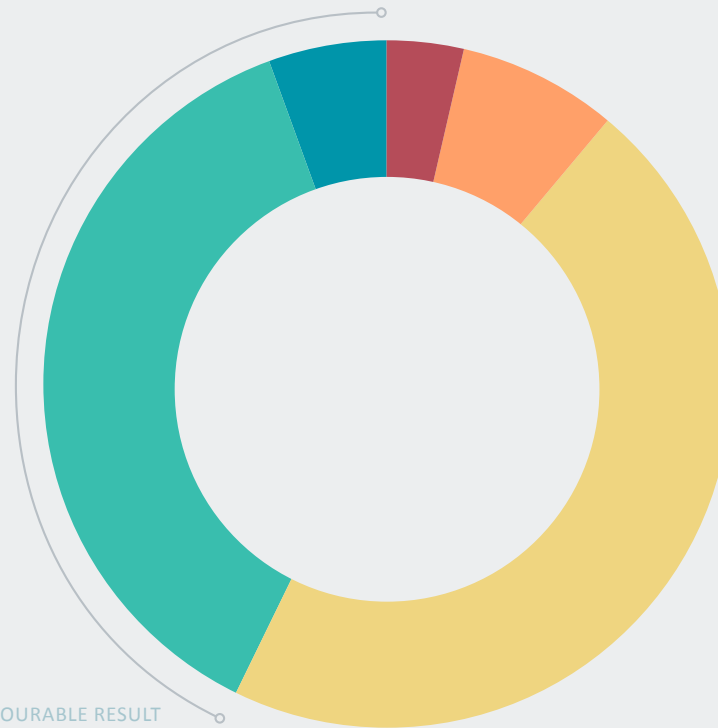
## SERVICES VALUE

# VicWater Website

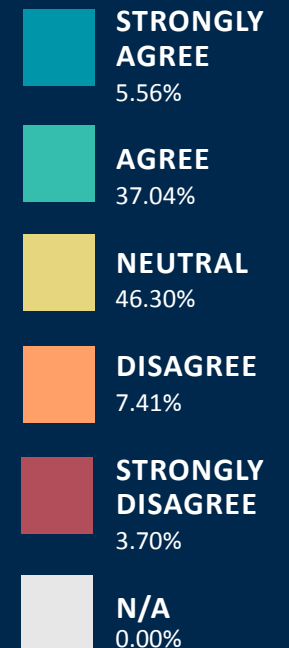
**37.04%**  
AGREE

**5.56%**  
STRONGLY AGREE

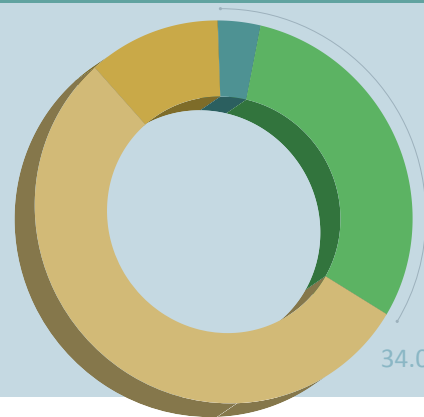
42.60% FAVOURABLE RESULT



### LEGEND 2021



### 2020 survey comparison

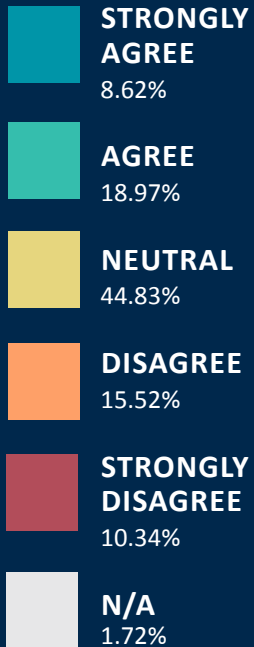


34.00% FAVOURABLE RESULT

**30.2%**  
AGREED WITH THE VALUE  
OF THE WEBSITE  
IN 2020

**AN INCREASE  
FROM LAST YEAR**

#### LEGEND 2021



## SERVICE VALUE

# Social Media

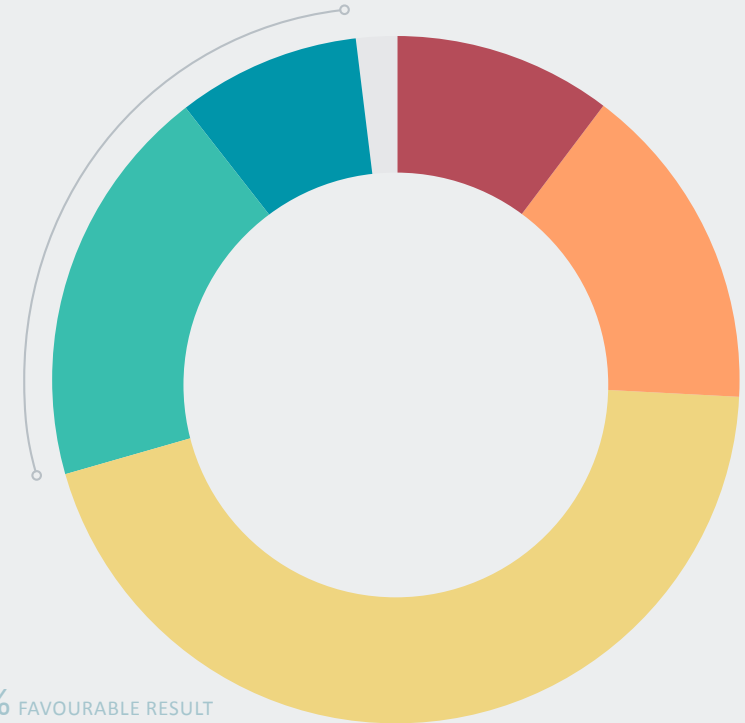
Including VicWater's LinkedIn, Twitter, Facebook & YouTube channels

**18.97%**

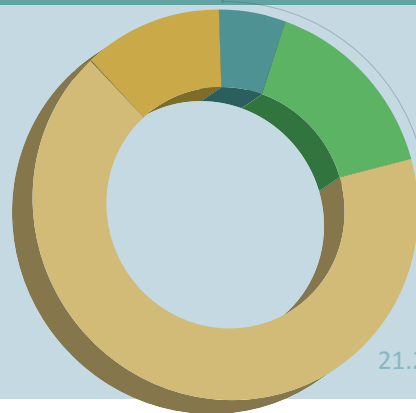
**AGREE**

**8.62%**

**STRONGLY AGREE**



## 2020 survey comparison



**15.4%**  
**AGREED WITH THE VALUE  
 OF VICWATER  
 SOCIAL MEDIA  
 IN 2020**

**AN INCREASE  
 FROM LAST YEAR**

## SERVICE VALUE

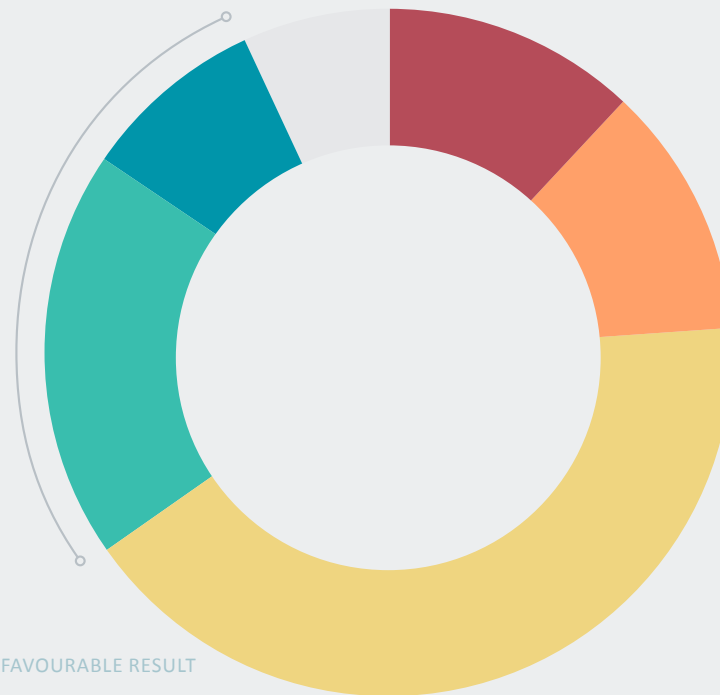
# Physical Presence

VicWater Melbourne office and meeting facilities

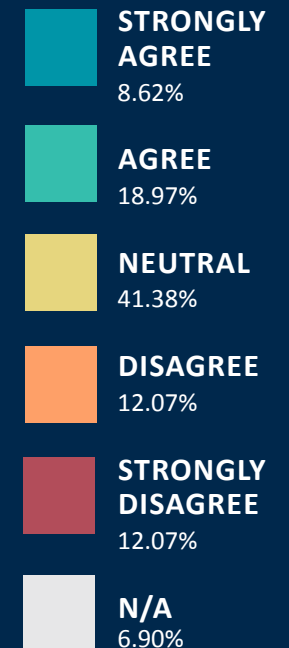
**18.97%**  
AGREE

**8.62%**  
STRONGLY AGREE

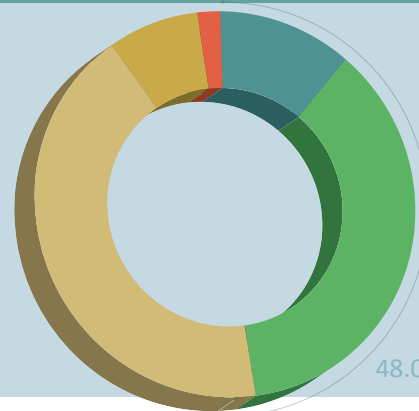
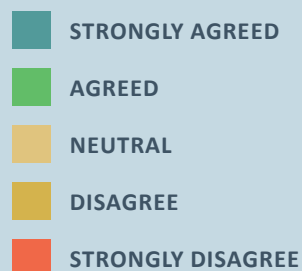
27.59% FAVOURABLE RESULT



### LEGEND 2021



### 2020 survey comparison



**36.5%**  
AGREED

11.5% STRONGLY AGREED  
WITH THE VALUE  
OF AN OFFICE & MEETING  
FACILITIES IN 2020

48.00% FAVOURABLE RESULT

**A DECREASE  
FROM LAST YEAR**

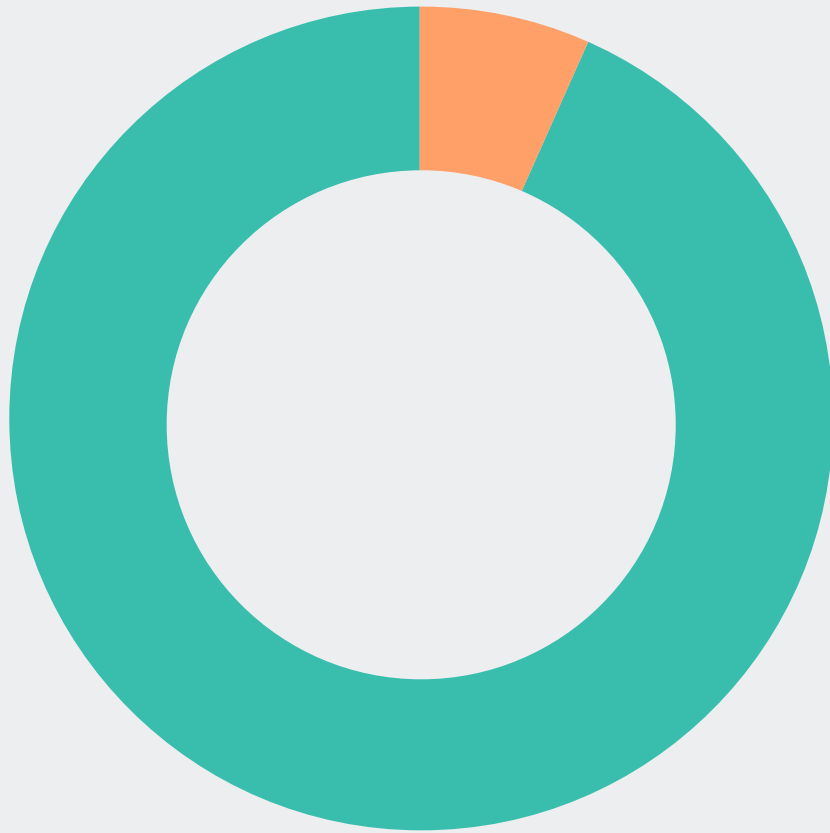
# Service Interaction

We asked our respondents how they interact with VicWater...

## SERVICE INTERACTION

# Subscribed to Members Update

Monthly email newsletter



93.22%  
YES

6.78%  
NO

### LEGEND 2021



## SERVICE INTERACTION

# Any new items we should add to the Members Update?

My focus is environmental  
issues, perhaps that?

With current workload  
I don't get to look beyond the  
headlines!

Health and safety, Compliance, Risk,  
L&D & Innovation group updates

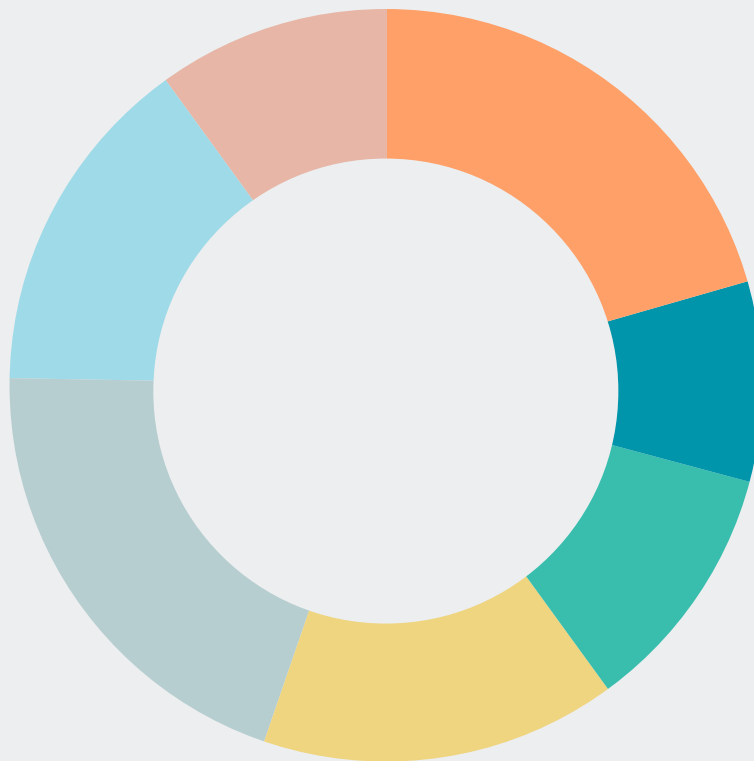
I read all of it!



## SERVICE INTERACTION

# Most valued items from the Members Update

Monthly email newsletter



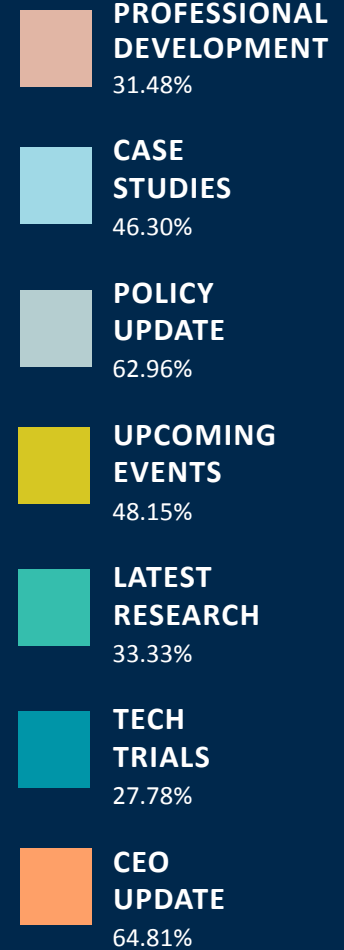
64.81%

CEO UPDATE

62.96%

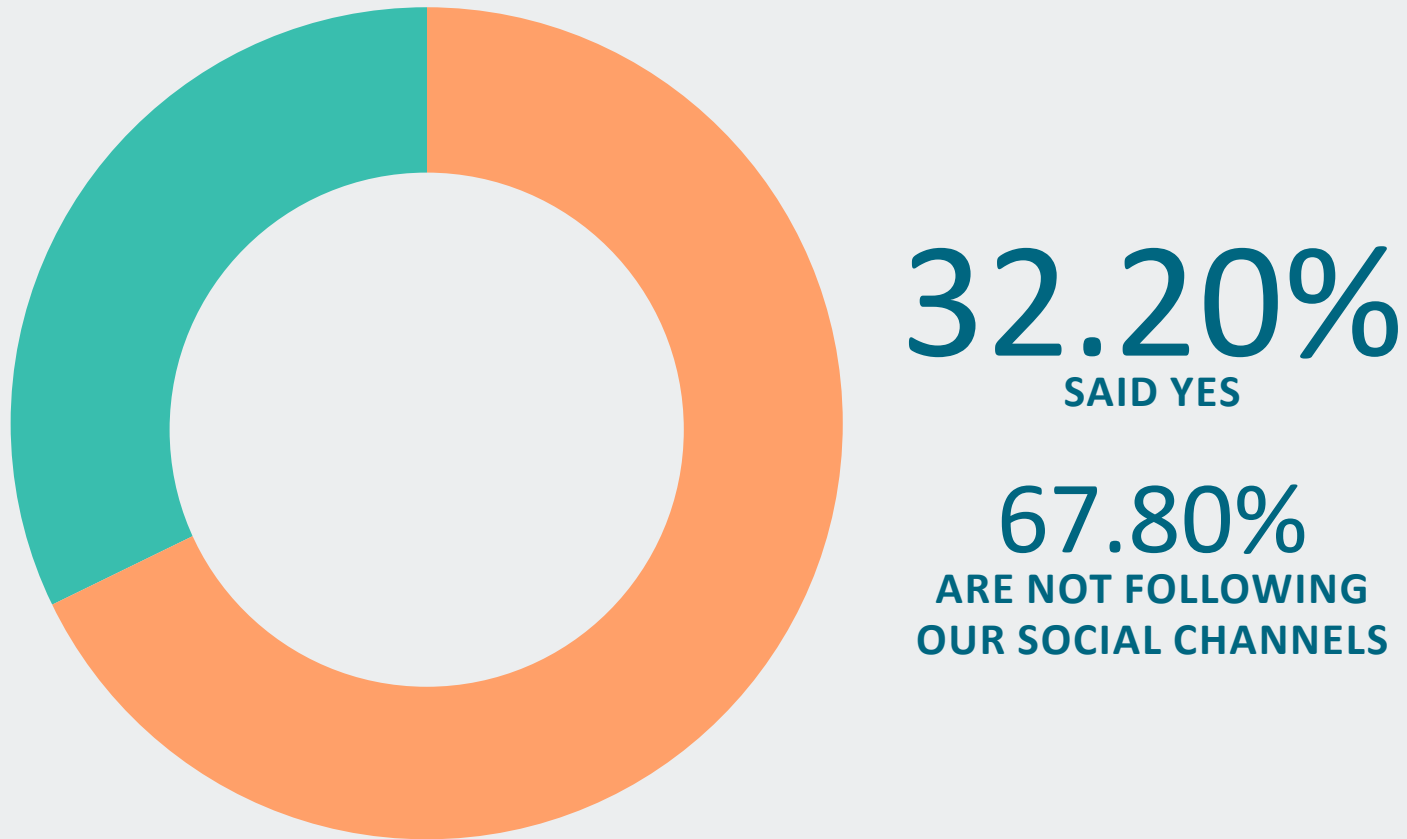
POLICY UPDATE

### LEGEND 2021



SERVICE INTERACTION

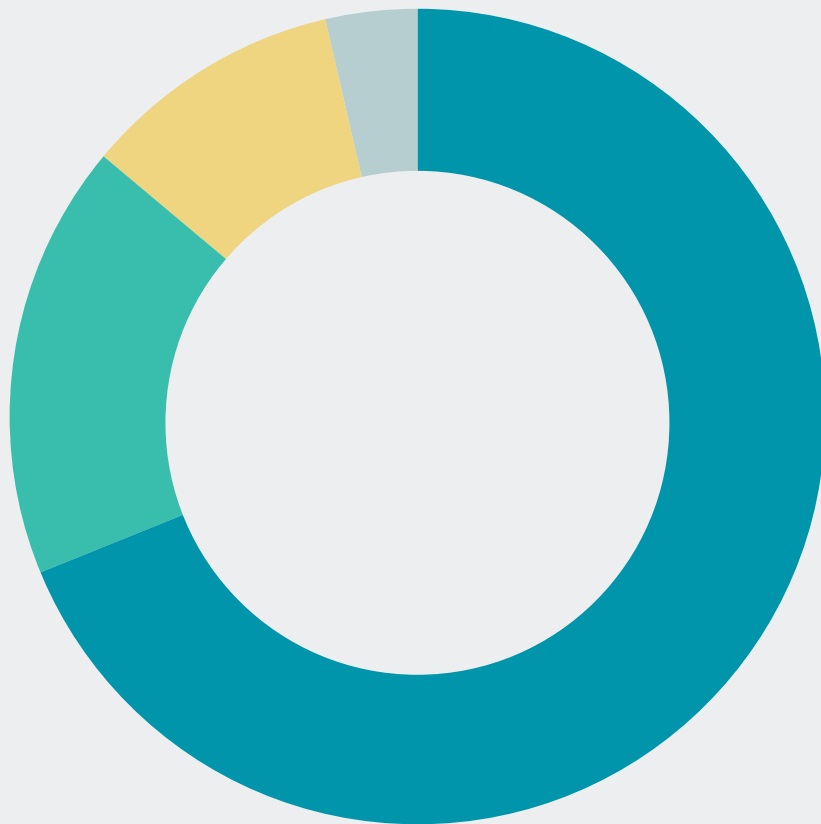
# Following VicWater on Social Media



## SERVICE INTERACTION

# Applicable social channels

for those that are following VicWater



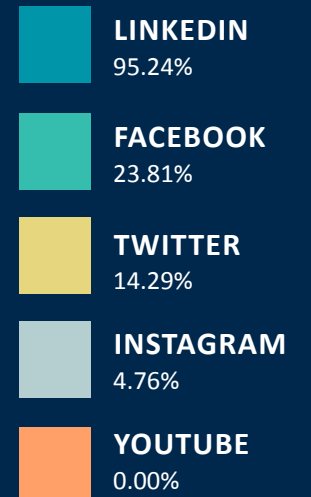
95.24%

FOLLOW US ON LINKEDIN

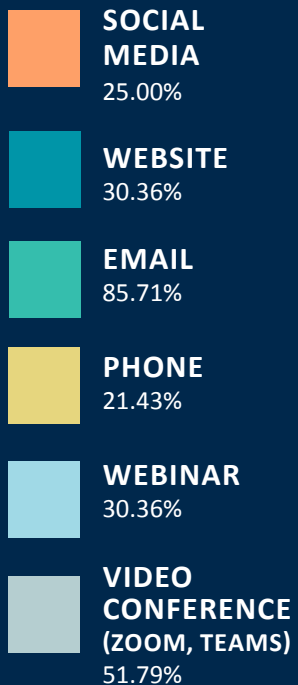
23.81%

FOLLOW US ON FACEBOOK

### LEGEND 2021



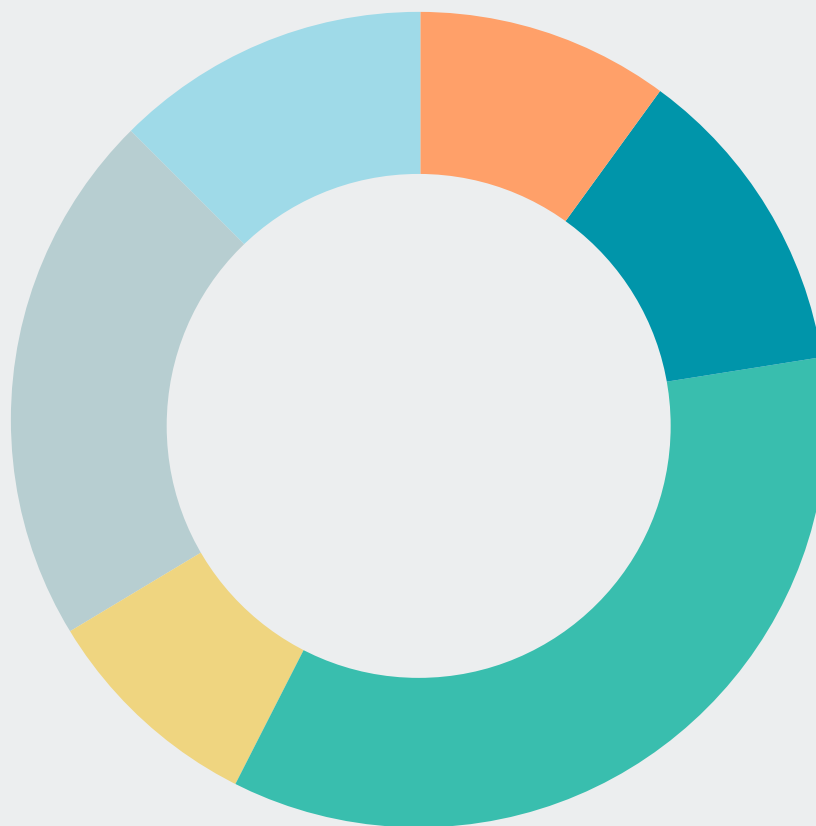
#### LEGEND 2021



## SERVICE INTERACTION

# Methods of Engagement

Respondents reported they used to communicate with VicWater over the past 12 months



**85.71%**  
VIA EMAIL

**51.79%**  
VIA VIDEO CONFERENCE

# Our Support

We asked our respondents how they thought VicWater had supported their organisation and the water sector during the Covid-19 Pandemic

## OUR SUPPORT TO MEMBERS THROUGH COVID-19

VicWater adapted it's own processes  
to support members effectively.  
Also took on key advocacy roles  
where required

COVID-19 pandemic has made  
working harder in some ways but it  
has also brought forward the use of  
technology to communicate.  
I think that VicWater have continued  
on well despite the challenges

I don't think VicWater has done  
anything different in the pandemic

Peter contributed a great session to  
our Board Strategic Planning Day.  
It was topical and very thorough in its  
content and presentation

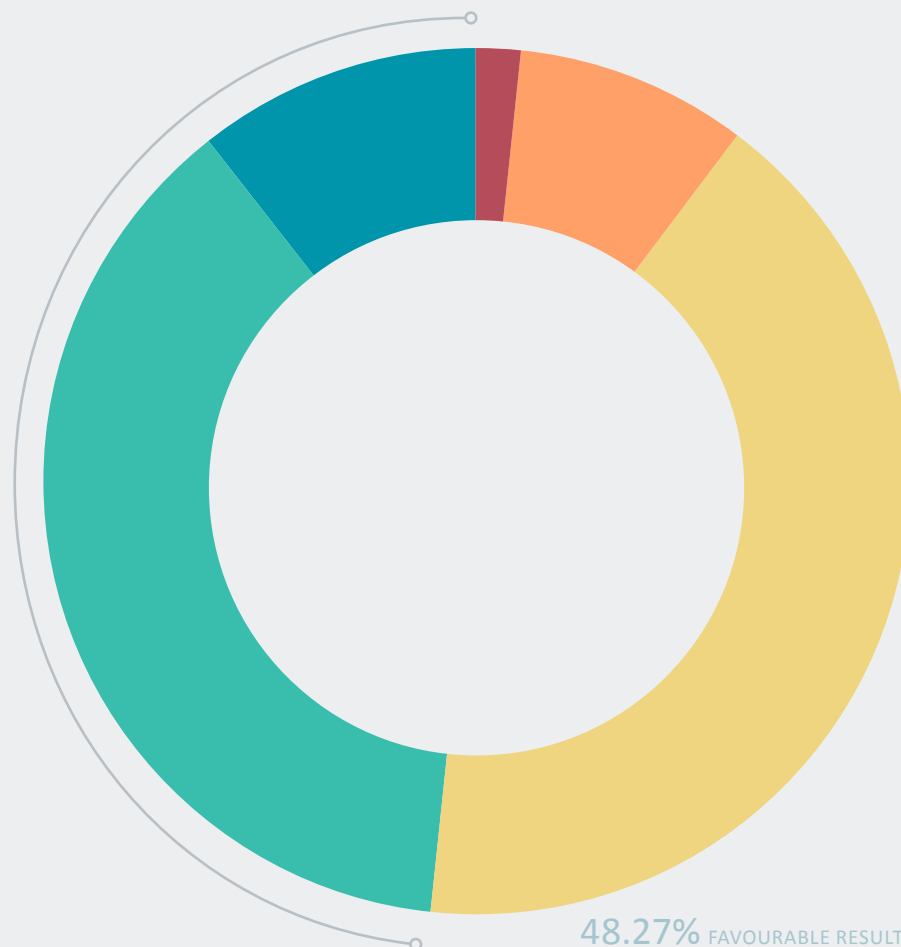
Direct connection may  
have reduced

Positive email overviews  
from the CEO

They are not my go to resource.  
I go to Dept of Health and DELWP

OUR SUPPORT TO MEMBERS THROUGH COVID-19

# Support through the Pandemic



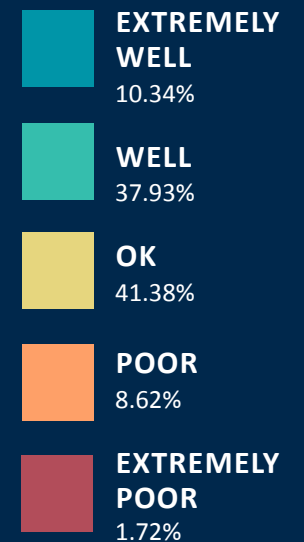
**37.93%**

REPORTED VICWATER  
PERFORMED WELL

**10.34%**

FELT VICWATER PERFORMED  
EXTREMELY WELL

## LEGEND 2021



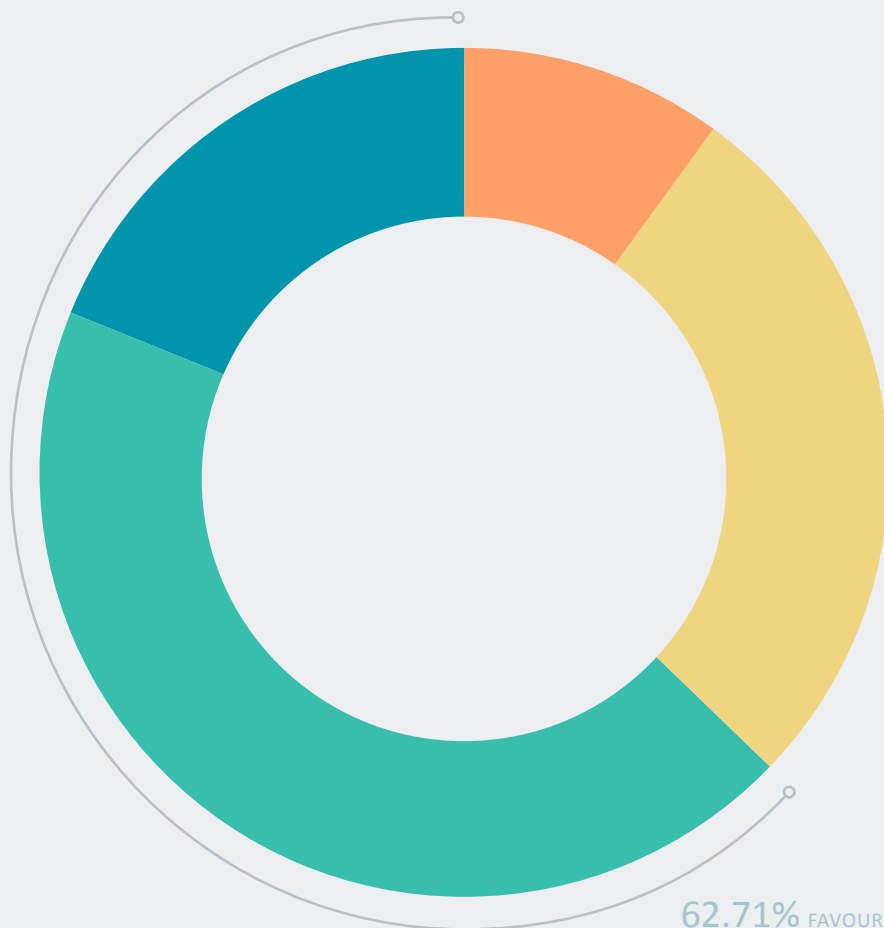
# Fulfilling our role as Victoria's peak body

We asked our respondents how they feel VicWater performs the role of Victoria's peak body for the water sector...



OUR PERFORMANCE AS VICTORIA'S PEAK BODY FOR THE SECTOR

## Our peer rating for 2021



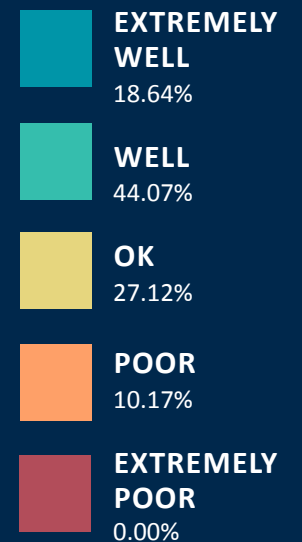
**44.07%**

REPORTED VICWATER  
PERFORMED WELL

**18.64%**

FELT VICWATER PERFORMED  
EXTREMELY WELL

### LEGEND 2021



# Final comments

Good to bring the voices of the water industry together and advocate appropriately

I don't see much value in the conferences – they are very similar to those held by other organisations. Needs to be better separation between VicWater, WSAA, AWA & IWA in terms of member offerings. Lot's of crossover at the moment, making it hard to justify membership across so many groups that offer similar things

We are all heartily sick of Zoom meetings!

Great Job done by all at VicWater particularly the CEO

Other groups are less effective than VicWater

Need to be prepared to tackle hard issues in a constructive way

It will be much better once we can all meet in person again

Suggest VicWater consider adding podcasts

Clearly advocating on behalf of Water businesses on a number of topics

You are on the cusp of being great, it's just time and resourcing support in the policy area

I understand that VicWater can only do so much, but the amount of red tape that Government agencies are being subject to needs to have a champion to enable an effective and efficient water industry

Good to see the advocacy ramped up a little as peak bodies should do

Great support and leading conversations

VicWater is perfectly positioned to be the leading advocate for water corporations

We should come together more often - even if needs to be via Zoom!



**VicWater**

**VicWater.org.au**

Information presented is considered to be true and correct at the date of publication 23/09/2021