



# Customer Outcomes Report

## 2024-25



# Our vital role

Every day, we supply South West Victoria with sustainable water services, while leading our communities towards a healthier, more prosperous future. It's a commitment that we're proud to make to the region we call home.

## We're your local, dependable experts

From the South Australian border to the Otways. From the Grampians to the coast. Our services take care of more than 30 communities, including residents, farmers, businesses and industries. It's our responsibility to supply you with fresh water, from source to tap, and manage sewage to protect your health and wellbeing.

Putting people first comes naturally to us so we're here to help with more affordable, reliable and personalised service. You'll see us around, in towns and on streets, maintaining and upgrading the pipes, pump stations and treatment plants we all need.

## We're making a real and positive difference

As locals, we're driven to shape our region for the better. We're committed to working with our communities and strategic partners to support the health and wellbeing of our people and protect our natural environment. We simply believe it's the right thing to do and it all comes back to our greater vision to go beyond water for stronger communities.

It's about delivering sustainable water services together with positive change for our region – and we're proud to be leading the way.



# Our region



## Our strategic direction 2024-25

**BEYOND WATER  
FOR *strong*  
COMMUNITIES**

**Putting people first**  
We genuinely care about our employees, our customers and our communities, and we're making a real and positive difference.

**Our customers**  
We meet customer needs and exceed their expectations.

**The environment**  
We are bold in our work to care for and protect the environment.

Collaboration and innovation

Employer of choice

Technology and systems

Financial sustainability

# Introduction

In our Price Submission 2023-28 we set out six customer outcomes that reflect the things that matter most to our customers.

This is our annual performance summary that tells you how we're performing against these outcomes. We've listened to your feedback over the past year, and we use this to help with our business planning and the way we report our performance.

## Customer Outcomes 2023-28

1



### **WE'RE RELIABLE**

Ongoing reliability of water and sewerage services

2



### **WE'RE SUSTAINABLE**

Ongoing protection of the environment through action and education, prioritising Country and our communities

3



### **WE'RE SUPPORTIVE**

Fair and reasonable bills for all

4



### **WE'RE RESPONSIVE**

Improved water quality in identified communities

5



### **WE'RE VALUED**

Improved customer experience of our products and services

6



### **WE'RE INFLUENTIAL**

Active partnerships for healthy and resilient communities



# Summary

Nearing the mid-point of the 2023–2028 regulatory period, we have made steady progress across most of our outcome commitments, achieving or largely achieving a majority of targets.

Strong customer satisfaction continues for the reliability of water and sewerage services despite external challenges such as extended dry weather impacting asset performance and increasing interruptions. However, the business has struggled to meet targets for reducing unplanned interruptions and sewer spills, highlighting infrastructure vulnerability under dry conditions.

Environmental outcomes have proven challenging, with continued non-compliance events related to EPA licence conditions due to odour issues, nutrient limits, and capacity constraints at various treatment plants. On a more positive note, we met our mandatory emissions target with the help of self-generated renewable energy certificates. Customer outcomes such as value for money perceptions and hardship support program awareness have improved, and the Net Promoter Score improved significantly. While satisfaction with water quality in Portland, Heywood, and Port Fairy remains a focus area, incremental improvements have been recorded, and the major Quality Water for Wannon project is progressing. Community partnership outcomes are tracking well, particularly in regional stakeholder satisfaction.

Overall, we remain committed to continuous improvement with clear awareness of areas requiring monitoring or additional effort.

## Outcome Indicators



**3 of 6**

Ongoing reliability of water and sewerage services



**5 of 5**

Improved water quality in identified communities



**4 of 4**

Ongoing protection of the environment through action and education, prioritising Country and our communities



**1 of 3**

Improved customer experience of our products and services



**3 of 3**

Fair and reasonable bills for all



**2 of 2**

Active partnerships for healthy and resilient communities



# Our performance

## Outcome 1: Ongoing reliability of water and sewerage services

Output	2023-24		2024-25	
	Target	Actual Performance	Target	Actual Performance
Customers surveyed who agree they can rely on their sewerage service from Wannon Water (average score from 1-10, via the annual customer value survey)	8.6	8.8	8.6	8.9
Average satisfaction score of customers surveyed with water supply reliability (average score from 1-10, via the annual customer value survey)	9	9	9	8.9
Number of customers who experienced two or more unplanned interruptions to their water service	≤86	651	≤416*	501
Number of sewer spills to customer properties	≤35	31	≤35	53
Number of unplanned water interruptions	≤119	171	≤119	231
Number of residential sewer supply interruptions	≤79	61	≤79	56

Our 2025 Customer Value Survey shows respondents continue to be 'very satisfied' with the reliability of our water supply and sewerage services, with 73 per cent 'very satisfied' with the reliability of the water supply and 71 per cent 'very satisfied' with the reliability of the sewerage service.

A second year of dry weather in our region continued to impact ground conditions. Underground pipes are more volatile to breakage in these conditions, leading to an increased number of water interruptions. Tree roots continued to block sewer pipes as they sought moisture in the dry soils, leading to a high number of sewer spills. Notably, 92 per cent of the 231 unplanned water interruptions were restored within five hours, and 91 per cent of customers who experienced sewer spills on or within their property were satisfied with our management of the spill.

*\* Note: Our 'equal to or less than 86' target in 2023/24 for the number of customers experiencing two or more unplanned water interruptions is an error. Future year targets were amended at the beginning of 2024/25 to reflect the four-year average from 2020-2024.*







## Outcome 2: Ongoing protection of the environment through action and education, prioritising Country and our communities

Output	2023-24		2024-25	
	Target	Actual Performance	Target	Actual Performance
Number of non-compliance events with our EPA Amalgamated Licence	≤5	6	≤5	7
Annual greenhouse gas emissions created directly from our operations (scope one)	19,954	19,954	14,417	18,976
Install disinfection system as the first step of the Warrnambool Sewage Treatment Plant upgrade by 31 December 2025	On track	On track	On track	On track
Complete an evaluation study report which identifies alternative wastewater disposal methodologies for further upgrades of the Warrnambool Sewage Treatment Plant by 30 June 2025	On track	On track	On track	On track

This year, there were seven times when we didn't meet EPA rules at some of our biosolids facilities and sewer treatment plants. Strong odours were reported offsite from our Camperdown and Hamilton facilities during normal biosolids processing. At the Hamilton plant, the amount of nitrogen and phosphorus in the treated effluent was too high. Both Hamilton and Heywood plants had trouble meeting their limits because dry weather limited the release of treated water. At Warrnambool, the plant is at full capacity and its treatment processes were impacted by receiving more waste than it was licenced to treat. Plant reviews and upgrades are underway to address these issues.

In 2024/25, we met our mandatory greenhouse gas emissions target of 18,976 tonnes of carbon dioxide. The target in our price submission was lower. However, after setting that target we received a direction from the Minister for a higher target – reduce our emissions to 18,976 tonnes of carbon dioxide by June 2025. Our actual emissions before any offsets in 2024/25 were higher than expected because of a substantial increase in electricity use to pump water during the long period of dry weather. To reach our mandatory target, we used 9,857 renewable energy certificates from our own wind and solar power, and from a group we're part of called Zero Emissions Water.

Installing stage one of the disinfection system at the Warrnambool Sewage Treatment Plant is on track to be complete by December 2025.

Because of changes to community engagement, research, sewer treatment plant upgrades, and work with the project reference group, the EPA has granted more time for us to complete the evaluation study. The new completion date is 30 June 2026. Overall the project is on track.



# Our performance

## Outcome 3: Fair and reasonable bills for all

Output	2023-24		2024-25	
	Target	Actual Performance	Target	Actual Performance
Customer satisfaction with services in terms of value for money (average score from 1-10, via the annual customer value survey)	7	6.5	7	6.7
Percentage of customers surveyed who are aware of financial/customer support program (answering 'yes' via the annual customer value survey)	40%	47%	45%	51%
Percentage of a residential customer's bill that is variable (Group A, owner, average kL water use)	19%	17.72%	19.2%	17.95%

In our 2025 Customer Value Survey, respondents stated that value for money is one of the most important things we can deliver. In 2025, more customers thought they were getting good value. This was mostly because they were happier with the cost, the quality of the water, and how reliable the supply was. Customers who had contact with us said water quality mattered most for value, while others said getting clear, useful information was most important. These results show that keeping prices fair, water safe, and communication clear helps customers feel they're getting value for money.

Due to our promotion activities, over half of customers surveyed were aware of our financial hardship support measures. This is a significant uplift from 39 per cent two years ago.

Customers told us they would like more of their bill to be variable, not fixed, as this would help them better manage their water use and take advantage of water efficiency savings. During the year, the variable part of the bill went up by 0.23 per cent, which was what we expected. The result of 17.95 per cent was lower than our goal because the starting point in 2022/23 was much lower than we had planned. Reaching 19 per cent by 2027/28 now seems unlikely. We expect the variable share to rise by about 0.20 per cent each year for the next three years. We are still aiming for our longer-term target of 23 per cent by 2033. However, because tariffs are fixed until 2028, we'll need to revisit this during our next price submission.



## Outcome 4: Improved water quality in identified communities

Output	2023-24		2024-25	
	Target	Actual Performance	Target	Actual Performance
Surveyed customers satisfaction with their water quality (average score from 1-10, via the annual customer value survey)	7.3	7.2	7.3	7.3
Surveyed customers satisfaction with their water quality in terms of taste (average score from 1-10, via the annual customer value survey)	6.6	6.6	6.6	6.6
Percentage of surveyed customers in Area 1 (Portland, Heywood, Port Fairy) who drink the water we supply (answering 'yes' via the annual customer value survey)	47%	43%	47%	48%
Surveyed customers from Area 1 (Portland, Heywood, Port Fairy) who are satisfied with water quality in terms of taste (average score from 1-10, via the annual customer value survey)	3.7	3.7	3.7	4.6
Install additional water treatment to improve taste of water in at least one of Portland, Heywood or Port Fairy communities by 2026	On track	On track	On track	Slightly behind

Customer responses to our 2025 Customer Value Survey show a steady satisfaction with overall water quality, with scores improving to meet our targets in 2024/25. While satisfaction with water taste remains consistent at 6.6 out of 10, there were positive shifts in Area 1 (Portland, Heywood, Port Fairy), where the percentage of customers drinking our water rose to 48 per cent, and taste satisfaction improved from 3.7 to 4.6. Like previous years though, customers in Area 1 reported low levels of satisfaction in comparison to other areas. Portland, Heywood, Port Fairy are all supplied with deep groundwater which is high in naturally occurring mineral salts. While the water is safe to drink and the supply is very reliable, many people find the taste is less palatable and this leads to reduced consumption and low satisfaction.

We are committed to improving water quality for those communities. The \$52 million Quality Water for Wannon Program, jointly funded by the Australian Government through its National Water Grid Fund and Wannon Water, continues to progress as we work toward delivering a new water treatment process to all three towns by 2029. We have continued to engage with our communities and interested stakeholders and progressed early infrastructure design work. While our original customer commitment was to install additional water treatment in at least one of the towns by 2026, practical completion for the first town is being guided by our procurement strategy, which is currently underway, and is now forecast for July 2027.



# Our performance

## Outcome 5: Improved customer experience of our products and services

Output	2023-24		2024-25	
	Target	Actual Performance	Target	Actual Performance
Customers who experience water service interruptions that are satisfied with Wannon Water’s management of the interruption (answering 5+ out of 10 in the annual customer survey)	94%	83%	95%	90%
Customers who experienced sewer spills on or within their property, that are satisfied with Wannon Water’s management of the spill (answering 3+ out of 5 on a follow-up call)	100%	88%	100%	91%
Net Promoter Score	+16	+11	+18	+16

Responses to our 2024 Customer Value Survey showed most customers who had their water service interrupted were happy with how we handled the issue. Overall satisfaction with service interruptions increased to 90 per cent, which is better than last year. Nearly half of these customers said they were “very satisfied”. The main reasons people felt positive were because the water came back on quickly and they received good communication. Only a small number of customers were unhappy, and they mostly mentioned problems with water pressure or chemicals in the water. This shows we are doing a good job helping customers when their water service is interrupted.

Thirty-four customers who experienced a sewer spill responded to a follow-up call, with four customers dissatisfied with the management of the spill. Dissatisfaction was linked to repeated incidents, slow response times, poor communication, and inadequate clean-up. This shows that sewer spills remain a challenging issue and an area where customers expect better service and quicker action. The average satisfaction rating was 4.4 out of 5, indicating an overall high level of satisfaction with our management of sewer spills.

Our Net Promoter Score went up to +16, showing more customers are happy to recommend our services. This happened because more people gave high scores, and fewer gave average ones. Older customers and females were more likely to recommend us. However, people in Area 1 were less happy, with more giving low scores. Overall, the results show that more customers are feeling positive about Wannon Water.







## Outcome 6: Active partnerships for healthy and resilient communities

Output	2023-24		2024-25	
	Target	Actual Performance	Target	Actual Performance
Regional stakeholders surveyed who are satisfied with Wannon Water's performance partnering on areas of regional priority (answering 4+ out of 5 in the regional stakeholder survey)	80%	80%	80%	89%
Customers who are satisfied with Wannon Water's performance partnering with communities to help its region flourish (answering 5+ out of 10 in the annual customer survey)	55%	56%	55%	53%

Regional stakeholder satisfaction with us partnering in areas of regional need increased during the year, reaching a strong 89 per cent. While customer satisfaction was slightly below our target at 53 per cent, we remain focused on building value for our customers, building value for our community, and making our collective contribution to a better region.

Our annual *Ripple Effect* program is one example of how we partner to help communities flourish. Sixteen organisations and schools across South West Victoria received a share of our \$44,000 *Ripple Effect* community grant funding during the year. The initiatives supported represent a total community investment of more than \$200,000 and address areas of regional priority: health and wellbeing, education and volunteering, the environment, and regional prosperity.



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