

Customer and stakeholder flood engagement

31 March 2023



Empowering South Australia

The context

- State Government's early predictions vastly underestimated flow rates
- Flow rates were not helpful in planning as the key issue is water levels which are influenced by a number of highly local factors
- Lack of any data from previous floods
- Low understanding of the various issues including inundation of underground infrastructure, safe clearances etc
- People were in many cases dealing with emotional and financial uncertainty
- An unusual major event due to its extended duration

Directly advising impacted customers

- Number of phone calls from River Murray customers: 1,651 (834 resolved at the initial call)
- Enquiries requiring follow up: 759

- SMS – direct messaging to impacted customers
- 33,932 SMS messages sent from SAPN throughout the event to customers in the region
- 3,575 SMS sent on behalf of the SA Govt encouraging people to sign up for clean up assistance

Protecting customers financially

- Engagement with retailers to ensure accurate process for market recording of disconnection (aimed at ensuring customers would not be charged for supply for the period they are disconnected)
- SAPN waived network charges for reconnection for affected customers
- Formalised internal process for accurate recording of disconnections to market

In the community

- SA Power Networks attended 27 community meetings organised by the SES as the floodwaters rose
- SAPN attended 12 Flood Recovery meetings organised by State Recovery leader Alex Zimmerman
- SAPN organised 38 community hubs – held in various townships during daytime hours with positive feedback about our presence

Engaging with key stakeholders

- Held 11 stakeholder engagement meetings attended by regional MPs, local councils and heads of peak bodies/industry associations
- Attended two meetings of State Cabinet – one in metro, one regional
- Held weekly meetings with executives of DEM, PIRSA, Transport/Infrastructure, also attended by various ministerial offices
- Participated in State Government Emergency Management Committee, local ZEST meetings
- Power Reconnections Taskforce (weekly meetings from 21 December – 25 January)
- State Recovery Operations Group (weekly meetings continuing since 1 March)
- Government Communications Coordination Group (daily meetings from 28 December – 17 January, continues weekly).

Mainstream media

- 1 August – 11 April 1,312 monitored media mentions
- Potential audience reach of 218 million people
- Advertising spend equivalent \$16,791,597
- Eight formal media statements (first on 1 November)
- Dozens of interviews for TV, radio and press



Local photographer Grant Schwartzkopff's snapshot of Renmark this week, showing the extent of inundation around the township ahead of the flood's projected peak early next week.

A FURTHER 1950 power disconnections are likely by the end of the week, as the Riverland cranks up its flood response, now including a new emergency centre in Berri and moves to preserve Barmera's wastewater system by blocking off Lake Bonney.

Amid a hectic 36 hours across the region, and with the flow into South Australia hurtling past 147GL a day, SA Power Networks pledged to keep power disconnections to a minimum, but forecast almost 2000 more in the coming days.

along the west of Lake Bonney – including the Nappers Bridge inlet – that would protect wastewater infrastructure supporting the town and surrounding communities.

And at 9am yesterday the Berri Senior Citizens Club was officially converted to an emergency facility for flood-impacted Riverland residents, providing locals with assistance sourcing accommodation, food and finances.

In addition, the region's tourism providers have again reminded the rest of the state that the Riverland



Empowering South Australia

1/11/2022

SA flooding threatens electricity supply

SA Power Networks is preparing for flooding along the River Murray which is expected to impact electricity supply to low lying properties and infrastructure.

It's also issued warnings about the significant safety risk posed by electrical assets in floodwaters.

The electricity distributor has been making urgent assessments around the potential impact on customers and infrastructure of floods up to anticipated daily flow levels of 135GL up to 160GL.

MEDIA RELEASE

Social Media Response – Paid & Earned Media

1Nov 2022 – 31 March 2023

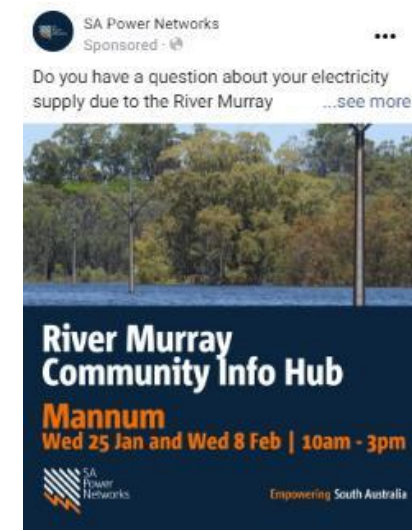
Paid campaigns (Facebook)	Reach - Number of people who saw the content	Impressions - The # times the content was displayed in peoples feeds
River Murray Exclusion zones notice	30,592	124,372
River Murray aircraft notice	62,111	176,279
River Murray subscription drive	39,592	124,372
Community Info Hubs		
RM CIH Loxton, Waikerie, Renmark	123,722	230,539
RM CIH Mannum	83,506	132,644
RM CIH Murray Bridge	91,796	171,493
RM CIH Morgan	17,717	35,638
RM CIH Blanchetown	4,804	6,695
Totals	453,840	1,002,032

Organic campaigns (Channels: Facebook, Instagram, Twitter)

Volume of published posts	67	Across primary social channels
Post reach	1,500,946	People seeing content, can be more than once
Total engagement	2,230	Total likes, shares, comments & reactions
Post shares	627	Sharing content with their network
Post likes and reactions	1,492	Like and emojis
Posts comments	111	Public comments
Estimated clicks on links	396	Links to website

Combined total message reach (Includes those who saw messaging more than once)

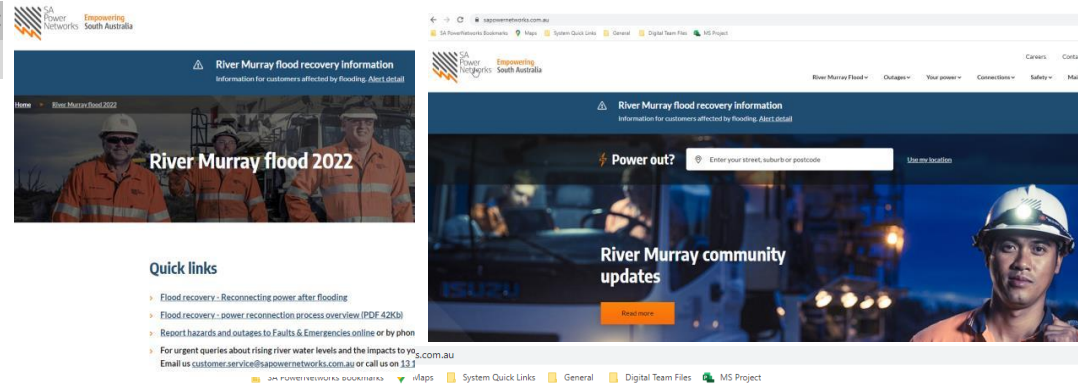
Total campaign reach paid and organic (earned) media **Total Reach: 1,954,786**



Website Response – New webpages, news articles & factsheets

1 Nov 2022 – 31 March 2023

Website River Murray resources	Link to URL	View Count
Webpages and Alerts		
Site wide alert banner	Link to page	16,421
River Murray Flood (main landing page)	Link to page	2,557
Latest updates page	Link to page	19,486
Useful links and resources page	Link to page	240
Flood safety page	Link to page	1,503
Community information hubs notice page	Link to page	491
Reconnecting power after flooding page	Link to page	2,212
Reconnecting power after flooding - Contractor information page	Link to page	192
News items		
SA Flooding threatens electricity supply	Link to page	904
10 Important safety tips for flooding and electricity	Link to page	876
Electricity disconnections rise with floodwaters on the River Murray	Link to page	4,190
SA Government flood assistance includes grants for generators	Link to page	1,375
Continued response to the Murray River flooding event	Link to page	409
SA Power Networks working to minimise electricity disconnections	Link to page	670
Exclusion zone will protect lives and help minimise disconnections	Link to page	730
Protecting lives along the River Murray	Link to page	120
Enjoy the River Murray safely this New Year and long weekend	Link to page	216
Restoring power as floodwaters recede along the River Murray	Link to page	205
Downloadable Community Factsheets		
	Total Views	52,797
Fact sheet: Reconnecting after flooding	Link to download	625
Infographic: Power reconnection overview	Link to download	538
Fact sheet: Reconnecting power after flooding (for contractors)	Link to download	380
Fact sheet: Reconnections (overview)	Link to download	155
	Total Downloads	1,698



Custom River Murray Flood navigation link from home page

- River Murray Flood
- Reconnecting power after flooding
- Community information hubs
- Flood safety
- Murray flood latest updates
- Useful links and resources

