



Consumer engagement – the what, the why, and the how

Presentation to Essential Services Commission Water Pricing Conference

Gerard Brody
Chief Executive Officer
9 November 2015



About Consumer Action





Overview

1. Why consumer engagement?
2. Behavioural biases
3. Some strategies



Why consumer engagement

- Understanding consumer needs and priorities
- Inform decision-making
- Proxy for consumer choice

Behavioural biases

- Cognitive bias
- How people think
- Can we consciously activate rational decision-making?





Strategies to guide consumer engagement

1. Agency commitment
2. Transparency creates trust
3. Consumer committees not a panacea
4. Consumer forums/research can test attitudes
5. Complex issues require deliberation
6. Consumer research needs to be ongoing



Resourcing consumer input

- Productivity Commission
 - 2011 report into Urban Water Sector recommended additional resourcing for consumer research, representation and advocacy
 - This has been ignored
- In Victoria, only CUAC is specifically funded for consumer advocacy on water
 - This will need to change for effective consumer engagement



Questions

Gerard Brody

CEO, Consumer Action

Contact:

- gerard@consumeraction.org.au
- @gerardbrody