

## **COMMUNICATION STRATEGY GUIDELINES**

This document summarises the guiding principle and strategies for Ergon Energy's Shareholder/Government stakeholder engagement.

### **STAKEHOLDER ENGAGEMENT PARAMETERS**

#### **Principle**

Ergon Energy is committed to maintaining strong relationships with our shareholders and key government stakeholders. The aim is to foster two-way understanding and ensure that our business strategies to serve regional Queensland customers and communities are aligned with shareholder priorities and expectations and enjoy shareholder support.

#### **Key strategies:**

- Maintain a two-way no-surprises communications approach between Ergon Energy and its shareholders with respect to significant initiatives and issues.
- Engage shareholder & key government representatives to
  - (a) capture/understand shareholder priorities and expectations, and
  - (b) engender shareholder understanding and support for Ergon Energy strategic priorities
- Ensure shareholder policy and priorities are effectively communicated to targeted internal audiences undertaking operational activities that impact shareholder policy and priorities.
- Ensure that shareholder policy and priorities are considered in business planning and decision-making
- Ensure that Ergon Energy customer, media and other stakeholder communications are compatible with shareholder and government policy and priorities as well as meeting operational needs

### **COMMUNICATIONS PROTOCOL OBJECTIVES**

To support its business plan and operational activities, Ergon Energy undertakes a range of internal/external stakeholder, media and marketing communications.

In the preparation and delivery of these communications, Ergon Energy is committed to a cooperative and coordinated approach to relationships with its Shareholders, Department of Mines and Energy and agencies of Government. Ergon Energy supports shared protocols which are designed to facilitate:

- a no-surprises approach by all parties
- timely proactive and reactive media and customer communications
- appropriate response to emerging community issues and concerns
- appropriate coordination of communications for emergency management
- consistency with Government policy and public communications
- optimising opportunities for shareholder endorsement of Ergon Energy activities
- timely and market-responsive customer and commercial communications
- compliance with best-practice public reporting standards
- enhanced public understanding of energy policy, industry structure, distribution and retail operations, including Ergon Energy's role