



Energising our community's future - together

CONSULTING OUR COMMUNITY

Summary of survey responses

ABOUT THE CONSULTATION

Background

The Eastern Bay Energy Trust (EBET) was set up in 1994 and is now the majority shareholder of local network (lines) company Horizon Energy Distribution Limited, with 77.3% of the shares.

Most of the Trust's income comes as dividends on the Horizon shares. However, as a shareholder, the Trust has no control over prices charged by the company, or over prices charged by electricity retailers, a fact that is sometimes misunderstood by some of the Trust's beneficiaries.

The Trust's beneficiaries are the approximately 23,800 electricity consumers of the Eastern Bay of Plenty, including the Whakatane, Kawerau and Opotiki District Council areas, and Kaingaroa Village.

The Trust's beneficiaries are represented by six Trustees, four of whom are elected and two of whom are appointed to balance the skills of the Trustees.

The Trustees manage the Trust and the Trust Fund under the terms of the Trust Deed, which states that the Trust Fund must be applied for, or towards energy related purposes for consumers.

Over the past eleven years, the Trust has distributed over \$20.2 million for energy related projects throughout the Eastern Bay of Plenty, under the terms of the Trust Deed.

Consultation

In its Annual Plan 2007 – 2008 the Eastern Bay Energy Trust stated that it would undertake a full consultation process with all of the Trust's beneficiaries.

The principal aim of the consultation was to update the Trust's beneficiaries on Trust activities and to determine their views on the future direction of the Trust.

A major focus was on the Trust's distributions programme, and the way the Trust Fund should be distributed in the future.

Display of Trust activities

The consultation involved a display of the Trust's activities with a public meeting in each of the three District Council areas, and a survey of the Trust's beneficiaries.

Between 14 August and 6 September, a display of the Trust's history and activities was set up and open to the public for three days in each of the Eastern Bay's main towns – Kawerau, Opotiki and Whakatane. The displays were advertised in local newspapers and on the local radio station.

A public meeting was arranged at the end of each event to allow beneficiaries the opportunity to speak directly to the Trustees on any issues relating to EBET activities or distributions.

Survey of Trust's beneficiaries

The survey consisted of a comprehensive questionnaire, inviting the Trust's beneficiaries to provide feedback, which would be included in the information that the Trustees will use to help them in their strategic planning for the future.

The survey form was accompanied by explanatory notes, and included space for the Trust's beneficiaries to give their thoughts on the performance of the Trust to date and the areas they would like to see the Trust concentrate on in the future.

The survey was not a vote or consumer poll.

The Trust does not have the names of its beneficiaries, and electricity retailers will not release this information. Therefore, the Trust must communicate with its beneficiaries through the electricity retailers.

The survey was sent by mail to the Trust's 21,827 beneficiaries who are customers of Bay of Plenty Energy (BOPE). The form could be folded into a freepost envelope for return to the Trust upon completion. The Trust thanks Bay of Plenty Energy for arranging the mail-out through their mail house.

In addition, the survey form was sent to the 528 community organisations on EBET's database.

Customers of other electricity retailers

Survey forms were not mailed direct to those beneficiaries who are customers of the electricity retailers which are based outside the Eastern Bay of Plenty. Therefore, newspaper and radio advertising was used to point them to the EBET website where the survey could be completed online, or to the Trust office where copies of the survey were available upon request.

Prize draw

Participation in the survey was encouraged by offering prizes for the first eight completed forms selected in a prize draw.



Above: First prize winners Malcolm & Margaret Anderson with Eastern Bay Energy Trust chairman Kevin Hennessy

Data gathering

The cut off date for receiving completed survey forms / internet entry was Friday 14 September 2007.

The number of completed survey forms received each day was recorded and some initial screening for validity was carried out. This allowed invalid forms to be separated out before the valid forms were passed to the six people who were contracted to perform the data entry.

A total of 2,108 responses were received. Of these, 129 were entered by beneficiaries direct to the database via the Trust's website.

This equates to a 9.7% response. There were 1,768 valid entries and 340 invalid entries.

Invalid entries

Completed forms / internet entries were declared invalid if:

- The person responding could not be identified as being a beneficiary of EBET (ie there was no name or account number or ICP number).
- Duplicate entries were made using the same electricity account number.
- No questions had been answered.
- The form was received after the cut off date.

Of the surveys returned, 340 were declared invalid due to lack of beneficiary information or because they were returned after the deadline.

Efforts were made to contact people who had left out account numbers rendering their entry invalid. A number of these cases were resolved, but resource constraints limited the number of telephone calls to a maximum of three per beneficiary. If no response was received after three calls, the entry was declared invalid.

There were 43 survey forms returned as 'address unknown' and therefore undelivered.

Data entry

Data from the completed survey forms was entered by six independent processors onto the database via the Trust's website, using a code to identify each processor. This enabled quality control to be carried out on the accuracy of each processor. The hard copy of each survey was also marked with the data processor's initials.

Many people responded to some questions but not others. If some questions had not been answered, the form was accepted as being valid, and no data for those particular questions was entered into the database.

The tables included in this summary are based on the actual responses to each particular question (ie the percentage shown is for the response to that particular question only, and is not a percentage of the overall total responses).

Data processing

The website application was designed by 123 Internet Limited. Initial processing of the data entered via the website database was carried out by Adeptx.

Initial processing involved:

- Validation of beneficiary status by comparison of identity information with BOPE account number database and Horizon Energy ICP database.
- Removal of duplicate entries (multiple entries by an individual were counted as valid provided each entry used a separate valid account number);
- Coding and counting of all responses;
- Provision of final database results to EBET for analysis.

Final processing involved:

- Summarising of data into percentages;
- Coding or grouping of comments into subject areas where this was valid.

Quality control

Approximately 30 completed forms were selected at random from each processor and compared with the data that had been entered. There were no significant differences and so no further checking of data entry was deemed necessary.

An external scrutinising panel was convened and met on 22 October for the purpose of:

- Providing independent scrutiny to validate that EBET had acted in a professional manner in seeking and processing responses to the 2007 beneficiary survey.
- Overseeing the drawing of the eight prizes offered for completed surveys.

The scrutinising panel consisted of:

- Mayor John Forbes (Opotiki)
- Mayor Malcolm Campbell (Kawerau)
- Ex-mayor Don Herdman (Whakatane)

The survey process was outlined to the panel and they were provided with access to all returned survey forms, together with access to the database containing all entries and the final set of validated entries used to produce this report.

For the prize draw, staff from Adeptx used an electronic random number generator to select eight entries from the database. These were checked for validity and declared winners with the first entry allocated first prize and so on, in consecutive order.

The scrutinising panel confirmed that they were happy that the survey data collection and processing, and the prize draw, had been conducted in a professional and unbiased manner.

Thank you for your responses

The Trustees thank all of the Trust's beneficiaries who responded to the survey.

The Trustees manage the Trust's assets in the best interests of all the beneficiaries, both now and into the future. To do this, they must plan for the future, and consult with the Trust's beneficiaries.

When a major decision is to be made on the Trust's future direction, it is important that all Trust beneficiaries are consulted.

While the responses gathered during the consultation will be extremely valuable, it was not a vote or consumer poll. The responses received during the consultation will be included in the information that the Trustees use to help them in their strategic planning for the future.

Focus groups

The Trust will be forming focus groups for future consultation, and the Trust's beneficiaries are encouraged to participate. Any person wishing to be included in a focus group is invited to contact the Trust office.

The full Community Consultation Survey Report, including responses and comments, is available for viewing by Eastern Bay Energy Trust beneficiaries at the Trust office.



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Phone 307 0893 / 0800 323 800
Email: ebetrust@xtra.co.nz
Website: www.ebet.org.nz

Question 1: Do you think the Trustees should be investing part of the income to grow the Trust Fund?

Yes	No	Don't know	Total
77.6%	15.9%	6.5%	100%

Question 2: Do you think the Trustees should be investing in new business and jobs for local people through subsidiaries?

Yes	No	Don't know	Total
83.9%	10.3%	5.7%	100%

Question 3: Have you or a family member been a recipient of EBET funding for any of the following proactive (Trust initiated) energy related projects?

Project	%
Apprenticeship	0.8%
Attended ENERGYfest	5.0%
Ecobulb promotion (5 for \$10)	42.5%
Electricity account credit (flood relief)	4.6%
EnergyCheck home energy audit	6.5%
Free diesel (flood relief)	3.3%
Free electric blanket testing	11.1%
House insulation	20.4%
Safe & Smart Pack for young families	1.8%
Scholarship	0.6%
Secondary schools electricity supply taster course	0.5%
Undergrounding power lines	2.9%
TOTAL	100%

Question 4: Do you think the Trust should continue to fund the proactive (Trust initiated) energy related projects in Q3?

Yes	No	Some	Don't know	Total
75.7%	8.3%	1.4%	14.6%	100%

Question 5: Can you suggest any other energy related project that would benefit the wider Eastern Bay that you think EBET should consider funding?

Question 5 suggestion type	%
Solar hot water heating	13%
Subsidy, assistance	12%
Non energy related suggestions	11%
Solar photovoltaic	10%
Competition, workshop, education	9%
Elderly (subsidy)	8%
Alternative power	7%
Heating	5%
Insulation	5%
Wind energy	5%
Lighting	3%
Undergrounding power lines	3%
Specific projects	3%
Double glazing	2%
Energy audits	2%
Rebate	1%
Biofuel	1%
TOTAL	100%

There were 54 further miscellaneous suggestions.

Question 6: Are you or a family member associated with any community organisation that has received grant funding from the Eastern Bay Energy Trust?

Yes	No	Don't know	Total
40.3%	54.5%	5.2%	100%

Question 7: If you answered yes to Q6, please indicate the type of organisation.

Organisation type / category	%
Aged	4.2%
Arts / culture	5.7%
Church	10.1%
Community organisation	13.2%
Community event	4.4%
Council projects	4.4%
Health	7.1%
Marae	4.5%
Pre-school	5.2%
Rescue services	5.0%
School	14.4%
Sports / recreation	21.8%
TOTAL	100%

Question 8: If the organisation in Q7 is a sports / recreation club, please indicate which activity

Sporting / recreation activity	%
Bowls	10.4%
Equestrian	2.2%
Fishing	5.4%
Golf	15.2%
Gymnastics	1.3%
Hockey	8.2%
Judo	0.7%
Netball	4.1%
Rugby	9.9%
Rowing	1.3%
Skateboarding	0.6%
Soccer	8.4%
Squash	4.8%
Surf lifesaving	3.7%
Swimming	5.6%
Tennis	6.3%
Yachting	1.7%
Other	10.2%
TOTAL	100%

Question 9: Which energy related items were included in your organisation's project/s and funded by EBET?

Energy related items	%
Air conditioning	12.0%
Appliances	9.4%
Audio equipment	1.6%
Electrical work	14.7%
Electricity supply	3.3%
Energy audit	1.0%
Fire prevention	1.7%
Floodlighting	4.9%
Gas cooking	0.7%
Heating	16.7%
Hot water supply	4.8%
Insulation	5.2%
Irrigation	3.8%
Lighting	12.4%
Refrigeration	2.7%
Security	1.6%
Ventilation	1.3%
Other	2.2%
TOTAL	100%

Question 10: If Eastern Bay Energy Trust funds were not available, would your organisation have been able to go ahead with the project?

Yes	No	Don't know	Total
8.1%	63.4%	28.5%	100%

Question 11: Has your organisation received any grant funding from any other funding organisation within the last 3 years?

Yes	No	Don't know	Total
13.5%	56.5%	30.0%	100%

Question 12: If you answered yes to Q11, list the funding bodies and the amounts received (amounts not shown)

Funding bodies
Bay Trust (BOP Community Trust)
Community Arts Council / Creative Communities
Department of Internal Affairs
Environment BOP Enhancement Fund
J R McKenzie Trust
Lion Foundation
Lotteries
Maori Trust
Mayoral Relief Fund
NZ Community Trust
Pub charities
Scottwood Trust
Southern Trust
SPARC
Te Puni Kokiri

Question 13: Does your organisation find it difficult to raise funds for upgrading your building (or building new premises)?

Yes	No	Don't know	Total
33.7%	37.7%	28.6%	100%

Question 14: Do you think EBET should continue to fund energy related projects for community organisations?

Yes	No	Don't know	Total
83.9%	13.4%	2.7%	100%

Question 15: Do you think the way the funding is distributed should stay as it is? Or should it change?

Stay as it is	Change	Don't know	Total
53.4%	38.1%	8.5%	100%

Question 16: If you think it should change, please indicate how you think the funding should be distributed.

Preferred funding distribution change	%
More reactive funding as grants for community organisations, and less funding for proactive projects	4.2%
More proactive funding for EBET initiated projects, and less proactive funding as grants for community organisations	7.7%
Reactive funding for community organisations only	0%
Proactive funding for EBET initiated projects only	0.2%
Cash distributions to consumers only	20.7%
Combination of cash distributions to consumers, grant funding for community organisations, and funding for EBET initiated proactive projects.	67.2%
Total	100%

Question 17: If you ticked (e) or (f) in Q16, please indicate which consumers you think should receive a cash distribution

Response	%
All consumers (residential, commercial, industrial)	51.7%
Residential consumers only	48.3%
Total	100%

Prize winners

All completed surveys were included in a draw for prizes. The winners were:

1 st : \$500 free electricity	Margaret & Malcolm Anderson
2 nd : \$250 free electricity	Patricia McIntosh
3 rd : \$250 free electricity	Margaret Hamilton
4 th : Free EnergyCheck	Joy Growden
5 th : Free EnergyCheck	Rosie Te Moana
6 th : Free EnergyCheck	Boyd-Robinson Family
7 th : Free EnergyCheck	Double M Orchard
8 th : Free EnergyCheck	Kaye Watkins