

Accountability Guidance 2025

*Providing guidance and support for our Accountability Process
guided by the End-User Consultative Group recommendations.*



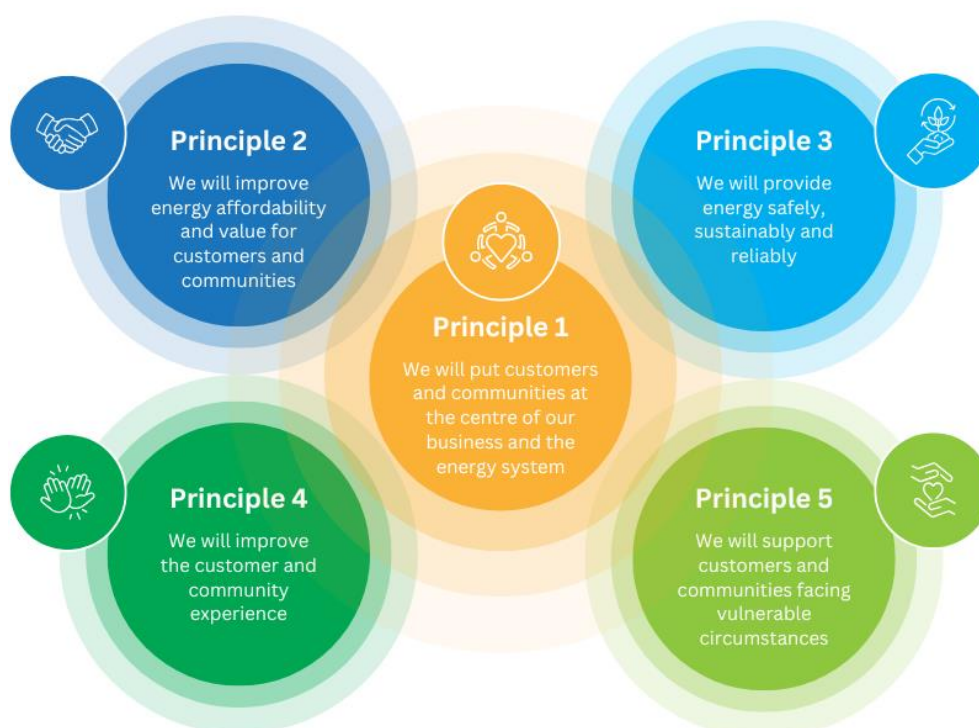
1. The Accountability Process

As part of your CEO's commitment to The Energy Charter, they have agreed to publicly disclose how your business is delivering against the 5 Energy Charter Principles and authentically engaging with your customer and community representatives.

Our [Accountability Process](#) is designed as:

- A platform for genuine engagement with and feedback from your customer and community representatives about how you are meeting or making progress towards your customer and community commitments to the 5 Energy Charter Principles and your focus on continuous improvement.
- An opportunity to discuss your customer and community commitments and outcomes across all parts of your organisation and to share insights about what are achieving and where you can do better.

At the end of every year, our CEO Council Forum celebrates and launches [The Energy Charter Disclosure](#) collectively sharing maturity across all Signatories.



The Energy Charter 5 Principles

Please note the addition of "and value" in Principle 2 (2025).



2. End-User Consultative Group guidance

Encouraging you to collaborate with your customer and community councils to shape your approach to our Accountability Process to align with their expectations.

The [End-User Consultative Group](#) (EUCG), made up of close to 20 end-user representatives nationally, works with us to provide a barometer of consumer and community expectations and guide strategic discussions around our Accountability Process.

In last year's "Review + Reflect", the EUCG reinforced the importance of the following:

1. Format	<ul style="list-style-type: none">• Your disclosure is a clear and standalone document that is easy to access and understand for customer and community representatives• If incorporated into other reporting, such as ESG, it must be linked to The Energy Charter to ensure clarity and alignment
2. Content	<ul style="list-style-type: none">• Focused on impact, future commitments and progress against existing commitments• Centred on meaningful outcomes and impact for customers and communities rather than BAU procedural compliance• Concise, clear and impactful rather than overwhelming or overly technical• Includes ongoing Energy Charter Maturity Model self-assessment to show progress over time
3. Leadership	<ul style="list-style-type: none">• CEO and Board involvement, including sign-off on Disclosure• CEO-led engagement with customer and community representatives to discuss your Disclosure and agree to future commitments.

3. Your key opportunities

The Accountability Process is designed to enable customer and community-centric culture change, build capability, foster collaboration and provide a platform for genuine engagement and self-reflection as part of your CEO-led commitment to continual improvement for customers and communities.

You are encouraged to fully embrace our Accountability Process and leverage it to share and deliver better customer and community outcomes in the energy transition.

1. Genuine engagement

Our Accountability Process relies on a commitment to genuine, robust and effective engagement with customer and community representatives. You are encouraged to engage with your customer and community representatives to tailor your Accountability Process to align with their expectations and priorities.

Better practice engagement opportunities include:

- Create a platform for authentic discussion with your customer and community representatives that meet regularly across the reporting year



- Engage early in the reporting year to discuss, tailor and agree your Accountability Process to be implemented and the preferred format for your Disclosure (e.g. written report, case studies embedded into ESG reporting, videos etc)
- Engage early in the reporting year to agree committed actions that will drive better customer and community outcomes aligned to the 5 Energy Charter Principles and continue to engage across the reporting year providing progress updates and seeking constructive feedback, especially prior to submitting your Disclosure
- Explore opportunities to strengthen the role of the CEO and Board in the Accountability Process to ensure customer and community feedback is heard at the most senior level within your organisation and to clearly demonstrate the commitment to The Energy Charter through leadership from the top
- Collaborate with fellow Signatories to set up joint CEO engagement forums within your jurisdictions as part of your Accountability Process, to meet collectively with customers and communities
- Consider how others could be involved. For example:
 - Invite public feedback and promote your Disclosures to your customers and communities
 - Share your Disclosure through internal communication channels to celebrate the work of customer and community champions within your organisation
 - Meetings with your customer and community representatives could be recorded and made available internally and externally
 - Use your Disclosure as an on-boarding tool for new-starters to highlight customer and community-centric culture and ambitions for your organisation.

Take a look at The Energy Charter [Better Practice Customer Engagement Toolkit](#) which provides useful better practice principles for engaging with customer and community representatives.

2. Targeted Disclosure

You are encouraged to discuss the format and content of your Disclosure with your customer and community council. Consider:

- Addressing the 5 Principles broadly but put more emphasis on the Principles that are most relevant to your customers and communities
- Using the Principles-in-Action to describe how the 5 Principles can be translated into practical action
- Focusing on the outcomes and impacts for customers and communities that are clearly above and beyond regulatory requirements and business as usual using [The Energy Charter Impact Framework](#)
- Leveraging [The Energy Charter Maturity Model](#)
- Share what didn't work and what has been learnt, as this is as valuable as what did work – as Andrew Richards, CEO EUAA said “a warts and all assessment”



- Include ambitious future commitments and maturity aspirations that align with the expectations of your customer and community representatives
- Share who was engaged in your Accountability Process and their feedback through the Feedback Report

3. Be publicly accountable

- Your Disclosure is to be formally endorsed by your CEO and/or Board
- Your Disclosure is to be submitted to director@theenergycharter.com.au by COB:
 - 31 March for calendar year reporting
 - 30 September for financial year reporting
- Your Disclosure will be published on [The Energy Charter website](#) and yours shortly after submission.
- Your CEO and/or Board will meet with your customer and community representatives to discuss your Disclosure and hear feedback.
- You will provide a short Feedback Report.
- Your CEO is invited to participate in The Energy Charter annual CEO-led Forum, held in early December.

4. The Energy Charter Disclosure

We publish an annual The Energy Charter Disclosure which sets out how Signatory collaboration through the [#BetterTogether initiatives](#) has delivered tangible outcomes and impact for customers and communities, themes of focus for future initiatives and areas for continuous improvement. The Energy Charter Disclosure also reflects maturity observations and key themes across all Full Signatory Disclosures.

The Energy Charter Disclosure is launched at The Energy Charter CEO Council Forum in December and published on our website. As with the Signatories, The Energy Charter Disclosure is grounded in effective engagement with customer and community representatives. This includes:

- **Customer + Community Outcome Groups (COGs):** #BetterTogether initiatives are co-designed with a COG. These are made up of customer/community representatives with specific knowledge and expertise related to the target customer/community outcome.
- **End User Consultative Group Review + Reflect:** provides an important strategic ‘feedback loop’ for the #BetterTogether initiatives and The Energy Charter overall.

You are encouraged to invite your customer and community representatives to attend The Energy Charter CEO Council Forum and share The Energy Charter Disclosure to highlight your collaboration in #BetterTogether initiatives.



Appendix A: Additional Information

Metrics and measures

Maturity self-assessments will be evidenced by appropriate metrics and measures, validated through engagement. The Menu of Possible Evidence (Attachment B to The Energy Charter Accountability Guidance 2023) was created to enable a greater level of consistency across Signatories.

While measures and metrics may inevitably change over time, you are encouraged to aim to maintain a degree of consistency year on year, with measures and metrics to be generally consistent with the previous years' Disclosures to allow for tracking over time. Where measures change, appropriate commentary should be included to explain why this has occurred.

The measures and metrics should evidence customer and community outcomes and impacts – rather than organisational activity and outputs. If these measures are unclear or yet to be developed, please work with customer and community representatives to further develop them.

Our Maturity Model

Disclosures refer to [The Energy Charter Maturity Model](#) and include a maturity assessment against each Principle, evidenced by appropriate metrics and measures, and validated through engagement. The Maturity Model allows constructive comparison of improvement in performance over time, understanding that each Signatory has different capabilities and priorities.

The Maturity Model recognises that you are at different stages of maturity in relation to the 5 Energy Charter Principles and helps you assess your maturity against them by reference to articulated criteria. It also indicates where you intend to progress to, over what period and how you plan to achieve this progress.

Our Maturity Model is not a compliance or industry comparison tool, it is a tool to assess and encourage continuous improvement internally within your organisation.

Our Impact Framework

We encourage you to leverage [The Energy Charter Impact Framework](#) to articulate activities, outcomes and impact for your customers and communities. It is an outline of the Theory of Change that illustrates your performance and commitment to your customer and community priorities.

The Impact Framework will help you outline the different stages of impact, including the Foundation activities that have occurred, the Change that has occurred in your organisation and for your customers and communities and the expected impact and social benefit expected or occurring as a result.

Our Impact Framework is a guiding tool to show the direct relationship between your activities and better social outcomes, it is also not a compliance tool, but a tool to assess and encourage continuous improvement to customer and community centred delivery.