



ausnet.com.au

AusNet

We are Victoria's largest diversified energy network business.

- Electricity transmission
- Electricity distribution
- Gas distribution
- Development and Future Networks



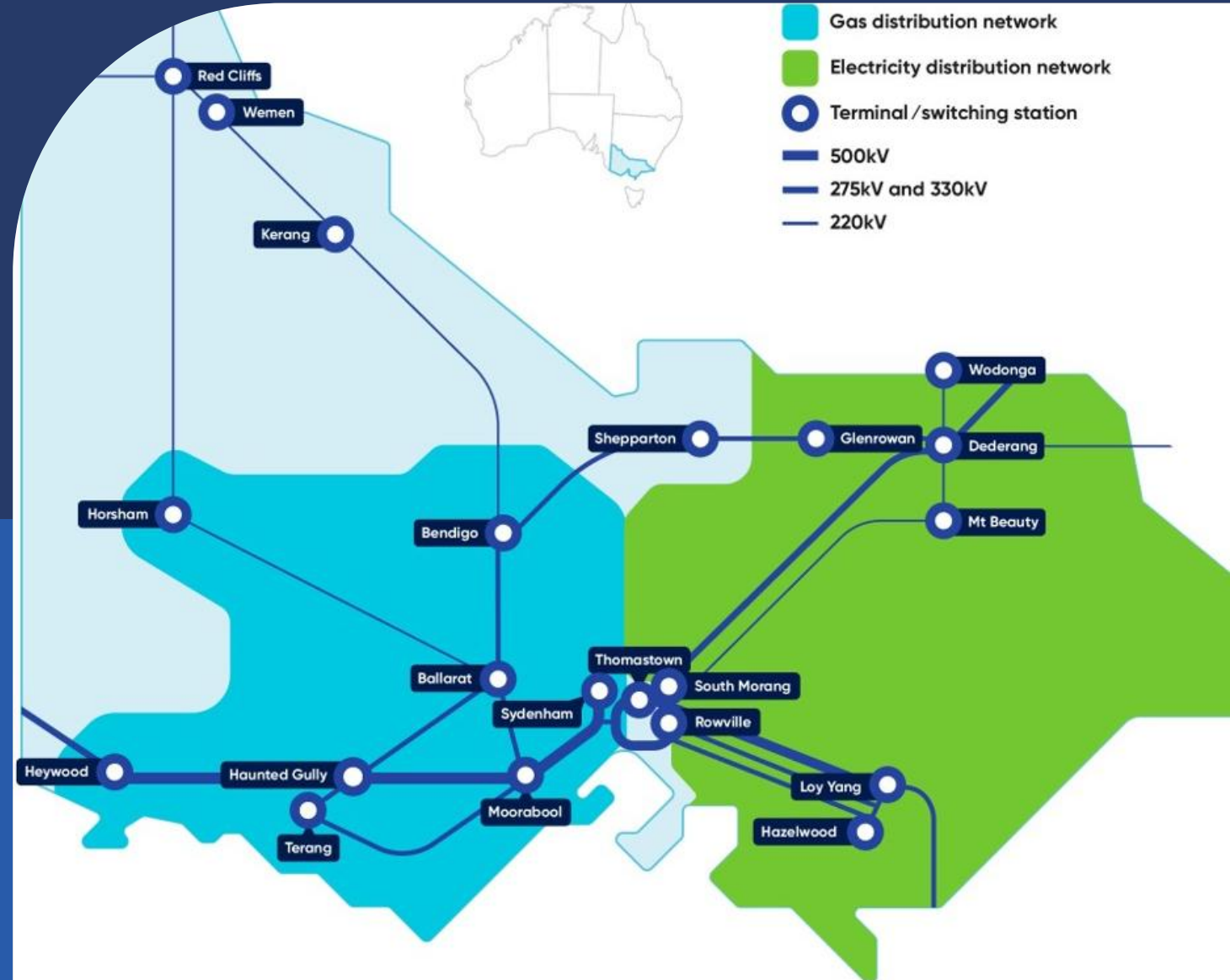
1,700+
employees



1.6 million+
customers



\$14 billion+
In assets



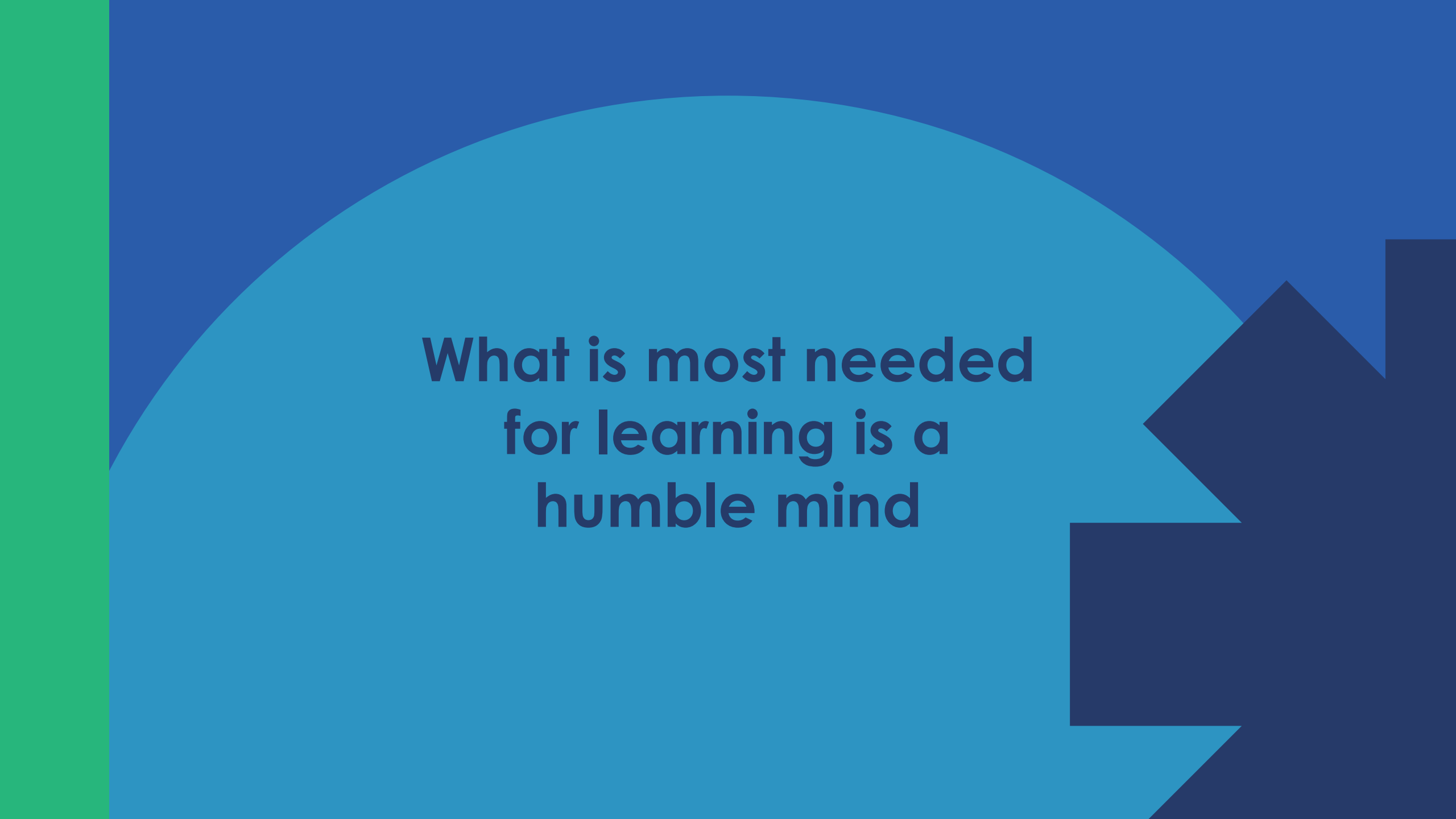


Barriers of our own making

AusNet

- Lack of cultural representation
- Translation only
- Authority can = distrust
- Business need over cultural need
- Designed for the English audience first
- No complete journey
- Failing to meet customers where they are





**What is most needed
for learning is a
humble mind**

"As a starting point, we're wanting to create a linguistically diverse hub on our website with information on electricity and gas in languages identified within our serviceable area. We might also want to compliment this with key social posts.

As a next step we also run two major campaigns a year Be Power Prepared and Be Gas Ready (essentially a summer and winter campaign specific to electricity and gas for usage, risk reduction, empowerment etc.)

As a final note we'd also love a SME steer on the best way to present interpreter services on letters / emails as well."



2023 business case

Electricity
Roadmap 2024

Aug 2025
first multicultural
campaign ★

Winter 2026
first co-designed
campaign ★

Gas discovery &
roadmap build

Emergency
readiness ★

Multicultural
earned media pilot

Rapid messaging
deployment ★

Connecting
through trusted
leaders ★

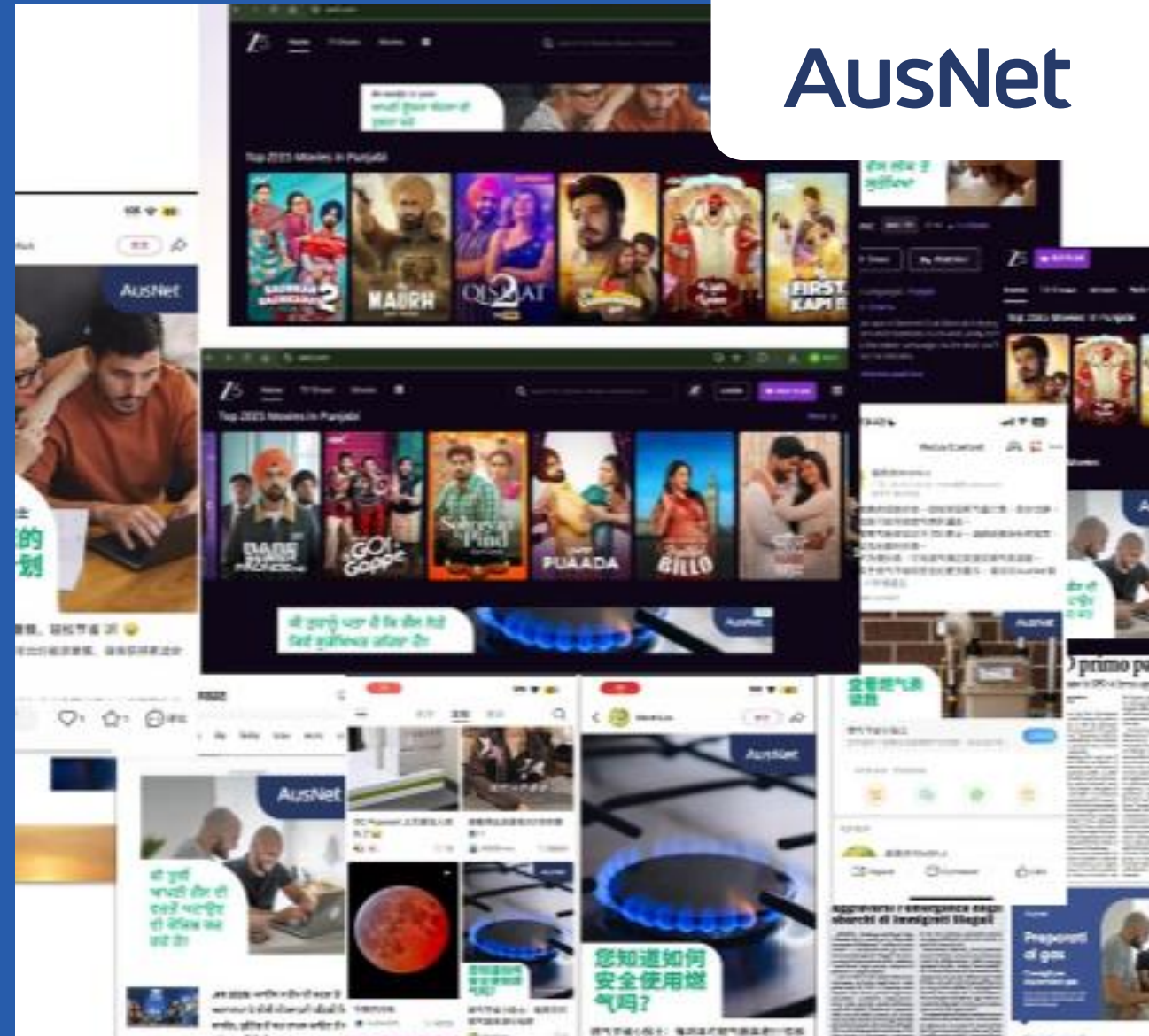
'25 Winter campaign

Priority communities
& channel strategy

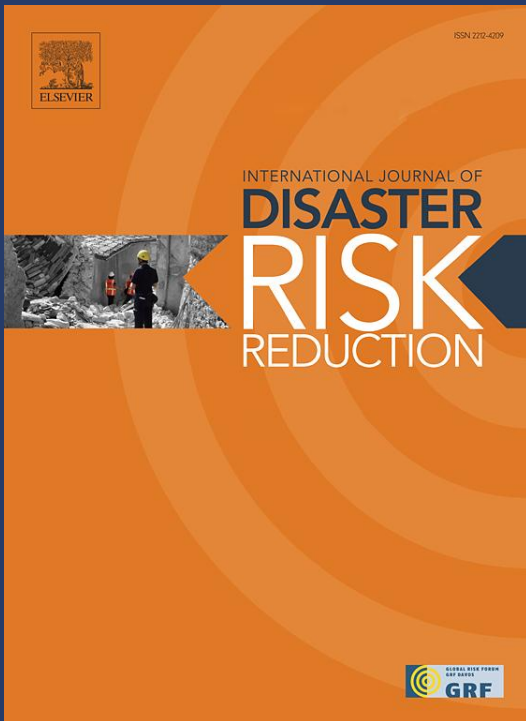
2.9 million reached

What did we learn?

AusNet



Catastrophe fatigue



A succession of disasters affecting Australia left communities, regions, and states with physical, mental, and resource exhaustion during 2019–2022. Fire, pandemic, and flood occurred in successive waves.

Leading to indicators of community disaster fatigue:

- *Anticipatory anxiety and fear about what's coming next*
- *Disengagement as a means of self-protection*

26' Winter campaign

AusNet

- Remap our priority communities
- Appoint a **Cultural Advisory Group**
- Community self identifies concerns in winter
- Campaign & media plan is co-designed
- We build a whole experience in language
- We lean on community leaders as talent & connectors



Cultural insight

Content strategy

Media strategy



保持居家温暖，同时控制能源开支。

了解您的取暖器每小时的使用成本，获取帮助您保持居家温暖的实用建议，了解燃气表抄表读数对账单的重要性等信息。

了解每小时使用取暖器的费用，以便您决定如何使用它。



ਖ਼ੁਰਚੇ ਨੂੰ ਕੰਟਰੋਲ ਵਿੱਚ ਰੱਖ ਕੇ ਘਰ ਨੂੰ ਗਰਮ ਰੱਖੋ

ਇਹ ਜਾਣੋ ਕਿ ਤੁਹਾਡੀ ਹੀਟਿੰਗ 'ਤੇ ਪ੍ਰਤੀ ਘੰਟਾ ਕਿੰਨਾ ਖ਼ਰਚਾ ਆਉਂਦਾ ਹੈ, ਆਪਣੇ ਆਪ ਨੂੰ ਅਤੇ ਆਪਣੇ ਘਰ ਨੂੰ ਗਰਮ ਰੱਖਣ ਲਈ ਮਦਦਗਾਰ ਟਿਪਸ ਦੇਖੋ, ਬਿੱਲਾਂ 'ਤੇ ਗੈਸ ਮੀਟਰ ਦੀ ਰੀਡਿੰਗ ਦੇ ਮਹੱਤਵ ਨੂੰ ਸਮਝੋ ਅਤੇ ਹੋਰ ਵੀ ਬਹੁਤ ਕੁਝ।

शुल्कों पर अपने नियंत्रण के साथ गर्म रहें

अपने प्रतिघंटा हीटिंग शुल्क की जानकारी रखें, खुद को और अपने घर को गर्म रखने के उपयोगी सुझाव खोजें, अपने बिलों पर गैस मीटर अंकन पढ़ने का महत्व समझें, तथा और भी बहुत कुछ।

Giữ ấm với chi phí quý vị có thể kiểm soát

Tìm hiểu chi phí sưởi của quý vị tốn bao nhiêu một giờ, biết được những mẹo hữu ích giúp quý vị và gia đình giữ ấm, hiểu biết chỉ số tiêu thụ ga trên hóa đơn và nhiều điều khác.

Sưởi bằng điện

$$\text{Số Watt} \div 1000 = \text{Số Kilowatt}$$

Đối với sưởi điện, tìm số watt
trên thiết bị, chia cho 1000 để biết số kilowatt

تجنب المفاجآت المتعلقة بالفاتورة

Our focus for Q4



Relationships with
multicultural media



Community
connectors
through a CAG



Closed group
engagement

AusNet



The power of private chat groups



- 
Indians in Melbourne · [Join](#)
 Public · 26K members · 20+ posts a day
 - 
Indians in Melbourne (IIM) - Official and Original · [Join](#)
 Private · 118K members · 70 posts a day
 - 
Indians In Melbourne · [Join](#)
 Public · 19K members · 90+ posts a day
 - 
Indians in Melbourne North · [Join](#)
 Public · 510 members · 10+ posts a day
 - 
Indians in Melbourne (Global Indian) · [Join](#)
 Private · 164K members · 90+ posts a day
 - 
Indian Community Melbourne Victoria · [Join](#)
 Public · 45K members · 90+ posts a day
 - 
Indians in Melbourne (IIM) · [Join](#)
 Public · 5.8K members · 60+ posts a day
 - 
Indian Community Living in Suburbs of Melbourne · [Join](#)
 Public · 42K members · 90+ posts a day
- COMMUNITY IN MELBOURNE

Cross industry collaboration

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