

Power Melbourne

Analysis of Phase 1 Community Engagement Results

December 2022

Community engagement Phase 1

The Power Melbourne project will install a network of neighbourhood batteries around the city. The batteries will be linked to a retail electricity plan to help renters, people living in apartments, and those running small businesses access more affordable renewable electricity.

The purpose of Phase 1 community engagement on Power Melbourne was to hear from our community so we could understand what people think about neighbourhood batteries and when the time comes, how we can make it easy to switch energy bills to a Power Melbourne plan.

Phase 1 included a project overview on City of Melbourne's (CoM) online engagement portal Participate Melbourne, including information about neighbourhood batteries, proposed Council-managed locations for an initial demonstration network of batteries, and the proposed retail product.

Between 26 September and 4 November 2022, community were asked to review the background information provided on the site and provide feedback via an online survey, as well as telling us how they would like to be involved in the project.

Although the online survey is now closed, Participate Melbourne retains the ability for submissions to be made on neighbourhood batteries.

The next phase of engagement starting early 2023 will include place-based neighbourhood conversations to further identify battery host sites in consultation with community.

To learn more or get involved, follow the Power Melbourne Participate page at <https://participate.melbourne.vic.gov.au/power-melbourne>

Survey responses

The following section provides raw data of results received from respondents from the Participate Melbourne online survey.

Q1. Please indicate your level of agreement with following statements:

	Do not agree	Agree	Somewhat agree	Strongly agree	Unsure / Require more info
Urgent action is needed on climate change	16	14	13	263	3
It is important to move away from fossil fuels and transition to renewable energy	12	15	17	260	3
Neighbourhood batteries are an important part of the solution to transitioning to more renewable energy	15	13	52	197	31
I would like to be able to access more affordable renewable energy	7	18	14	268	2

Q2. What is your current understanding of neighbourhood batteries?

66	96	103	33	11
Zero – I'd never heard of them before today	Minimal	Medium	Knowledgeable	Expert – I've studied or worked on this topic

Q3. The first Power Melbourne batteries are proposed to be installed at council-owned buildings including:

- Queen Victoria Market
- Southbank Library
- Library at The Dock
- Kensington Recreation Centre
- Council House 2

What is your opinion of these proposed locations?

Respondents overwhelmingly supported the locations with specific references to libraries, Kensington Recreation Centre and Queen Victoria Market. Less than one per cent of responses were unsupportive of any locations proposed.

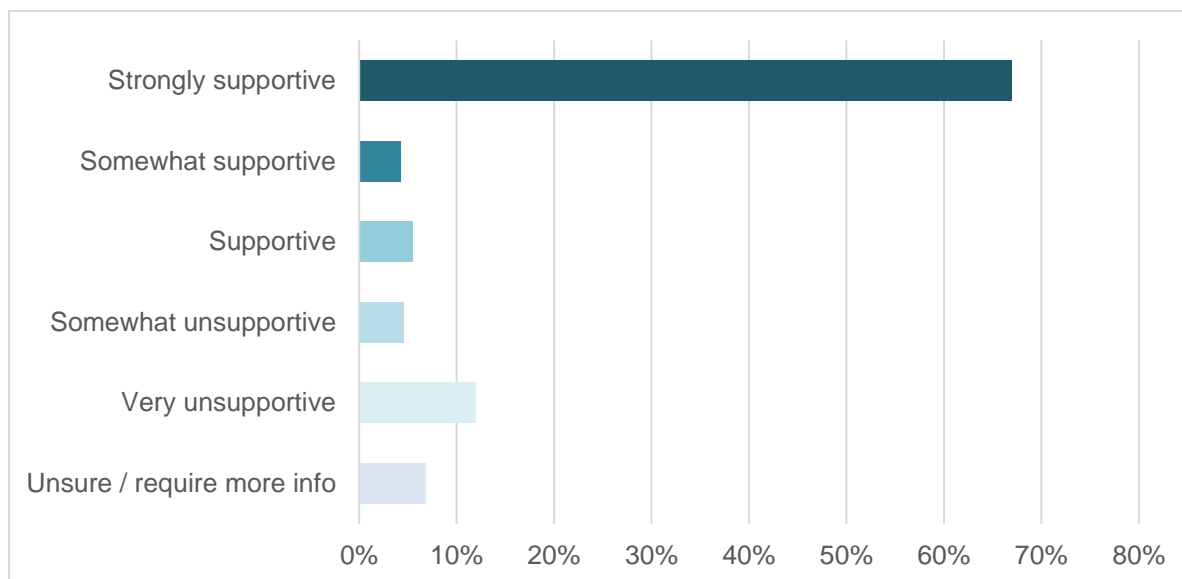
Q4. What other locations in City of Melbourne should be considered for neighbourhood batteries? List as many locations as you like, and tell us why.

Respondents expressed support for public buildings and spaces across the municipality including:

- libraries
- community hubs
- hospitals
- universities
- sports facilities
- shopping centres
- train stations
- flyovers and traffic islands
- iconic cultural landmarks

Q5. How supportive would you be of a neighbourhood battery in your area?

37	14	17	13	207	21
Very unsupportive	Somewhat unsupportive	Supportive	Somewhat supportive	Strongly supportive	Unsure / Require more info



Q6. For the previous question, tell us why you chose this level of support for a local neighbourhood battery.

Supportive respondents cared about:

- Taking visible, rapid climate action
- Scaling up faster
- Embedded networks
- Reducing cost of living for low income residents
- Sharing generated locally solar

"I think it's good for people in the city that can't install panels on their roof or a battery in the garage to be able to take action as a community"

Unsupportive respondents were concerned about:

- Uninterrupted reliable supply of green power
- Rapid transition away from fossil fuels
- The necessity of Council investing in renewables
- Long term value for money

"Is it reliable affordable and available and really necessary"

Undecided respondents needed info about:

- Safety
- Noise
- Appearance
- Whole of life environmental impact
- Technical viability of sites

"I am supportive in principle but need much more information"

Q7. Power Melbourne also proposes to offer a retail product which would give anyone in the City of Melbourne access to a renewable energy plan linked to neighbourhood batteries.

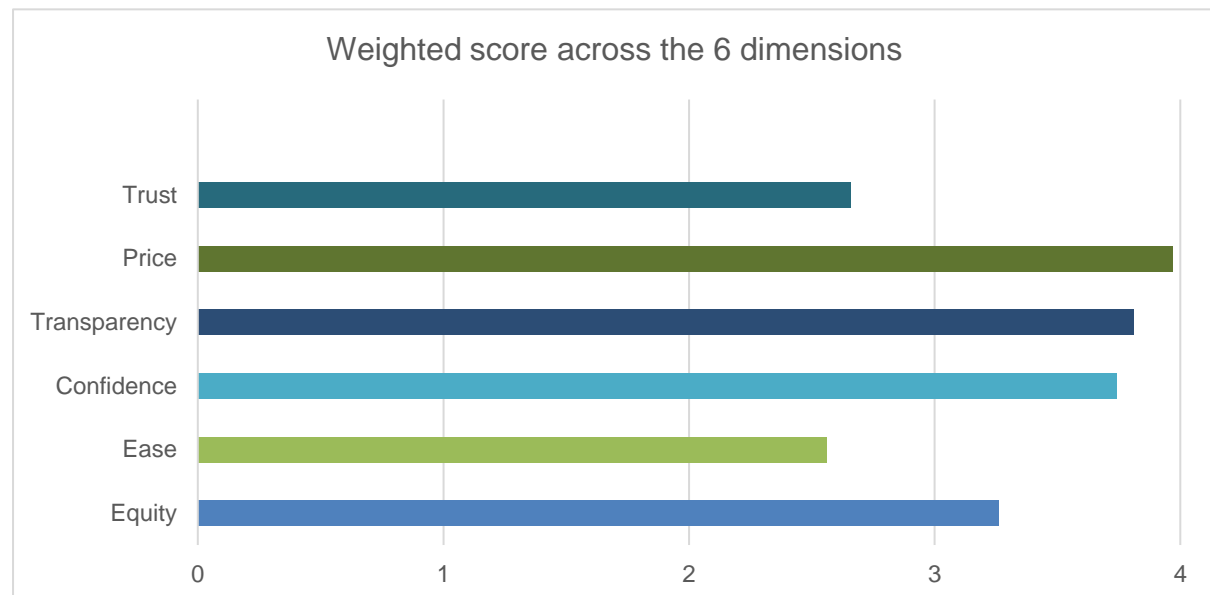
Do you currently purchase GreenPower or carbon neutral electricity?

137	102	69
Yes	No	Unsure

Q8. What would matter most to you when considering switching your electricity provider to a renewable energy plan linked to neighbourhood batteries?

Respondents ranked the options in the following order:

- Price: At least as cheap or cheaper compared to other green plans
- Transparency: Guaranteed 100% renewable energy
- Confidence: Reliable, stable renewable power for my home or business
- Equity: It allows everyone to access renewable energy whether or not they have rooftop solar
- Trust: In Council, and in Council's chosen retail energy partner
- Ease: Simple to switch, great customer service



Q9. Are you responding today as an individual or on behalf of an organisation or business?

289	19
Individual	Organisation or business

Q10. Do you have any questions or comments about Power Melbourne or neighbourhood batteries? These will inform our next stage of consultation.

Respondents took the opportunity to reiterate support, questions or concerns including:

- Offers to advocate in community and engage in local conversations about specific sites
- Offers to host a battery in own building
- Questions about lifecycle environmental impact of battery components.

Q11. Would you or your organisation like to be involved in more consultation about Power Melbourne in future?

211	92
Yes	No

Q12. What type of activity would you be interested in?

83	104	157	90	164	0
Attend workshop in person	Attend workshop online	Provide online feedback	Attend pop-up kiosk at potential host site	Receive email updates	Other

Q12. Apart from being consulted on locations and electricity plans, are there other ways you would like to be involved in a neighbourhood battery project?

Respondents offered support and engagement with the project including:

- becoming a host site
- supplying batteries
- collaborating to deliver pilot in a CALD neighbourhood
- creating teaching resources
- incorporate in a thesis
- study opportunities for engineering students
- investing
- engaging with creatives and artists
- asking for a job.

Demographic questions

Q1. What motivated you to participate in this consultation today?

12	84	174	138	26
I was passing by/approached by City of Melbourne	The project directly impacts me	I think it's important to have your say and contribute to the future of the city	I received a letter/email from City of Melbourne	I saw the project on social media
16	36	3	0	
I saw the project on media (TV, radio, newspaper etc.)	Word of mouth	Prefer not to say	Other (please specify)	

Q2. Which of the following best describes your connection to this City of Melbourne project?

219	46	10	8	5	2	14
I am a resident	I am a worker	I own a business	I am a student	I am a visitor	Prefer not to say	Other (please specify)

Q3. Based on your connection to this project, where do you live/work/own a business/study/visit?

35	40	24	24	37	37	39
Carlton (3053)	CBD (3000)	Docklands (3008)	East Melbourne (3002)	Kensington (3031)	North Melbourne (3051)	Parkville (3052)
21	10	17	1	3	23	
Southbank (3006)	South Yarra (3141)	West Melbourne (3003)	Fisherman's Bend	Prefer not to answer	Other/outside the City of Melbourne	

Q4. Do you identify with any of the following?

4	1	25	13	42	42
Aboriginal	Torres Strait Islander	Person with a disability	Carer	LGBTIQ+	Speak a language other than English at home
91	4	9	142		
Born overseas	International student	Prefer not to say	None of these		

Q5. Have you participated in a consultation with City of Melbourne before?

101	132	40	29	4
No, this is my first City of Melbourne consultation	Yes, I have participated in a City of Melbourne consultation once or twice before today	Yes, and I participate in City of Melbourne regularly	Not sure	Prefer not to say

Q6. How do you describe your gender?

150	132	6	13	0
Female	Male	Non-binary/gender diverse	Prefer not to say	I use a different term (please specify)

Q7. What is your age?

0	0	12	18	33	37	39	28
Under 15 years	15-19 years	20-24 years	25-29 years	30-34 years	35-39 year	40-44 years	45-49 years
29	22	28	24	7	11	13	
50-54 years	55-59 years	60-64 years	65-69 years	70-74 years	75+ years	Prefer not to say	

How feedback will be used

The Participate Melbourne website notified readers that participation in this consultation will influence three key factors:

- Battery locations – Your feedback will help City of Melbourne understand priority locations for neighbourhood batteries.
- Retail product – Your feedback will inform our partnership with an energy provider, and the type of renewable energy plans which are offered.
- Project communications – Your feedback will help us understand your attitudes towards neighbourhood batteries, and ensure we communicate clearly and effectively with our community.