



Minute Taker: N/A as per Terms of Reference

Time	Topic	Speaker/Presenter
9.00am	Arrival Tea/Coffee	All
9.30am	Biannual research: Victorian attitudes towards water <i>Two years on from the major sentiment analysis DEECA completed in 2023, we have taken a pulse check: what do Victorians think about water and the water sector; what are the pressing broader issues our messaging is competing with; what water-related messages connect with the average Victorian; how do Victorians feel about water security ranging from desalination to PRW, restrictions to efficient appliances; and how has all of this changed in the last two years? On a practical level, what does this mean for our comms strategies and how can we use it to improve our messaging?</i>	Sarah Jenkins Manager Community Insights DEECA
10.30am	Moring tea break (30mins)	All
11.00am	Looking ahead to PR28	Lucy Idle Manager, Customer and Engagement Price Monitoring and Regulation Division ESC
12.00pm	DEECA update <i>Trends What's in the pipeline for DEECA Other news</i>	Lewis Hill Communications and Media Manager – Water and Resources DEECA
12.30pm	Lunch (60min)	All
1.30pm	Water restrictions comms and engagement approach <i>Communications approach to the water restrictions recently implemented in Apollo Bay and Apollo Bay: Water, Your Say engagement project as we plan for long-term water security for the region.</i>	Hannah French Digital Marketing Adviser Barwon Water Meaghan Allen, Strategic Community Engagement Adviser Barwon Water
2.00pm	Emergency comms and engagement approach South East Water panel discussion on our approach to emergency communications and engagement.	Andrea Reichward Communications and Media Manager at South East Water
2.30pm	Round table What's on? Topics for next SIG	All
3.00pm	Close	