

Customer snapshot

Key takeaways

- Using a single customer view GMW supplies about 25,000 single customer entities, including customers with multiple properties and who access multiple services
- Irrigation customers are GMW's largest customer segment in terms of revenue and water use

Overview

Goulburn-Murray Water (GMW) is a statutory corporation established under the provisions of the Victorian Water Act and is Australia's largest rural water corporation. GMW manages about 70 per cent of Victoria's stored water and around 50 per cent of Victoria's groundwater. GMW also operates Australia's largest irrigation network.

Reporting of customer numbers

GMW currently reports a total customer population of 39,312. This number is calculated based on the number of services supplied to properties. For example, if an individual has two properties supplied by GMW, this individual will be reflected twice in the customer count. This approach is suitable in the context of functions such as tariff planning and statutory reporting.

Single customer view

When considering customer needs and behaviors, it is more useful to use a single customer view, where customers who access multiple services are presented as one customer. The information presented in this document is based on a single customer view. When reading this report, the following should be considered:

- Customers have been classified into segments based on their main service according to revenue
- Identification of single customer has been performed using mailing address as a proxy
- GMW still supplies the same number of services and properties
- All information about customer segments are presented as draft for discussion
- Account data has been integrated from multiple GMW and external data systems; all values are presented as draft for discussion and subject to change as data validation work continues
- Revenue values have not been adjusted for accounting requirements, values may differ from statutory reports
- All reported values are based on the 2015/16 financial year unless otherwise stated

Using a single customer view approach GMW has about 25,000 customers. When comparing this value with the previously reported 39,312, it is important to note that the variance reflects two alternative reporting methodologies and the number of customers, services and properties GMW supplies has not changed.

GMW customer segments

For the purpose of this workshop, it is useful to decompose our customer base into distinct segments with different needs. The following segments have been identified by GMW.

Segment	Customer needs	Example customers
1. Irrigation	<ul style="list-style-type: none"> Water for agricultural irrigation 	<ul style="list-style-type: none"> Horticulture, dairy, cropping
2. Domestic and stock	<ul style="list-style-type: none"> Water for domestic and stock use 	<ul style="list-style-type: none"> Rural residential and lifestyle Livestock grazing
3. Environmental watering	<ul style="list-style-type: none"> Environmental water storage and delivery 	<ul style="list-style-type: none"> Commonwealth and State environmental water holders
4. Urban water corporations	<ul style="list-style-type: none"> Water supply for redistribution to urban water corporation customers 	<ul style="list-style-type: none"> Urban water corporations
5. Water investment	<ul style="list-style-type: none"> Water ownership as a capital item 	<ul style="list-style-type: none"> Investment funds Agricultural Corporations
6. Flood protection	<ul style="list-style-type: none"> Protection of land and property from floodwater 	<ul style="list-style-type: none"> Properties in the Loch Garry flood protection zone
7. Recreation	<ul style="list-style-type: none"> Access to water and adjacent land for recreation 	<ul style="list-style-type: none"> Houseboat operators Recreation clubs and caravan parks
8. Grazing and forestry	<ul style="list-style-type: none"> Access to GMW owned land for forestry & grazing 	<ul style="list-style-type: none"> Livestock farmers Forestry corporates
9. Applications, licensing and permits	<ul style="list-style-type: none"> Waterway determinations License for private works 	<ul style="list-style-type: none"> Private landholders
10. Commercial	<ul style="list-style-type: none"> Commercial services outside of core business functions 	<ul style="list-style-type: none"> Murray Darling Basin Authority State and Federal governments
11. Power generation	<ul style="list-style-type: none"> Access to water and infrastructure for power generation 	<ul style="list-style-type: none"> Hydroelectric power utilities

Summary data by customer segment (2015/16)

Total customers¹

25.19K

Total revenue²

\$160.97M

Total water deliveries³

1,993GL

	Customers (No.) ¹	Revenue (\$M) ²	Water Use (GL) ³
1. Irrigation	12,166	98.77	1,268
2. Domestic and stock	6,628	3.20	7
3. Environmental watering	2	11.99	649
4. Urban water corporations	9	10.04	69
5. Water investment	835	2.56	
6. Flood protection	36	0.01	
7. Recreation	667	2.46	
8. Grazing and forestry	565	2.70	0.01
9. Applications, licensing and permits	4,154	0.13	
10. Commercial	125	29.12	
11. Power generation	<i>Commercial in confidence</i>		
Total	25,187	160.97	1,993

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year, values have not been adjusted for accounting requirements and/or internal transfer payments to related entities

³ Total water deliveries for the 2015/16 irrigation season

Revenue share by service⁴

The following table illustrates the revenue share associated with each service for a given customer segment (i.e. rows add to 100%).

	Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
1. Irrigation	17.6%	69.8%	6.5%	0.0%	0.3%	5.5%	0.0%	0.1%	0.2%
2. Domestic and stock	6.1%	31.5%	1.5%	0.0%	31.1%	28.8%		0.0%	1.0%
3. Environmental watering	64.4%					0.0%			35.6%
4. Urban water corporations	76.3%	11.2%	0.2%		1.7%	0.5%		1.8%	8.3%
5. Water investment	86.0%	12.6%	0.1%		0.1%	1.2%		0.0%	0.0%
6. Flood protection	2.9%	2.3%		94.8%					
7. Recreation	20.5%					0.2%	53.7%	0.4%	25.2%
8. Grazing and forestry	0.8%	0.0%	0.0%			2.8%	0.6%	92.9%	2.9%
9. Applications, licensing and permits									100.0%
10. Commercial	1.8%	0.4%	0.0%		0.0%	0.1%	0.0%	0.5%	97.0%
11. Power generation	91.3%								8.7%

⁴ Based on FY2015/16 gross revenue

1. Irrigation

Total Customers¹

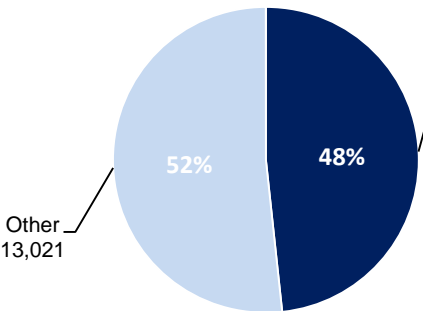
12.2K

Total Revenue²

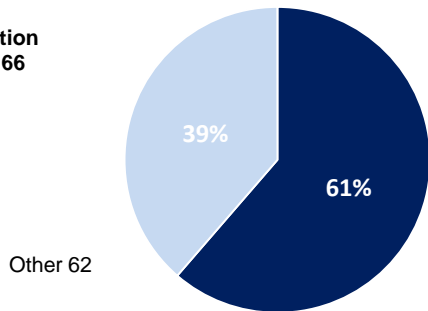
\$98.8m

Total Water Use³

1,267.9.GL

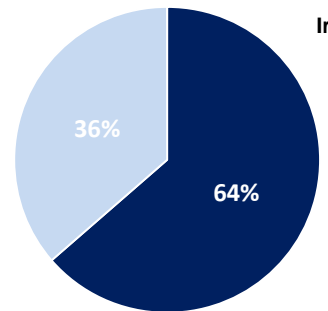


GMW Total - 25.19K



GMW Total - \$160.97m

Irrigation⁹⁹



Other 726

GMW Total - \$160.97m

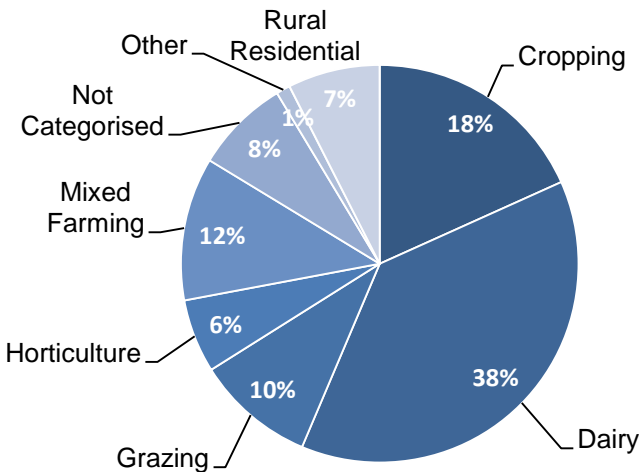
Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
17.6%	69.8%	6.5%	0.0%	0.3%	5.5%	0.0%	0.1%	0.2%

Land Use⁴

Share of revenue by land use



¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

2. Domestic and stock

Total Customers¹

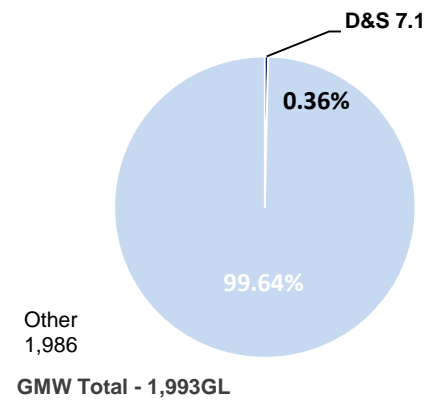
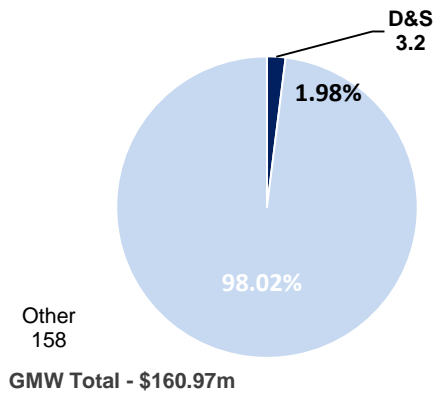
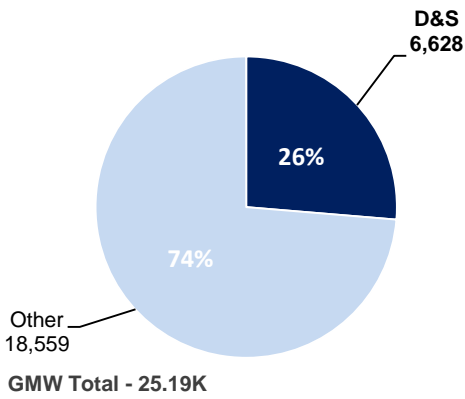
6.6K

Total Revenue²

\$3.2m

Total Water Use³

7.1GL



Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
6.1%	31.5%	1.5%	0.0%	31.1%	28.8%		0.0%	1.0%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

3. Environmental watering

Total Customers¹

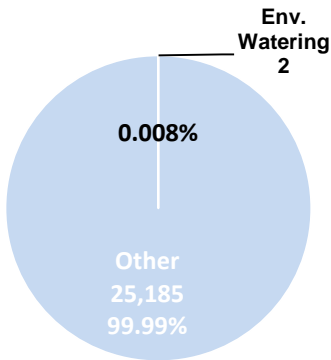
2

Total Revenue²

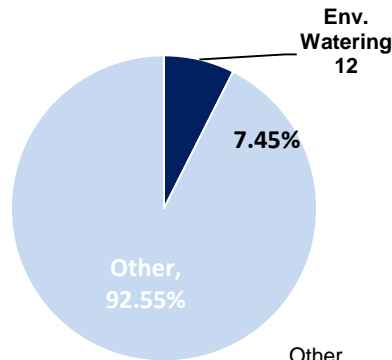
\$11.99m

Total Water Use³

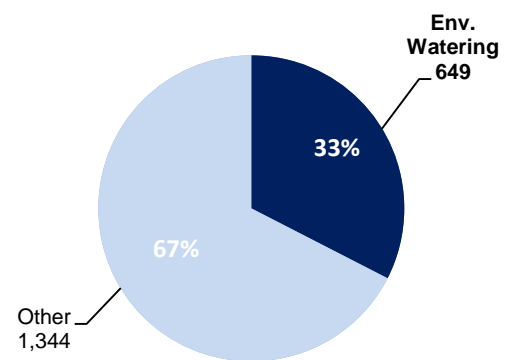
649GL



GMW Total - 25.19K



GMW Total - \$160.97m



GMW Total - 1,993GL

Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
64.4%					0.0%			35.6%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

4. Urban water corporations

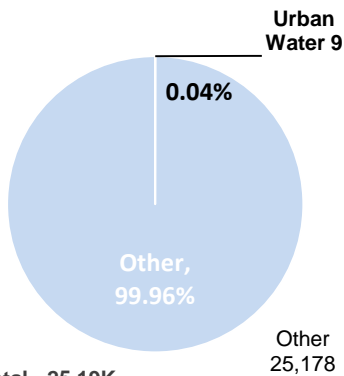
Total Customers¹



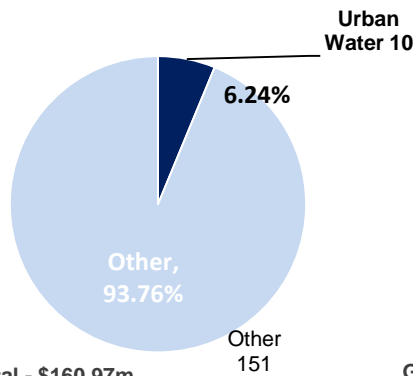
Total Revenue²



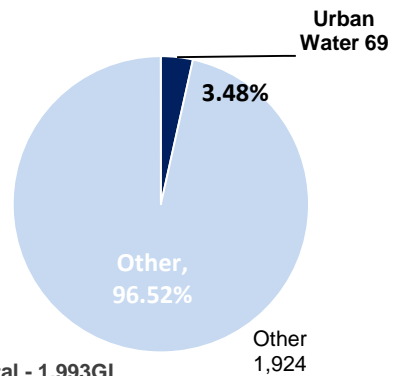
Total Water Use³



GMW Total - 25.19K



GMW Total - \$160.97m



GMW Total - 1,993GL

Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
76.3%	11.2%	0.2%		1.7%	0.5%		1.8%	8.3%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

5. Water for investment

Total Customers¹

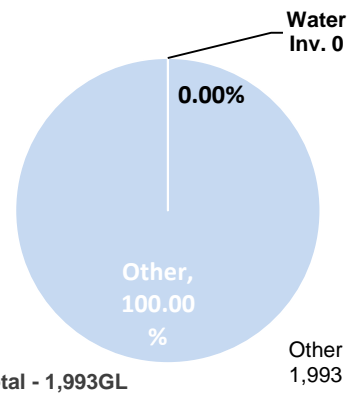
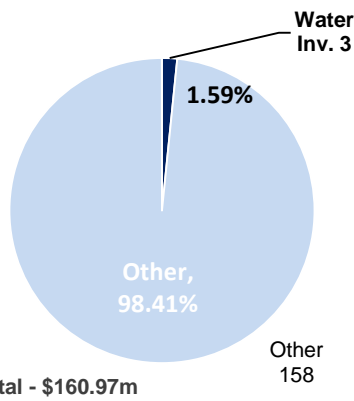
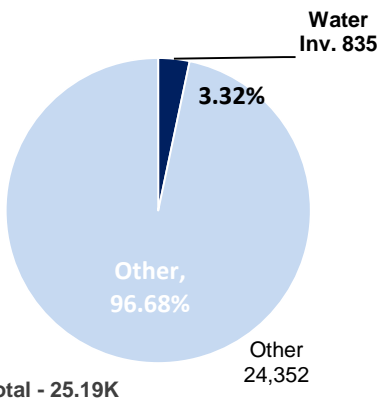
835

Total Revenue²

\$2.56m

Total Water Use³

0.0GL



Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
86.0%	12.6%	0.1%		0.1%	1.2%		0.0%	0.0%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

6. Flood protection

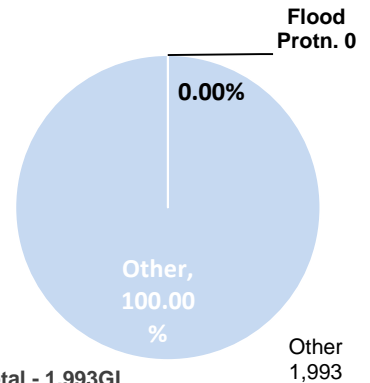
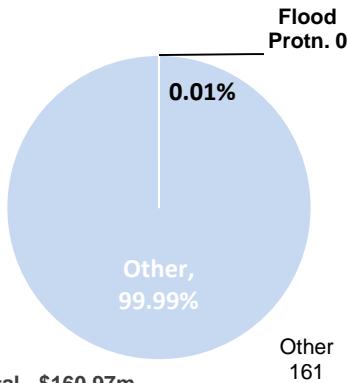
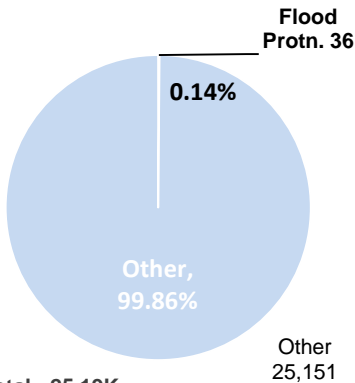
Total Customers¹



Total Revenue²



Total Water Use³



Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
2.9%	2.3%		94.8%					

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

7. Recreation

Total Customers¹

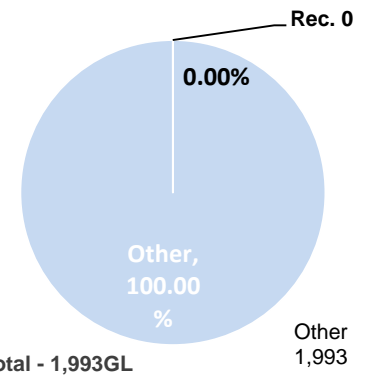
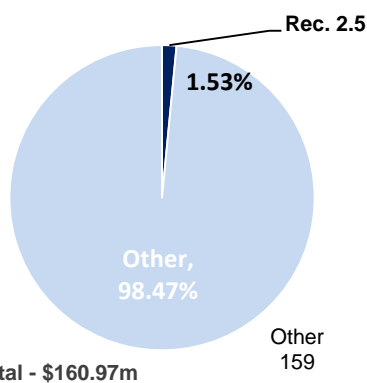
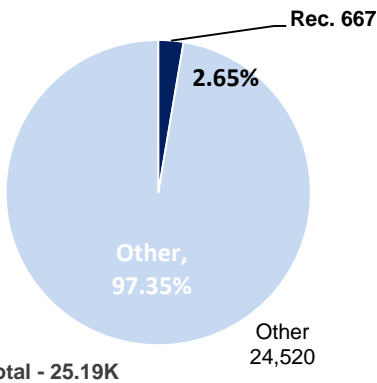
667

Total Revenue²

\$2.46m

Total Water Use³

0.0GL



Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
20.5%					0.2%	53.7%	0.4%	25.2%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

8. Grazing and forestry

Total Customers ¹

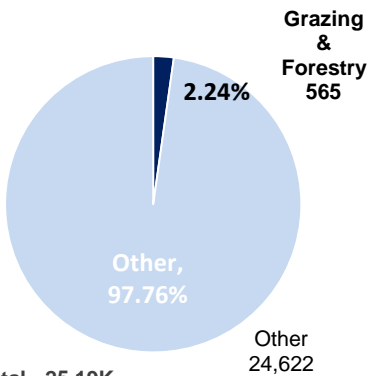
565

Total Revenue ²

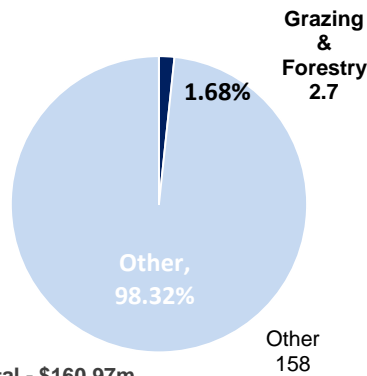
\$2.70m

Total Water Use ³

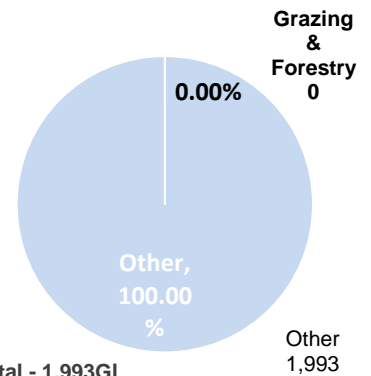
0.0GL



GMW Total - 25.19K



GMW Total - \$160.97m



GMW Total - 1,993GL

Services ⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
0.8%	0.0%	0.0%			2.8%	0.6%	92.9%	2.9%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

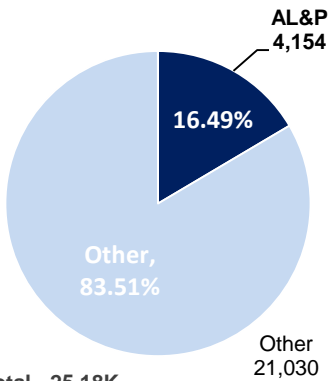
³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

9. Applications, licensing and permits

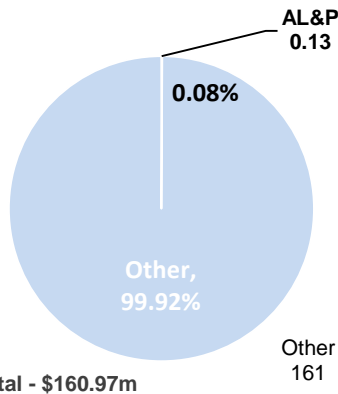
Total Customers¹

4,154



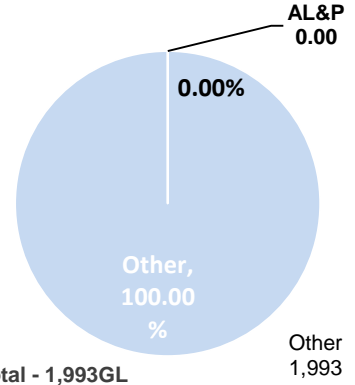
Total Revenue²

\$0.13m



Total Water Use³

0.0GL



Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
								100.0%

¹ Total customers based on single customer view as at 30/06/2016

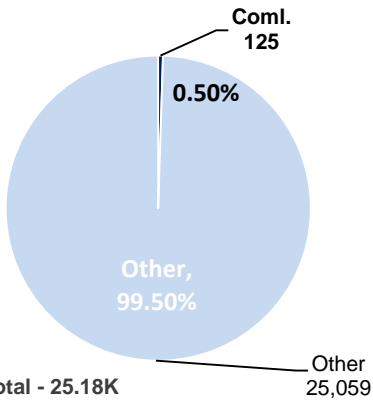
² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

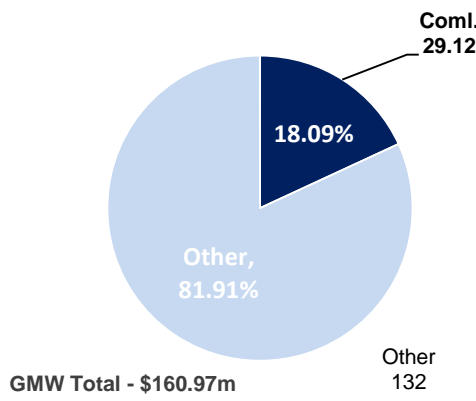
⁴ Based on FY2015/16 gross fees and charges

10. Commercial

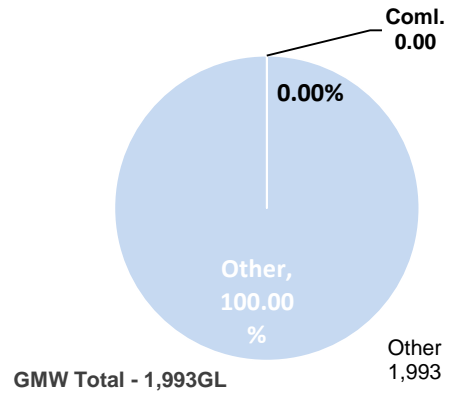
Total Customers¹



Total Revenue²



Total Water Use³



Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
1.8%	0.4%	0.0%		0.0%	0.1%	0.0%	0.5%	97.0%

¹ Total customers based on single customer view as at 30/06/2016

² Gross fees and charges for the 2015/16 financial year

³ Total water deliveries for the 2015/16 irrigation season

⁴ Based on FY2015/16 gross fees and charges

11. Power generation

Hydroelectric power is generated at a number of GMW sites including Dartmouth and Lake Eildon, these sites are operated through agreements with several utilities. The primary need for power generation customers is access to dam infrastructure and water storage.

Limited information has been provided to ensure the confidentiality of commercially sensitive information.

Services⁴

Share of revenue by service

Storage	Delivery	Drainage	Flood Protection	Water districts	Diversions	Houseboats	Land Leasing	Fee for Service
91.3%								8.7%

⁴Based on FY2015/16 gross fees and charges