



Customer Survey 2025

**Prepared for
Grampians Wimmera Mallee Water**

By
Helen Bartley, Bartley Consulting Pty Ltd
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Survey aims

- Monitor customer perceptions of GWMWater's services
 - Water supply
 - Urban water quality
 - Wastewater services
 - Supply interruptions
 - Information
 - Customer service
- Monitor satisfaction, trust, reputation, value for money
- Better understand customers' engagement with GWMWater and impact on satisfaction through added questions and enhanced analysis



Hybrid self-completion online and telephone survey

- Provides customers with choice
 - Previously exclusively phone interviews
- Better response rate than previous surveys
 - Noting prize draw to win one of five \$200 prizes off customers' bills
- Better representation of customers by water supply source
- Data collection May 2025 - 7 June 2025
- 703 customers participated – inc. 50 commercial customers
 - Data weighted to customer numbers by supply system
- No evidence that change of method has impacted the results
- Less expensive than previous surveys



Who was surveyed

Customer group (supply system)	Sample size	Sample proportion	Population proportion
1 Drinking water - Wartook	110	16%	25%
2 Drinking water - Grampians Headworks	110	16%	23%
3 Drinking water - Wimmera Mallee Pipeline	110	16%	23%
4 Drinking Water - Eastern Grampians	30	4%	1%
5 Drinking water - Northern Mallee	31	4%	4%
6 Drinking water - Edenhope	30	4%	1%
7 Drinking water - Elmhurst	15	2%	0%
8 Non-drinking water - groundwater	20	3%	3%
9 Non-drinking water - ex channel	20	3%	2%
10 Non-drinking water - Eastern Grampians	16	2%	0%
11 Rural - Northern Pipeline	40	6%	2%
12 Rural - Wimmera Mallee Pipeline	60	9%	13%
13 SW Loddon Pipeline	20	3%	1%
14 Rural - Groundwater	20	3%	1%
15 Rural - SW Unregulated	20	3%	1%
TOTAL	652	100%	100%
16 Commercial customers (urban water supply)	51		

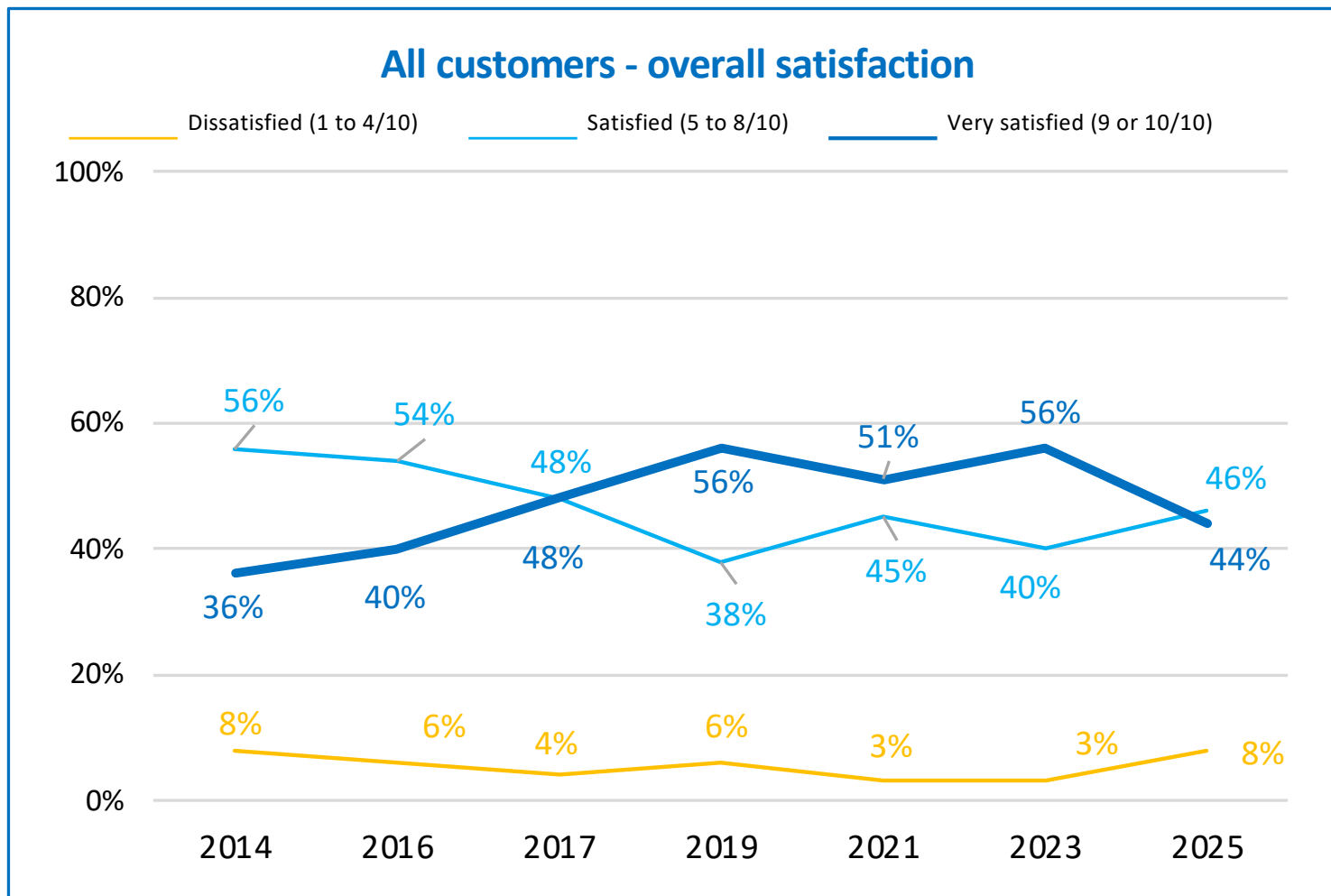


Key indicators



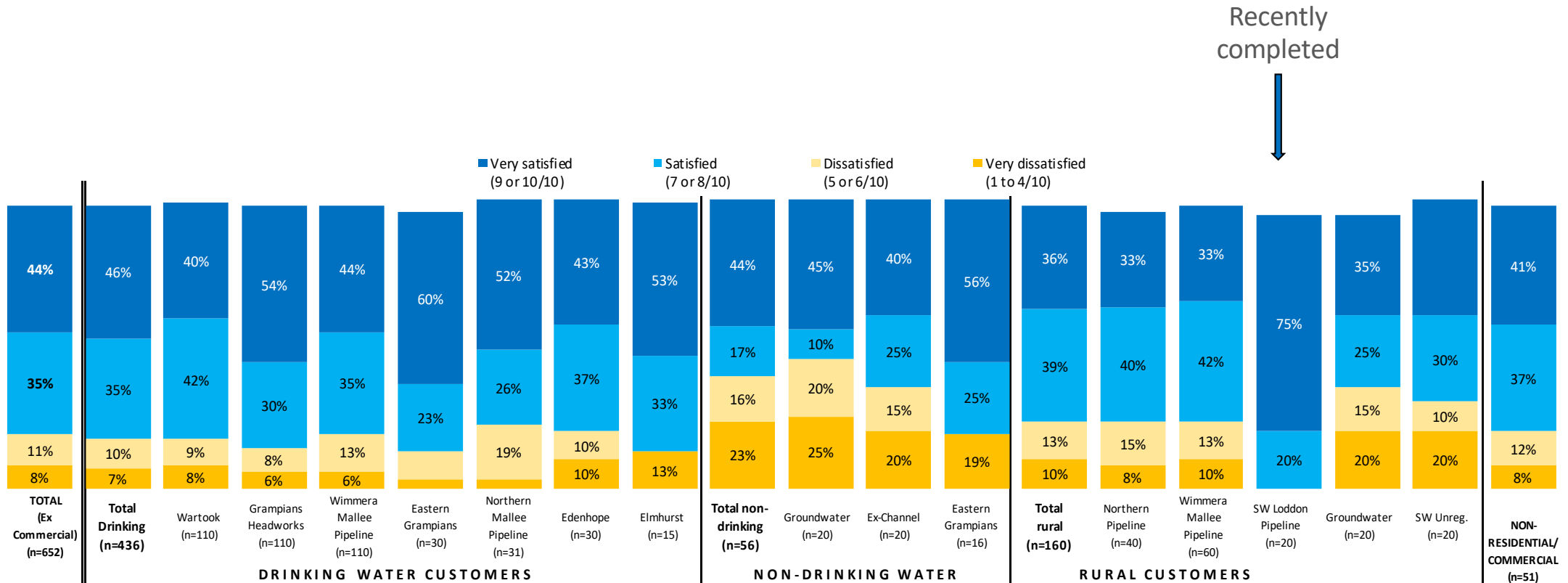
Overall satisfaction

Note: To enable meaningful comparisons, these trended results are based on former satisfaction classifications.





Overall satisfaction 2025 by water supply source



Note small sample

* Note: Some groups of percentages may not add up to 100 as "don't know" responses are not shown on the chart



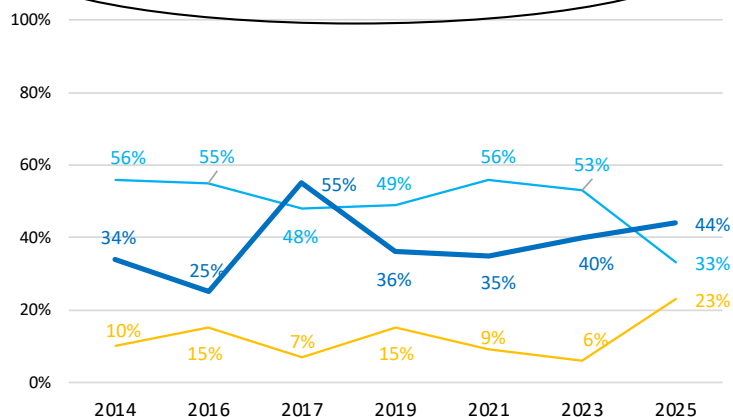
Overall satisfaction trends

Note: To enable meaningful comparisons, these trended results are based on the former satisfaction classifications.

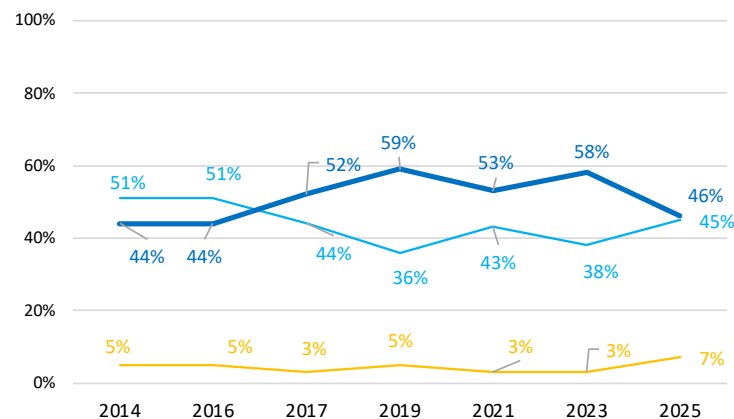
— Dissatisfied (1 to 4/10) — Satisfied (5 to 8/10) — Very satisfied (9 or 10/10)

Based on a sample of 56 customers – and noting the proportion of urban customers with a non-drinking supply will decline further when Kaniva customers drinking water supply comes online

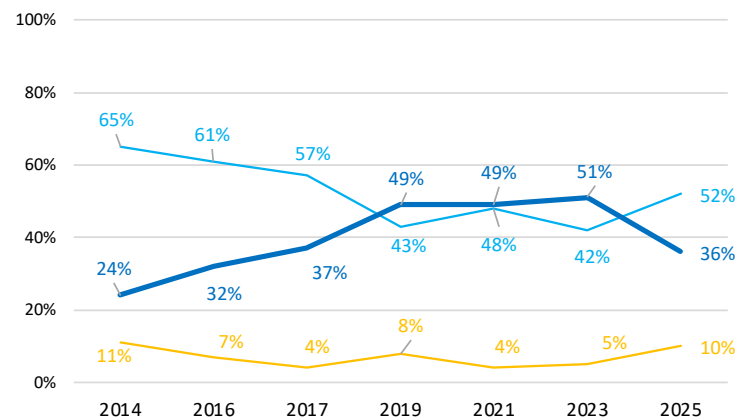
Non drinking water customers - overall satisfaction



Drinking water customers - overall satisfaction

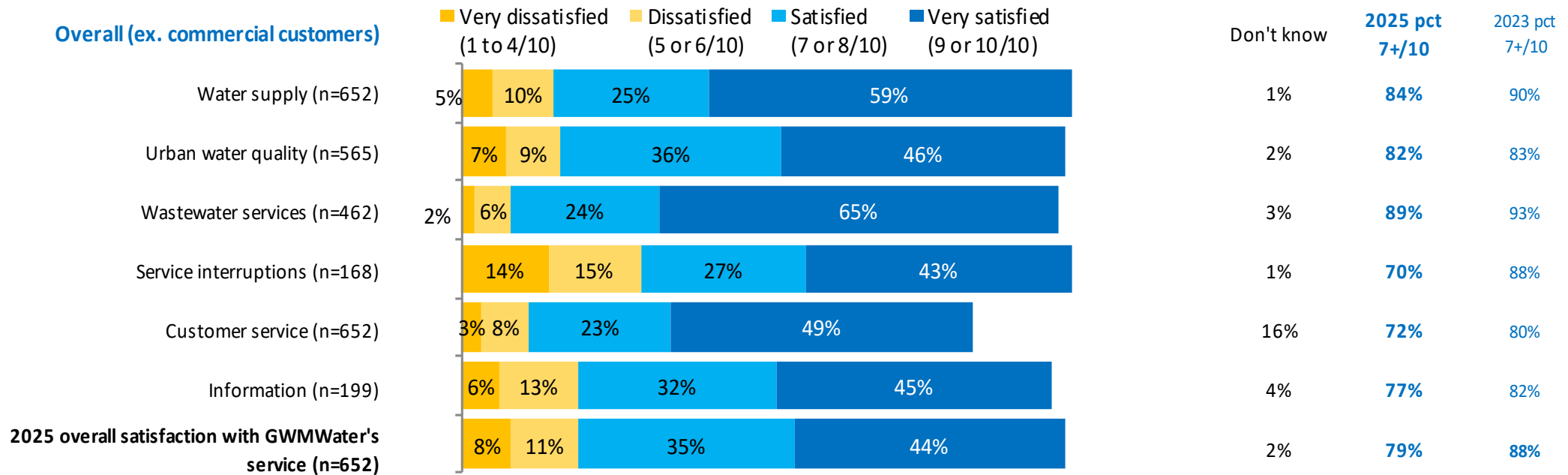


Rural customers - overall satisfaction



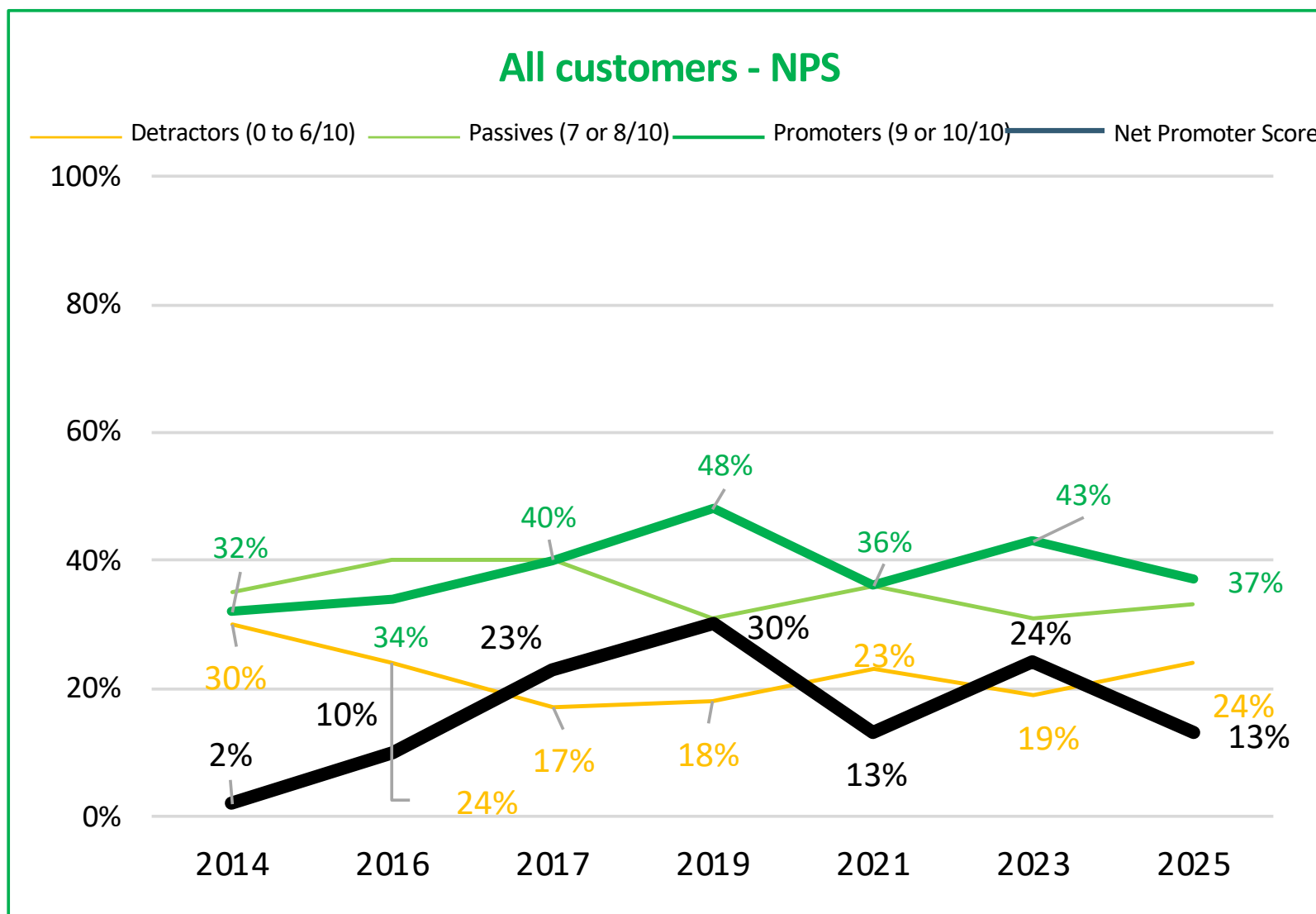


Satisfaction across services





Net promoter score trends





What does GWMWater do well?

Strengths (themes)	TOTAL (n=266) (ex Commercial)	Drinking (n=172)	Non-drinking (n=18)	Rural (n=59)	Commercial (n=17)
Supply/delivery/reliability	22%	22%	16%	22%	12%
Customer service/their people	18%	19%	0%	19%	12%
They fix faults quickly	14%	12%	23%	18%	18%
Good communication/information	12%	14%	19%	1%	12%
Water quality in general/clean water	10%	10%	2%	12%	6%
They are connected to the community/sponsor community events	5%	6%	0%	0%	0%
Their billing system	3%	3%	0%	0%	0%
Good pressure	2%	1%	10%	0%	0%
Price	0%	0%	0%	0%	0%
Other	2%	2%	9%	1%	6%
No problems	3%	4%	8%	1%	6%



Where can GWMWater improve?

Opportunity to improve (themes)	TOTAL (n=389) (ex Commercial)	Drinking (n=238)	Non-drinking (n=34)	Rural (n=87)	Commercial (n=30)
Price/too expensive	19%	20%	11%	14%	23%
Communication needs to improve/lack of information	9%	6%	12%	22%	0%
Water pressure is poor	5%	5%	4%	4%	3%
Billing issues/better biling system (other than price related)	4%	4%	0%	5%	0%
Taste in general	4%	5%	0%	3%	7%
Chlorine taste/smell	3%	4%	0%	2%	0%
Smell/odour in general	3%	3%	4%	2%	0%
Water quality in general	3%	3%	7%	2%	10%
Customer service/their people/communication	2%	2%	0%	4%	0%
Improve maintenance	2%	2%	7%	3%	3%
Supply/delivery/reliability	2%	2%	4%	5%	7%
Want drinking water	2%	1%	13%	2%	3%
Customer portal	1%	0%	0%	4%	0%
Other	4%	4%	12%	2%	7%
Don't know/ No issues	40%	42%	26%	37%	40%



Other key findings



Other key findings – information sources

- 55% visited the website at least once in the last 12 months
- 28% of saw something about GWMWater in the media
 - Most commonly re East Grampians pipeline and reduction in scale of Ararat pipeline (20%)
- 18% recalled receiving GWMWater's newsletter
- 2% of customers follow GWMWater on Facebook
- 76% of customers are aware GWMWater has permanent water saving rules

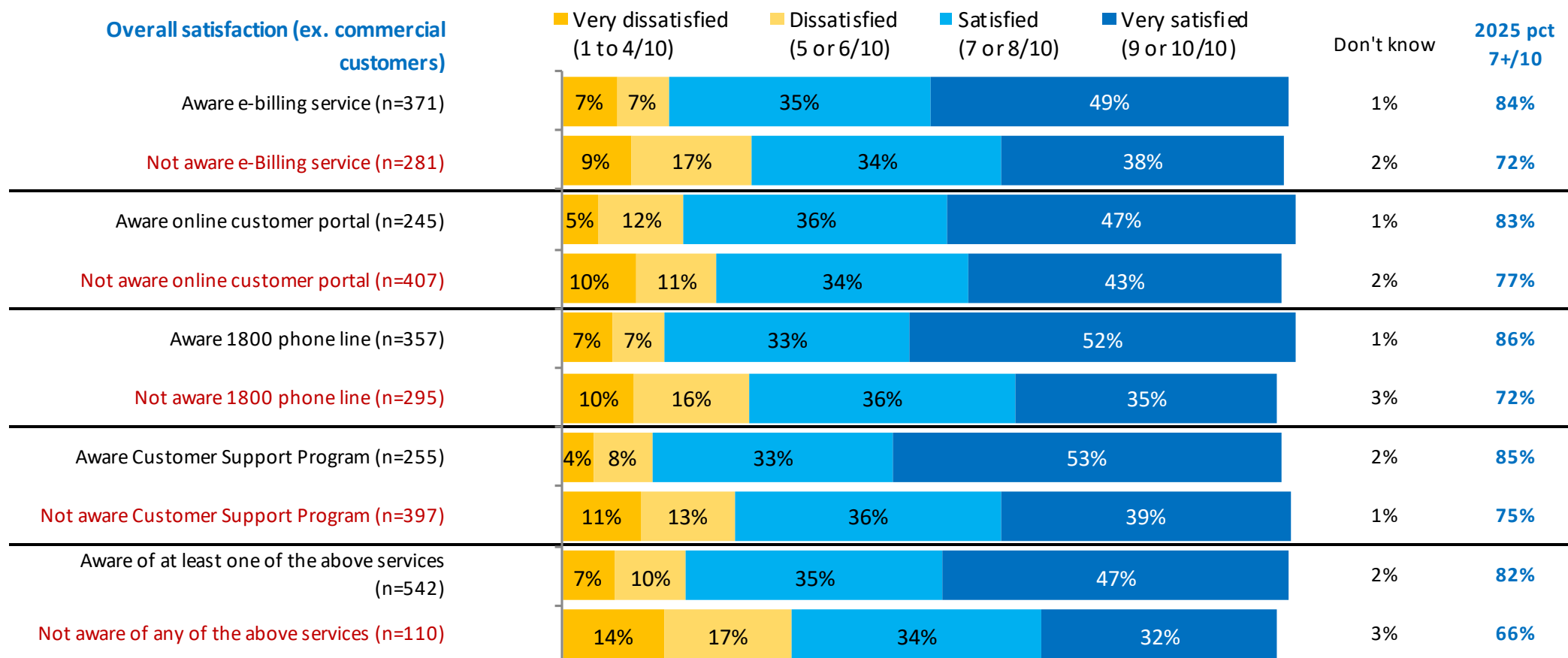


Other key findings – other services

Service	Aware 2025	Use (among those aware)	Use (all customers)
Online portal	38% (24% in 2023)	25%	10%
e-Billing	57%	28%	16%
1800- phone line	52%	10%	5%
Customer support program	37%	16%	6%
None of the above	17%		



Support service awareness and overall satisfaction





Questions



Questions for the audience

- Can you relate to these findings?
- Have we missed anything?