THE POWER AND THE PASSION

SECTOR SNAPSHOT

Utilities
DO AUSTRALIANS WANT BRANDS AND BUSINESSES TO GET BEHIND SOCIAL AND ENVIRONMENTAL CAUSES?

And if yes, which ones?

For over ten years, Republic of Everyone, The Bravery and Mobium Group have worked with government, business and charities to help create positive change in the world.

Doing this work effectively, authentically and sustainably requires first knowing what kind of change people want to see in the world around them.

So, earlier this year, we completed a special project called The Power and the Passion. It all started with a simple question…

What issues are Australians most passionate about?
And how do brands and businesses have the power to create change?

This report will give you a glimpse into what they said about your sector.

Want the whole thing?

Download the complete Power and the Passion report at powerandthepassion.com.au
Who did we speak to?

We spoke to 2,000 everyday Australians from all walks of life to understand which social and environmental issues are closest to their hearts – and the role they want brands and businesses to play in helping improve them.

The Power and The Passion study is built around the generations. We have used the following definitions:

**Gen Z**
- Born 1995-2004
- Currently 16-25 Y.O
- Around 13% of the population

**Gen Y (Millennials)**
- Born 1981-1994
- Currently 26-40 Y.O
- Around 20% of the population

**Gen X**
- Born 1965-1980
- Currently 41-56 Y.O
- Around 20% of the population

**Boomer**
- Born 1945-1964
- Currently 57-76 Y.O
- Around 20% of the population
Almost 

4 in 5
say brands and products should support causes or make changes to their products that address social and environmental issues.

Almost 

3 in 5
say they actively look for products and brands that support causes or have environmentally friendly attributes – at least sometimes.

Almost 

50%
of Australians say they purchased a product (at least in part) within the last month because they thought it would help support a social or environmental issue.

More than 

1 in 5
say they did so in the last week.

...and they’re ready to reward the brands and businesses that do act.
And yes, people will pay more for products that support causes or have lower environmental impacts.

A 'good' product is defined as one that makes a positive impact on social, community or environmental issues through how it is made or by giving a portion of sales to support a cause.

How much more will they pay?

1 in 3 say they will pay 'a little more' – up to 5% – for products that support a cause or have a lower environmental impact.

Around 6 in 10 will pay more:

- 14% say they will pay up to 10% more
- 5% say they will pay up to 20% more
- 5% say they will pay up to 30% more
It’s important brands get involved authentically. They should, although to an extent that they want to and are not being forced to. Yes, only if their care is genuine not a way for them to generate money for discussing such issues. I feel like brands just jump on social issues for lip service and I don’t feel like it’s genuine. I do not want to be ear bashed. They pass the cost directly onto the consumer, but take the credit themselves. It is a self serving play.

Authenticity is everything

When you champion a cause or an issue that is aligned with your stakeholder’s expectations, your target audience’s sentiments, and your product or service offering, your action in that space is far more likely to be supported at all levels of the business and with your consumers – and as a result, have meaningful, long-term impact out in the real world.
SO WHAT ISSUES AND CAUSES DO AUSTRALIANS WANT UTILITIES TO ACT ON?

#1 IS 100% MADE WITH RENEWABLES

#2 IS MADE IN AUSTRALIA

#3 CARBON NEUTRAL
And breaking it down by generations:

WHAT ISSUES DO THE DIFFERENT GENERATIONS THINK UTILITIES SHOULD BE ACTING ON?

For utilities, it’s actually very similar across all generations.

**Gen Z**
- #1: Is 100% made with renewables
- #2: Is carbon neutral
- #3: Is made in Australia

**Gen Y**
- #1: Is 100% made with renewables
- #2: Is made in Australia
- #3: Is carbon neutral

**Gen X**
- #1: Is 100% made with renewables
- #2: Is made in Australia
- #3: Is carbon neutral

**Boomer**
- #1: Is 100% made with renewables
- #2: Is made in Australia
- #3: Is carbon neutral
HOW DOES location CHANGE THINGS?
For utilities, it doesn’t – both urban and regional Australians think the sector should be acting on the same issues.

**Urban Dwellers**

#1 IS 100% MADE WITH RENEWABLES

#2 IS MADE IN AUSTRALIA

#3 IS CARBON NEUTRAL

**Rural and Regional**

#1 IS 100% MADE WITH RENEWABLES

#2 IS MADE IN AUSTRALIA

#3 IS CARBON NEUTRAL
AND WHAT ABOUT OTHER ISSUES?

We asked people to nominate their single top issue that they would like to see utilities support. Here’s what they told us.
WHAT ARE SOME GOOD EXAMPLES OF UTILITIES TAKING ACTION?
Since 2018, waste management specialists Veolia have been rethinking energy in the Illawarra Shoalhaven Local Health District. By finding green energy solutions, such as solar power and energy efficient lighting and cooling, they’ve been able to cut carbon emissions by 4,000 tonnes per year – the equivalent of taking 1,100 cars off the road.

**THE SHIFT WILL SAVE NSW HEALTH $6 MILLION OVER 8 YEARS.**
Owned by Snowy Hydro, not only are Red Energy 100% AUSTRALIAN-OWNED, their head office in Melbourne and 100% of their Customer Solutions Team are here in Australia, too.

This clearly resonates with Australian consumers, as they’re the only energy retailer to have won the Canstar Blue Award for MOST SATISFIED CUSTOMERS 10 YEARS IN A ROW.
Energy Australia offers an opt-in program for their customers called Go Neutral, where they calculate and offset a household’s electricity or gas emissions **AT ZERO EXTRA COST TO THE CUSTOMER.**

To date, more than a **QUARTER OF A MILLION AUSTRALIANS** have taken Energy Australia up on the offer.
DOES YOUR BUSINESS NEED HELP FINDING
or communicating
ITS IMPACT WORK?
You can do anything, but you can’t do everything. We help brands and businesses simplify the complexity around sustainability, prioritise their impact, find the right partners, then make change happen.

- Sustainability strategies
- Shared Value
- Impact programs
- Internal engagement
- Reporting
- Brand purpose
- Behaviour change

Sustainability needs a special kind of creativity. We mix design, digital, innovation and real world events to make challenging issues compelling, and encourage everyday people to get involved.

After all, is creativity truly creative if it doesn’t create a better world?

- Digital
- Design
- Experiential
- Campaigns
- Copy and content

The power of storytelling can make the world a better place. We can help you tell your story to the right people, the right way, at the right time.

- PR and communications
- Media relations
- Social media
- Events and activations
- Issues and crisis management
- Media and presentation training
- Influencers and ambassadors
- Partnerships
- Speechwriting and presentations
- Personal brand and business profiling

Between Republic of Everyone and The Bravery, our services provide everything you need to imagine, then deliver.
GET IN TOUCH:

republicofeveryone.com/contact-us

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