

Season Operating Plan 2020/2021



Contents

1	Season Summary	3
1.1	Key Points for the 2020/21 Season	3
1.2	What's New.....	3
2	Delivering Water	4
2.1	Getting water to you.....	4
2.2	Water ordering	4
2.3	Operating Modes	4
2.4	Increased duration of the irrigation season	6
2.5	High Level of Service Outlets.....	6
2.6	Standard Level of Service Outlets.....	7
2.7	Manually Operated Outlets	7
2.8	Wet Weather Contingency	7
2.9	Domestic Only Water Supply Agreement.....	7
2.10	Stock and Domestic Water Supply.....	7
2.11	Non-compliant supply points.....	8
2.12	Unused domestic 2ML deemed usage credit.....	8
2.13	Customers not taking ordered flow	8
2.14	Restriction of supply.....	9
2.15	Drainage water in maintenance zones.....	9
2.16	Supplementary water	9
2.17	Water Quality	10
2.18	Land Sustainability Guidelines.....	10
2.19	Storm water escapes and drains.....	11
3	System Maintenance	11
3.1	System Maintenance – Winter Operations.....	11
3.2	System Maintenance – General Activities.....	11
3.3	Customer Infrastructure Requests	12
4	Customer Operations	12
4.1	Frontline Support	12
4.2	Triage.....	13
4.3	Customer Portal.....	13
4.4	Emergencies.....	13
4.5	Emergency Response.....	13
5	Customer Communications	14
5.1	Talking Water.....	14
5.2	SMS and email notifications.....	14
5.3	Proactive SMS communication	14
5.4	Customer Portal messages.....	15
6	Finance and Water Accounts	15
6.1	Stop Supply – Out of Water	15
6.2	Stop Supply – Unfinancial.....	15
6.3	Payment Assistance	15
7	Engagement.....	15
7.1	Asset Rationalisation	16
8	WaterWell	16
8.1	Allocation Advance	16
8.2	Sustainability Product	16
8.3	Resource Distribution.....	17
8.4	Water Users Credit	17
8.5	System Innovation Product	17

1 Season Summary

The 2020/21 season will see Murray Irrigation continue to work towards achieving its 2025 strategic goals.

Our vision is to be a company known for its high performance, no-nonsense operational culture that is focused on delivering for our farmers, the community and the environment, and regarded as a trusted voice in the development of local, state and national water policy.

The introduction of the company's 'Top 4' strategic projects will drive the regional and shareholder success into the future. These projects will be a priority for the coming year and will be discussed with and reported to customers throughout the irrigation season.

1.1 Key Points for the 2020/21 Season

- Sufficient water resources to deliver customer demand
- System will commence operation in Mode 1
- High Level of Service (HLOS) areas will operate in Standard Level of Service (SLOS) mode
- 5% Allocation Advance
- 5% Water Users Credit
- Sustainability Product will be offered
- Continue of the three-year maintenance strategy.

1.2 What's New

- Stock and Domestic Audit
- Introduction of Winter Operations
- Infrastructure asset rationalisation projects
- New Water product to help customers with capital upgrades
- New online engagement portal.

2 Delivering Water

Murray Irrigation is focused on ensuring it contributes to a strong, confident, and sustainable future for the company and its customers. The Customer Operations Department is responsible for service delivery and the supply of water to customers.

To achieve this, we work closely with customers to provide a reliable and timely level of service while meeting all compliance requirements.

To deliver a best-in-class service, Customer Operations focuses on system efficiency and providing a transparent and measurable level of service.

2.1 Getting water to you

Murray Irrigation places an order with WaterNSW to supply customers through the Mulwala and Wakool offtakes.

Murray Irrigation is licensed by the NSW Government to divert water from the river system and deliver it to our customers through the company's infrastructure.

Murray Irrigation lodges both a daily and four-day advance order for its bulk offtakes with WaterNSW each morning.

It is a requirement for Murray Irrigation to place a four-day advance order to ensure consistent and reliable supply of water for customers.

2.2 Water ordering

Murray Irrigation provides a seven-day water delivery service to customers. This allows customers the flexibility to place or adjust orders to suit their irrigation needs.

The Order Notice Period communicated within the Season Operating Mode is required to guarantee supply. Any requests outside the current mode of operation will be considered 'not guaranteed' and will be reviewed by Customer Operations and the outcomes communicated with customers.

Customers are encouraged to use the message service within the online Customer Portal to communicate order request variations which is available online, or via mobile devices at <https://member.murrayirrigation.com.au/login>.

To learn how to place water orders customers can view 'How to' instructions on Murray Irrigation's website.

The total volume of water required to meet an order is debited from a customer's water account after they have lodged an order. More information about Water Allocation Reports can be found on the company's website.

Customers can also contact Murray Irrigation's Customer Operations team on 1300 138 265.

2.3 Operating Modes


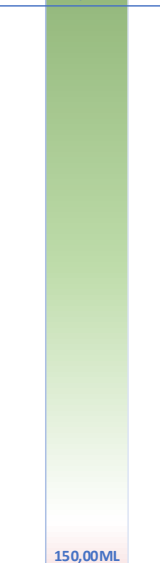
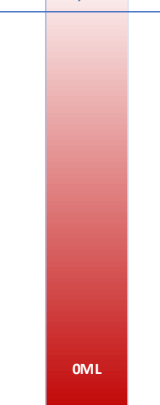
Murray Irrigation's Operating Modes describe how the system will be operated and the level of service customers can expect at any given time.

Customers are asked to familiarise themselves with the operating modes, as ordering and operational requirements differ between modes.

Each mode has trigger points, and these trigger points will be communicated with customers throughout the year before any changes are implemented.

Murray Irrigation will apply the following principles in all operation modes:

- Safely operate the system to return the most practical conveyance savings possible
- Endeavour to satisfy customer requirements within operating parameters
- Work to implement improvements and construction activities within the system
- Support maintenance activities on the company’s infrastructure
- Communicate when moving from one operating mode to another
- Manage supplementary events to maximise the yield of the bulk licence.

Operating Modes	
Potential Deliveries	Operational Parameters
<p>Mode 3 - Normal</p>  <p>1,100,00ML</p> <p>650,00ML</p>	<p>Mode 3 - Normal</p> <p>Level of service - HLOS and SLOS will operate normally. HLOS may revert to SLOS operation based on demand, irrigation intentions or customer allocations.</p> <p>Order notice period - 4 days maximum wait.</p> <p>Channel Levels</p> <ul style="list-style-type: none"> • Full Supply Level (11.38 -11.44) - Most channels will be operated at this level. • Preservation Level(11.21 -11.37) - May be used temporarily when no demand or intentions in the channel section • Stock and Domestic Level (11.00 -11.20) - May be used temporarily when no demand or intentions in the channel section. • Drought Level (0.00 -10.99) - May be used temporarily when no demand or intentions. <p>Stock and Domestic supply - As normal.</p>
<p>Mode 2 - Dry</p>  <p>150,00ML</p>	<p>Mode 2 - Dry</p> <p>Level of service - HLOS may revert to SLOS operation based on demand and water intentions</p> <p>Order notice period - 4 days minimum order notification required. Where possible orders will be satisfied earlier.</p> <p>Channel Levels</p> <ul style="list-style-type: none"> • Full Supply Level (11.38 -11.44) - Channel sections with current or future orders will be operated this level • Preservation Level(11.21 -11.37) -Channel sections upstream of reoccurring orders and channels required for efficient system operation • Stock and Domestic Level (11.00 -11.20) – Channels with S&D outlets and demand • Drought Level (0.00 -10.99) -Channels or spurs with no S&D outlets and no water intentions <p>Stock and Domestic supply – Customers to contact Customer Support if inadequate level for S&D supply</p>
<p>Mode 1 - Drought</p>  <p>0ML</p>	<p>Mode 1 - Drought</p> <p>Level of service - HLOS Reverted to SLOS</p> <p>Order notice period - 6 days Order notification required</p> <p>Channel Levels</p> <ul style="list-style-type: none"> • Full Supply Level (11.38 -11.44) -Channel sections with current or future orders will operate at this level • Stock and Domestic Level (11.00 -11.20) - Channels may be operated at this level where S&D water has been requested. • Preservation Level(11.21 -11.37) -Channels that require this level for efficient system operation • Drought Level (0.00 -10.99) - Small channels or spurs with no S&D outlets and no order intentions may be operated at this level. • <p>Stock and Domestic supply -Customer to call Customer Support to arrange supply. Customers may be required to pump from channels or have water delivered. Channels may be pulsed at intervals.</p>

2.4 Increased duration of the irrigation season

Aligned with our three-year rolling maintenance strategy, an assessment is conducted in April each season to provide guaranteed and non-guaranteed delivery dates for customers during Winter Operations.

The assessment considers, but is not limited to, the following key factors:

- Results from Customer Water Intentions Survey
- Customer demand
- Allocation remaining in customer accounts
- Volumes remaining on access licences
- Winter Works schedule and completion dates (capital and maintenance)
- Current weather conditions and short-term predictions from the Bureau of Meteorology (BOM)
- WaterNSW and MDBA constraints
- Season commencement date.

Winter Operations will be announced in Talking Water.

WaterNSW will make an opening allocation announcement on 1 July 2021. Following the completion of Winter Operations, the company will start operating the system in Mode 1 (see modes of operation for description).

Changes to operating modes will be communicated with customers throughout the season via Talking Water.

Changes to operating mode throughout the season will consider several key factors including, but not limited to:

- Results from Customer Water Intentions Survey
- Volumes on access licences
- Customer carryover
- Supplementary water availability
- Customer trade in and out
- Water allocation in customer accounts
- Operational areas with large potential demand
- Water availability outlook and forecasts provided by WaterNSW
- Current weather and long-range predictions from BOM.

2.5 High Level of Service Outlets

High Level of Service (HLOS) outlets can be operated with the following benefits in line with the season operating mode.

- The ability to start/finish or change your water orders multiple times per day, subject to channel constraints
- Orders can be placed at any time, with six hours' notice required to start an order and two hours' notice to change an order. These time restrictions are automatically managed by the water ordering system.

Note: HLOS may revert to SLOS depending on the Operating Mode and will be communicated with customers via Talking Water.

2.6 Standard Level of Service Outlets

Standard Level of Service (SLOS) outlets can be operated with the following benefits, in-line with season operating mode.

- The ability to start/finish or change your water orders twice during a 24-hour period, subject to channel constraints
- Order duration can be in 12 hourly increments (rather than 24-hour increments)
- Orders/changes must be placed before 6:30am or 6:30pm for that order to be considered for activation in the next 12-hour period. These time restrictions are automatically managed by the water ordering system.

2.7 Manually Operated Outlets

Outlets without remote control access require a different management regime than automated outlets.

The following service level will be provided to manual outlets in line with season operating mode.

- Manual outlets will be operated by a Murray Irrigation employee at one (1) change per day. However, the time it opens or changes may vary each day due to demands on the automated system
- Requests for order start/changes are to be placed before 6.30am through the water ordering system
- On the day of the order start, change or finish, a Murray Irrigation employee will call the customer with the expected time they will be at the outlet to open/close/change it.

2.8 Wet Weather Contingency

During periods of wet weather, it may not be possible for Murray Irrigation employees to physically access some sections of channel to make requested changes to water delivery requirements (as detailed by customer water orders).

In these cases, Murray Irrigation will attempt to notify customers as soon as possible and discuss potential contingency measures.

Customers are reminded that they are not permitted to adjust their outlets unless instructed or authorised to do so by Murray Irrigation.

2.9 Domestic Only Water Supply Agreement

This arrangement is available to customers whose only connection to Murray Irrigation's water supply system is an unmetered pipe or via a 'joint water supply scheme'.

Water is provided to supply a house and possibly a dam but does not supply commercial activities including irrigated farming or commercial livestock enterprises.

Customers with irrigation outlets (except joint water supply schemes) are ineligible for this arrangement.

Customers wishing to convert from an irrigation water supply to this arrangement must also apply to remove all irrigation outlets.

2.10 Stock and Domestic Water Supply

Murray Irrigation provides customer access to domestic water supply through its infrastructure. This is usually provided via an unmetered pipe from the water supply system.

Customers with an unmetered pipe are assumed to have a 2 ML usage each year. This amount is debited from the water allocation account at the start of each season.

Stock and domestic supply conditions are outlined in the Operating Modes Framework for each operating mode.

Arrangements for accessing domestic supply can be made by contacting Customer Operations on 1300 138 265.

2.11 Non-compliant supply points

Murray Irrigation's [Distribution Rules Policy](#) outlines customers compliance obligations. The policy can be found on the company's website.

Customers are required to ensure their supply point is properly accounted for. Murray Irrigation conducts regular inspections to ensure compliance.

A Stock and Domestic audit is planned for the 2020/21 season to identify non-compliant supply points. If customers are unsure if their stock and domestic installation is compliant, they should contact Customer Operations on 1300 138 265 to discuss options.

2.12 Unused domestic 2ML deemed usage credit

All unmetered domestic pipe outlets are debited with a deemed (assumed) usage of 2ML per outlet at the start of each season, in accordance with the *Distribution Rules Policy*.

This water allocation debit is applied regardless of whether an unmetered domestic pipe outlet was used or not during the season.

Murray Irrigation is again offering a 2ML water allocation credit for unused domestic pipe outlets.

Key points include:

- Applications must be made in writing on the relevant form and received by Murray Irrigation no later than Friday, 25 September 2020. Applications after this date will not be accepted
- Application forms (Form [WM1](#)) are available from the 'Forms' section of Murray Irrigation's website or by contacting Customer Operations
- Applicants must clearly identify which pipe outlet(s) their written application applies to. Outlet numbers are generally signposted at the site of each outlet
- Applicants must be able to demonstrate that their outlet has not been used for the 2020/21 season
- Outlet fees will still apply.

Refer to Murray Irrigation's schedule for [Standard Service Fees](#) for details regarding application costs.

Customers may also wish to consider the permanent removal of unused domestic outlets. Please contact Customer Operations on 1300 138 265 for further details.

2.13 Customers not taking ordered flow

Under the *Distribution Rules*, Section 4.4, a customer must take water at a rate of flow specified in their water order by operating their works in a manner adequate to accept the flow.

If an outlet fails to take their ordered flow, the following steps are followed:

- Customer Operations will contact the customer to ask that the required flow be taken
- If a customer continues to order a flow and not take it, a Customer Operations team member will work with the customer on a solution
- Continual overordering will result in the maximum ordered flow available on the outlet being reduced, and the company may debit the customer's account as specified in section 4.5 of the *Distribution Rules*.

2.14 Restriction of supply

In some circumstances, it may be necessary for Murray Irrigation to apply flow restrictions to a customer's order. This will usually occur when the demand on the irrigation system is greater than capacity.

Unless otherwise negotiated with customers (e.g. rescheduling), when Murray Irrigation needs to apply restricted flow rates, it will do so in accordance with the *Distribution Rules Policy*.

Further details can be found in Clause 8 of the *Distribution Rules Policy* available on the Murray Irrigation website under *Corporate/Company Policies*.

Any interruptions or alterations in customer orders will be communicated with them.

2.15 Drainage water in maintenance zones

Channel Drainage Water is provided by Murray Irrigation at times where a benefit can be realised by the company.

Examples are during Winter Operations maintenance activities or when In-Season Works are undertaken.

- Eligible customers will be notified and provided with information on how to access channel drainage water. Any ordered volume and flow is not guaranteed and is considered opportunistic
- Channel drainage water delivered to a customer will not be debited from the customer's water allocation account
- Usage fees still apply to drainage water deliveries, which are also included within the 120 percent Delivery Entitlement trigger for the Casual Water Usage Fee
- Customers who are on 'Stop Supply' for financial reasons are not eligible to access drainage water.

2.16 Supplementary water

Supplementary Water access is announced by WaterNSW. In times of a Supplementary announcement, the company will manage the event to maximise the yield of the bulk licence. This may or may not include offering Supplementary Water access to customers.

In periods where Murray Irrigation does elect to announce internal periods of Supplementary Water access, the event will be managed with the view of maximising water availability to Murray Irrigation customers.

Key points to note regarding internal Supplementary Water access periods include:

- For the period 15 September to 31 December, net diversions of Supplementary Water at the Mulwala Canal Offtake are likely to be limited to 5,000 ML/day (approximately 50 percent of channel capacity); in accordance with the terms of the partial Supplementary Water Access Licence sale in March 2007
- Large increases in daily demand may mean the need for Murray Irrigation to apply restrictions to supply rates for operational reasons such as channel capacity constraints

- There are no opportunities internally within Murray Irrigation to concurrently divert On Allocation Water during Supplementary Water events.
- Where possible, Murray Irrigation will manage its Bulk Water Access Licences to limit either the likelihood and/or magnitude of restrictions required during a Supplementary Water access event
- Although Murray Irrigation will attempt to maximise a Supplementary event, there is no guarantee of supply during this period and it is considered opportunistic.

Customers who hold private Supplementary Water Licences may annually transfer supplementary water to Murray Irrigation for use in addition to any Murray Irrigation drainage water use.

The following conditions will apply:

- The transfer must be done during a supplementary event
- Murray Irrigation must have the ability during that event to divert the additional water
- Murray Irrigation's daily order volume is not restricted during a Supplementary event
- Murray Irrigation exhausts its own licence before an event concludes
- Murray Irrigation's Supplementary event is shorter or for less volume than the actual supplementary event (e.g. the company finishes a day earlier because our demand exceeds available supplementary water diversion limit).

This process is subject to Water NSW and NSW Department of Industry - Water policies that may be subject to change and are outside of Murray Irrigation's policy.

2.17 Water Quality

Murray Irrigation does not guarantee the quality of water delivered to customers through the supply system. Water supplied by Murray Irrigation to customers is not potable. This means that water supplied by Murray Irrigation is not suitable for humans to drink.

Additionally,, Murray Irrigation does not guarantee the quantity or quality of water extracted from the stormwater escape system.

Murray Irrigation notifies customers via *Talking Water* of any known water quality concerns about water that is being delivered at the Mulwala Canal and/or Wakool Canal offtakes.

Customers are also advised that, in some locations, there might be temporary periods of reduced water quality due to channel maintenance requirements. Any such event will be communicated with customers.

Murray Irrigation is a member of the Murray Regional Algal Coordinating Committee (MRACC). The MRACC provides regular updates on the level of the blue-green algae within the Murray System.

Murray Irrigation will communicate with customers in the event of high levels of blue-green algae.

For further information regarding Blue-green algae see government website:

<https://www.dpi.nsw.gov.au/agriculture/water/quality/pubs-and-info/blue-green-algae>

2.18 Land Sustainability Guidelines

Murray Irrigation is committed to achieving a balance between environmental responsibility and agricultural production.

Murray Irrigation is committed to ensuring efficient and sustainable use of water, consistent with the *Water Management Principles of the Water Management Act 2000 (NSW)*.

Land sustainability information is available on the Murray Irrigation website.

2.19 Storm water escapes and drains

Customers must obtain approval from Murray Irrigation to discharge water into stormwater escapes or the supply system.

Customers need to comply with the *Land Sustainability Guidelines* prior to discharging water from their property after rainfall events.

3 System Maintenance

3.1 System Maintenance – Winter Operations

This year, Murray Irrigation is transitioning to a new mode of Winter Operations to incorporate a three-year rolling maintenance strategy. Winter Operations aims to provide more ordering flexibility for customers and deliver greater efficiencies in the works program.

This will allow some customers to access water late into the Autumn / Winter irrigation period.

The focus of the Winter Operations Plan is to:

- Implement a rolling three-year maintenance strategy that will see only one third of the system closed for maintenance each year
- Provide customers in those zones not closed for maintenance the opportunity to irrigate further into the Autumn\Winter period
- Retain water in the system. Water remaining in the system that is not used by customers during winter operations will enable improved delivery time when system demand increases
- Provide certainty for customers when placing orders, by advising both ‘guaranteed’ and ‘non-guaranteed’ supply periods for water delivery
- Unplanned maintenance may still take place in non-maintenance zones. Channels may be closed for maintenance early in both zone types where no customer orders are registered.

While channels are returning to a supply level in line with the current Mode of Operation principals, water orders may revert to ‘guaranteed’ or ‘not guaranteed’ supply until the full mode of operation has been achieved.

Customer Operations will engage with customers through Murray Irrigation’s Water Intention Surveys. Customers are encouraged to participate in these surveys to improve reliability and system efficiencies.

3.2 System Maintenance – General Activities

Murray Irrigation’s Infrastructure Department develops and executes all maintenance and asset management activities within the business.

The team’s focus is two-fold:

- 1) To execute periodic maintenance activities (de-weeding/de-silting, regulator/outlet servicing, etc.) in a manner that ensures a reliable and affordable service to customers.
- 2) To use a risk-based approach to extend the life of core assets (channels, bridges, syphons, etc.) to minimise their overall lifecycle cost and ensure the long-term financial sustainability of the company.

Customers who have concerns regarding the condition of their channels can contact Customer Operations on 1300 138 265.

Murray Irrigation will provide customers with seven days advance notice in the event any planned maintenance activities may interrupt customer service levels.

3.3 Customer Infrastructure Requests

Customers intending to carry out works must lodge a Shareholder Funded Works application with the Customer Operations team.

Murray Irrigation will review the application in-line with policies, relevant operations, maintenance and engineering factors.

All works are to be fully cost recovered prior to works being undertaken. These works can include, but are not limited to the following:

- Channel Stock Watering Points
- Raised supply
- Boundary stock stops
- Internal stock stops
- Access crossings
- Walkways
- Relocation of infrastructure
- New outlets and supply points including Stock and Domestic outlets.

4 Customer Operations

The Customer Operations Department is committed to providing transparent, efficient and measurable levels of service to customers.

The development of the Customer Charter will provide customers with service level benchmarks allowing for greater transparency on educating customer expectations.

4.1 Frontline Support

The aim of frontline support is to provide customers with an accessible, responsive and flexible service that facilitates customer enquiries and issues in an efficient and timely manner, delivering value for the customer and company.

The multi-skilled and professional Customer Operations team will be the first point of contact for a wide range of customer interactions and business transactions with the company including assistance and support with customers' water ordering needs, water and finance account management, annual transfers, Water Exchange activity, service requests (S&D installation, outlet upgrades, field assessments), boundary alterations and change of ownership.

This will enable customers to conduct necessary business with Murray Irrigation in a seamless manner, allowing them to focus on their farm-business. Murray Irrigation will provide a transparent, clear and timely action plan for all service requests.

Phone Support is provided 7.00am – 7.00pm seven days per week.

Front line services are also available in person at Murray Irrigation's Customer Centre's.

- Deniliquin Customer Centre – Monday to Friday 8.30am-5.00pm
- Finley Customer Centre – Monday to Friday 8.30am-5.00pm

4.2 Triage

Service requests and quality matters unable to be finalised at the front line will be triaged and prioritised based on a risk assessment and agreed service levels.

Murray Irrigation is committed to providing a clear and timely resolution to service requests and quality issues. For more information on how Murray Irrigation triage process works please contact Customer Operations on 1300 138 265.

4.3 Customer Portal

The [Murray Irrigation Customer Portal and Water Exchange](#) (WEX) provides a modern, automated and secure interface for customer's water allocation accounts and water related activities.

The Portal enables customer to self-manage their water and financial accounts and provides access to the Water Exchange to enable trading in temporary water and delivery entitlements.

The Portal allows customers to:

- Place, amend and finish water orders within the operational modes
- View their water allocation account balances and metered usage
- Update contact details
- Manage the messages they receive
- Transfer water between internal accounts
- View and download invoices
- Pay invoices online
- View Water Exchange listings
- Buy and sell on the Water Exchange
- Access relevant information relating to their outlet and landholding.

The Water Exchange Terms and conditions are available on the company's website.

4.4 Emergencies

Murray Irrigation provides an emergency phone line for customers and community members to report emergency situations.

The phone system enables the identification of an emergency call and triage of the initial emergency response.

For emergencies call 1300 657 313.

4.5 Emergency Response

Unforeseen circumstances may mean that Murray Irrigation needs to enact its Emergency Response Plan.

Should this happen, Murray Irrigation will attempt to contact all affected customers and will aim to minimise the impact upon service delivery in the shortest time-frame possible.

5 Customer Communications

5.1 Talking Water

Murray Irrigation issues a weekly customer newsletter called '*Talking Water*'.

This single page newsletter is issued every Tuesday and includes up to the minute news and key issues such as official company announcements, operational updates, water availability and usage, trade data, channel flows, rainfall figures and up to date MDBA storage and river flow information.

You will also find upcoming events, and various other matters of interest to Murray Irrigation customers.

Customers must register to receive Talking Water, with an option for either fax or email delivery.

You can register to receive Talking Water by emailing 'customer.support@murrayirrigation.com.au' or completing the online subscription on the company's [website](#).

5.2 SMS and email notifications

Customers can register to receive various automated SMS/email notifications from the water ordering system.

Notifications available include:

- Allocation, drainage water and Supplementary announcements
- Insufficient water - not enough water in the account to cover the order
- Order confirmation
- Order ending - 4-day alert (for orders longer than 4 days)
- Order end alert
- Order starting – 4-day alert
- Order start alert
- Out of Water - allocation account is approaching a zero balance.

These notifications can help customers manage their water allocation account and can reduce the risk of delays or interruptions to irrigation programs.

Customers are encouraged to access these settings through the Customer Portal.

5.3 Proactive SMS communication

Murray Irrigation uses SMS messages to communicate key activities and notifications to customers in real time during the year.

These include:

- Stock and Domestic availability
- Water allocation account changes
- Casual usage – exceeded threshold
- Weed spraying.

Customers who wish to receive these messages, must sign up for this service. You can do so by contacting our Customer Operations team.

5.4 Customer Portal messages

Customers can engage with Murray Irrigation via the Customer Portal. Messages sent via the Portal will be reviewed by the Customer Operations team and respond to the customer.

6 Finance and Water Accounts

6.1 Stop Supply – Out of Water

Customers are responsible for monitoring their water use and maintaining a positive account balance.

When an account reaches a zero balance, all outlets will be finished by Murray Irrigation. Any new orders may be subject to the order notice period as per the Operating Mode.

Customer Operations will attempt to contact customers whose allocation accounts are approaching a zero-water balance, advising them of their status.

Customers can also nominate to receive a notification via SMS or email that their allocation account is approaching a zero balance.

Customers who have been sent a notification, or have been contacted previously, may find that their outlets are switched off without notice when a zero balance is reached.

Once an outlet has been finished due to a zero allocation account balance, the landholding will be placed on 'Stop Supply' until water is allocated, purchased or transferred to the account.

Customers will need to contact Murray Irrigation to have the 'Stop Supply' removed to enable them to order water.

Customers whose accounts are on 'Stop Supply' for having a zero water balance are still entitled to order water during a supplementary water event.

6.2 Stop Supply – Unfinancial

Customers who have outstanding accounts with Murray Irrigation will also be placed on stop supply. Customers whose accounts are on 'Stop Supply' for financial reasons are not entitled to order water in any circumstance, nor are they eligible to participate in Murray Irrigation's WaterWell.

The company's financial terms can be found on the company's website

6.3 Payment Assistance

Murray Irrigation has in place a process to assist customers in both long-term and short-term financial hardship. Customers can call Customer Operations to find out more information about this.

7 Engagement

Murray Irrigation aims to strengthen new and existing relationships by conducting focused and meaningful engagement with our customers, industry bodies, representative groups and stakeholders.

Murray Irrigation engages with customers to achieve mutually beneficial outcomes and drive the strategic direction of the business.

We are committed to developing and adopting new and innovative platforms that allow us to achieve this through changing times.

An online platform is being developed to foster meaningful conversations with customers in a more targeted and time effective way.

7.1 Asset Rationalisation

A recent audit of the company's asset provided the launching pad for strategic engagement with customers. Murray Irrigation this season, will be focusing on reducing unutilised assets with the aim of providing the benefits back to customers.

As described in section 3.2, all works conducted by customers on Murray Irrigation assets are to achieve cost recovery for the company. Options are available on a case by case basis to have all or some of these works subsidised by the company, where a mutual benefit can be identified.

Customers are encouraged to contact Customer Operations on 1300 138 265 for further details

8 WaterWell

WaterWell is the customer-facing platform describing the company's *Resource Management Policy*.

As part of the framework, the Board of Directors approve the annual Resource Management Strategy.

This strategy outlines how the company's water resource will be distributed for the upcoming financial year. The strategy is released to customers before the start of an irrigation season.

8.1 Allocation Advance

The Allocation Advance is an upfront additional allocation to customers. This volume is not required to be paid back, but is simply an additional volume of water provided to customers.

The volume available through the Allocation Advance is calculated using the number of Delivery Entitlements and allocated against the Water Entitlements held in the customer's account. This may seem complicated, but it is required to remove risk and allow for the allocation to be provided early in the season.

The Board has approved a 5% Allocation Advance once the an AWD of 0.5 (50%) on the Conveyance licence is allocated.

This means Murray Irrigation customers will receive 6% allocation, while other NSW Murray General Security entitlement holders have 1% allocation.

8.2 Sustainability Product

The sustainability product is a volume of water offered to eligible customers at a discounted price. The product aims to increase productive water use in the footprint and support the company's financial sustainability. The Sustainability Product is used to minimise increases to customers Fees and Prices.

The Board of Directors have approved the release of a Sustainability Product offering for the 2020/21 season. Timing of the sale will be communicated during the season.

8.3 Resource Distribution

The Resource Distribution will be offered as a metric of conveyance savings against budget.

Timing of a potential Resource Distribution will be communicated to customers throughout the season to increase transparency and to help with their planning.

8.4 Water Users Credit

A 5% Water Users' Credit will be applied to all volumes delivered through a compliant meter for season 2020/21. The Water Users Credit rewards and promotes on-farm water use.

8.5 System Innovation Product

This is a new product that makes a volume of water available to customers from specific initiatives.

An initiative can be driven by the company or by customers. Water savings achieved through the initiative will be commercialised, and the revenue used to offset any capital cost relating to the initiative.

An example is the relocation of an outlet, which may save conveyance water. The realised water savings will be commercialised to fund the relocation cost.

42ML will be commercialised in the 2020/21 season to pay for works completed from a project in 2019/20.