

STATE ELECTRICITY COMMISSION

Questions on Notice

Question 1

Nick McGOWAN: Mr Miller, are you able to tell us what the communications and advertising budget was for the SEC hedge fund last year but also what it is for the SEC hedge fund in the forward estimates?

Chris MILLER: Thanks, Mr McGowan. In relation to the upcoming financial year, we are going through a process with our newly arrived independent board to agree a budget right across the operations for the SEC, so I do not have those figures in front of me. In relation to the current financial year, I know that there has been some information provided publicly about expenditure on marketing and communications. I am happy to provide to the committee that information if that is useful.

Nick McGOWAN: If you can, to the point that you can provide it up to the date you provide it, that would be most welcome, thank you.

Answer:

There was no communication or advertising related to a hedge fund in 2023-24 or proposed in future years.

Expenditure incurred by the SEC on public information and stakeholder engagement (physical and non-physical marketing materials) to 17 May 2024 is detailed in **Attachment 1**.

Question 2

Nick McGOWAN: Is it a desk more than an office? Would that be a fairer characterisation of the operation of the SEC hedge fund?

Chris MILLER: We have office space down at the GovHub. That is more –

Nick McGOWAN: I hope more than one desk, Mr Miller.

Chris MILLER: More than one desk; that is right.

Nick McGOWAN: Two?

Chris MILLER: I do not have the precise number in front of me.

Nick McGOWAN: If you could let us know how many desks you occupy, that would be great.

Answer:

The SEC has access to office space at the Morwell GovHub which is sufficient to enable further employment of SEC employees located in the La Trobe Valley as the organisation implements its Strategic Plan. All SEC roles are advertised as available to be located in the Morwell office location.

Question 3

Chris MILLER: To me. Thank you. There are a few component parts I think to your question, which I just want to go through in turn. The first is the comment about the expenditure on engagement materials for 2023–24. I think it is important to put that number in the context of what the SEC is trying to do. The SEC is being charged with a really significant mandate of delivering 4500 megawatts of new generation and storage. The target that we are working towards, specifically at the SEC, is 4500 megawatts of renewable generation and storage by 2035. In addition to that, as the minister has laid out, we have really important functions to play in relation to workforce and contributing to the skilling and recruitment of the workforce that is needed to deliver government's overall targets and a really important role in respect of consumers and households. What that is going to mean for the SEC is that we are interacting and engaging with the community on a whole range of activities and engaging with partners on a whole range of activities. I am happy to provide a breakdown of the expenditure that you are talking about, Mrs McArthur. That is able to be done.

Bev McARTHUR: That would be good. Thank you very much. On notice – that will be fine.

Answer:

Expenditure incurred by the SEC on public information and stakeholder engagement (physical and non-physical marketing materials) to 17 May 2024 is detailed in **Attachment 1**.

Question 4

Danny O'BRIEN: Okay. Thank you. Mr Miller, before when we asked about marketing funds and you said you had some figures, were you actually prepared to give them to us now or did you just take them on notice? I thought you might have actually had them there.

Chris MILLER: What I can do is take that on notice. What I was referring to, Mr O'Brien, was some materials that had been provided under an FOI request previously.

Danny O'BRIEN: But you do not have an updated figure now?

Chris MILLER: No.

Danny O'BRIEN: Okay. That is fine.

Answer:

Expenditure incurred by the SEC on public information and stakeholder engagement (physical and non-physical marketing materials) to 17 May 2024 is detailed in **Attachment 1**.

SEC public information and stakeholder engagement: expenses on physical and non-physical marketing materials

Dec 2022 to 17 May 2024

Supplier	Description	Amount	Date
Pioneer investment mandate and launch			
SALLY BIASIUTTI	Video editing services	\$ 9,279.00	19/06/2023
DEECA Creative Studio Recoup	Design CS-000954 SEC pull up banners	\$ 250.00	internal journal
DEECA Creative Studio Recoup	Design CS-000919 SEC Draft Investment Mandate A4	\$ 812.50	internal journal
DEECA Creative Studio Recoup	Design CS-000872 SEC Branded templates & Visual Guidelines	\$ 7,062.50	internal journal
FINSBURY GREEN PTY LTD	Pioneer Investment Mandate Booklet print	\$ 388.95	28/04/2023
FINSBURY GREEN PTY LTD	Pioneer Investment Mandate Booklet reprint	\$ 777.90	8/05/2023
FINSBURY GREEN PTY LTD	Premium Reskinnable Pull Up Banner (x4) with stand and carry bag	\$ 1,069.61	28/04/2023
Energy Jobs and Skills Forum			
DEECA Creative Studio Recoup	Design CS-001011 SEC Energy Jobs and Skills Forum	\$ 6,375.00	internal journal
BRAVE TV PTY LTD	Production of video content for the SEC Jobs Forum	\$ 11,100.00	19/06/2023
BRAVE TV PTY LTD	Production of video content for the SEC Jobs Forum	\$ 11,100.00	26/06/2023
FINSBURY GREEN PTY LTD	SEC - Minnesota Canvas Coloured Tote Bag (Reprint of 265971)	\$ 2,172.65	29/06/2023
FINSBURY GREEN PTY LTD	SEC - A5 PU Notebook	\$ 1,686.47	10/07/2023
FINSBURY GREEN PTY LTD	Promo items x3; 8pp Booklet; A6 Postcard	\$ 3,231.70	29/06/2023
FINSBURY GREEN PTY LTD	(SEC) Energy Jobs and Skills Forum - media wall, tote bags, pull up banners	\$ 5,912.83	24/08/2023
FINSBURY GREEN PTY LTD	A5 Careers Flyer x 500	\$ 164.09	26/08/2023
GROUP HUG CREATIVE PTY LTD	SEC event edit	\$ 825.00	15/08/2023
Royal Melbourne Show stand and community engagement			
THE ROYAL AGRICULTURAL SOCIETY OF VICTORIA LIMITED	SEC stand at Royal Melbourne Show	\$ 12,330.00	29/06/2023
THE PLACE AGENCY	Delivery of Melbourne Show stand design and activations to promote SEC outcomes at the Show	\$ 29,557.00	11/09/2023
THE PLACE AGENCY	Delivery of Melbourne Show stand design and activations to promote SEC outcomes at the Show	\$ 16,393.30	29/09/2023
FINSBURY GREEN PTY LTD	Royal Show - 10 stick native seed pack 2000*	\$ 4,132.60	18/09/2023

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FINSBURY GREEN PTY LTD	Royal Show - Campster Mug 100. Activity to learn about renewable energy and home electrification.	\$ 924.97	18/09/2023
FINSBURY GREEN PTY LTD	Royal Show - Wood Yoyo 300. For kids renewable energy activity, while parents talk to staff about home electrification.	\$ 820.45	28/09/2023
FINSBURY GREEN PTY LTD	SEC A5 Flyer - Energy Tips for households x500	\$ 193.26	25/09/2023
Careers for Net Zero, All Energy Conference and SEC Strategic Plan Engagement			
BRAVE TV PTY LTD	SEC video series for Careers for Net Zero, All Energy Conference and SEC Strategic Plan engagement	\$ 11,096.25	25/10/2023
BRAVE TV PTY LTD	SEC video series for Careers for Net Zero, All Energy Conference and SEC Strategic Plan engagement	\$ 11,096.25	29/10/2023
BRAVE TV PTY LTD	SEC video series for Careers for Net Zero, All Energy Conference and SEC Strategic Plan engagement	\$ 605.00	2/11/2023
LVM ENTERPRISES PTY LTD	Videography - Careers for Net Zero Fair (Half Day Shoot)	\$ 6,052.20	2/11/2023
KIT HASELDEN PHOTOGRAPHY	Photography services for All Energy and Carers for Net Zero days	\$ 1,175.00	31/10/2023
HELVETICAT	Review, editing and creation of accessible content and visuals for public facing documents for SEC	\$ 9,457.25	17/11/2023
FINSBURY GREEN PTY LTD	2 x items - Strategy launch	\$ 3,293.93	26/10/2023
FINSBURY GREEN PTY LTD	Canvas tote bags - to contain strategy packs for distribution	\$ 4,193.37	26/10/2023
FINSBURY GREEN PTY LTD	SEC pull up banners x 4 kinds - Strategy Launch	\$ 1,337.02	26/10/2023
FINSBURY GREEN PTY LTD	DEECA - SEC strategy document 4pp A4	\$ 638.12	14/11/2023
FINSBURY GREEN PTY LTD	SEC A5 Careers Flyer (same day delivery)	\$ 139.78	14/11/2023
FINSBURY GREEN PTY LTD	SEC Strategic Summary 4pp A4	\$ 374.50	15/11/2023
TODAY STRATEGIC DESIGN PTY LTD	Strategic Plan production, infographics and layout	\$ 27,358.59	30/08/2023
TODAY STRATEGIC DESIGN PTY LTD	Strategic Plan production, infographics and layout	\$ 9,649.68	2/10/2023
FINSBURY GREEN PTY LTD	SEC strategy document 48pp x 400	\$ 3,048.44	14/11/2023
FINSBURY GREEN PTY LTD	DEECA - SEC strategy document - additional prints	\$ 154.70	8/12/2023
Multicultural Engagement Event			
HELVETICAT	Review, editing and creation of accessible content and visuals for public facing documents for SEC	\$ 2,291.75	25/11/2023
FINSBURY GREEN PTY LTD	Media wall reskin	\$ 516.57	10/11/2023
FINSBURY GREEN PTY LTD	Pull up banners x 2	\$ 352.50	10/11/2023
FINSBURY GREEN PTY LTD	SEC strategy document 48pp x 100	\$ 920.94	26/11/2023
Pioneer investment announcement			
FINSBURY GREEN PTY LTD	SEC strategy document 48pp x 200	\$ 1,560.38	30/11/2023
FINSBURY GREEN PTY LTD	SEC Teardrop Flag Banner Small Double Sided x2	\$ 571.29	30/11/2023

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FINSBURY GREEN PTY LTD	SEC pull up banners x4	\$ 1,093.93	30/11/2023
FINSBURY GREEN PTY LTD	SEC A0 Corflutes x2	\$ 206.64	30/11/2023
FINSBURY GREEN PTY LTD	Calico tote bags x 100	\$ 791.27	10/11/2023
KIT HASELDEN PHOTOGRAPHY	Photography services	\$ 750.00	8/12/2023
LVM ENTERPRISES PTY LTD	Videography and editing services	\$ 5,034.00	15/12/2023
Hazelwood 10 Years On (Morewell community day)			
FINSBURY GREEN PTY LTD	SEC Printing Services - Ref P3574	\$ 7,732.79	27/02/2024
HELVETICAT	Review, editing and creation of accessible content and visuals for public facing documents for SEC	\$ 1,760.00	20/03/2024
Student engagement events			
CREATIVE VISUALS PTY LTD	SEC event infrastructure	\$ 3,052.00	6/05/2024
CREATIVE VISUALS PTY LTD	SEC event infrastructure	\$ 6,595.20	6/05/2024
RESOURCES FOR COURSES PTY LTD	Double shell stand at the VCE and Careers Expo 2024 - Comms & Engagement	\$ 3,972.73	28/02/2024
SEAMER DESIGN PTY LTD	SEC graphic design services (Seamer Design)	\$ 5,811.00	26/04/2024
All Energy 2024			
REED EXHIBITIONS AUSTRALIA PTY LTD	All Energy 2024 stand cost	\$ 10,310.67	22/03/2024
REED EXHIBITIONS AUSTRALIA PTY LTD	All Energy 2024 stand cost	\$ 7,364.77	22/03/2024
SEC PTY LTD entity set-up			
LADOO	Development support for new SEC website	\$ 11,959.20	25/10/2023
LADOO	Development support for new SEC website	\$ 16,308.00	25/10/2023
LADOO	Development support for new SEC website	\$ 8,969.40	13/10/2023
LADOO	Development support for new SEC website	\$ 14,112.00	31/10/2023
LADOO	Development support for new SEC website	\$ 19,569.60	3/11/2023
TODAY STRATEGIC DESIGN PTY LTD	Brand guidelines, assets, photography and supporting templates	\$ 54,443.28	31/07/2023
TODAY STRATEGIC DESIGN PTY LTD	Brand guidelines, assets, photography and supporting templates	\$ 19,371.00	21/09/2023
TODAY STRATEGIC DESIGN PTY LTD	Brand guidelines, assets, photography and supporting templates	\$ 5,358.97	29/09/2023
TODAY STRATEGIC DESIGN PTY LTD	Brand guidelines, assets, photography and supporting templates	\$ 5,358.97	13/09/2023
TODAY STRATEGIC DESIGN PTY LTD	Brand guidelines, assets, photography and supporting templates	\$ 10,042.03	3/10/2023
FINSBURY GREEN PTY LTD	SEC Printing Services - Ref P3574	\$ 5,324.42	12/02/2024
SEAMER DESIGN PTY LTD	SEC graphic design services	\$ 8,551.82	6/05/2024
LADOO	Development support for new SEC website	\$ 3,508.36	19/01/2024
HELVETICAT	Review, editing and creation of accessible content and visuals for public facing documents for SEC	\$ 412.50	17/01/2024

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BRAVE TV PTY LTD	SEC video updates	\$ 6,540.91	11/01/2024
HELVETICAT	Graphic design for multi-use banners	\$ 2,291.75	8/12/2023
HELVETICAT	Review, editing and creation of accessible content and visuals for public facing documents for SEC	\$ 1,585.00	12/12/2023