

Networks, customers and smarter energy outcomes

2018 Foresighting Forum





Demand response is an opportunity to build new relationships with customers

- Networks are an important part of the new and evolving demand response marketplace providing:
 - Opt-in customer side opportunities that address localised demand growth and
 - Network side initiatives that address temporary market supply constraints
- It provides networks with a new platform to build customer relationships, and this in turn requires network's to further invest in customer engagement capabilities – namely customer registration, retention and performance
- Demand response opens up opportunities for greater collaboration and new partnerships.

Earn cash back when you reduce your electricity use

Summer Saver is a voluntary program that rewards you for helping us to manage electricity demand during hot days in summer 2017/18



So lets talk Summer Saver



1 It's easy to participate



2 Stay cool and save



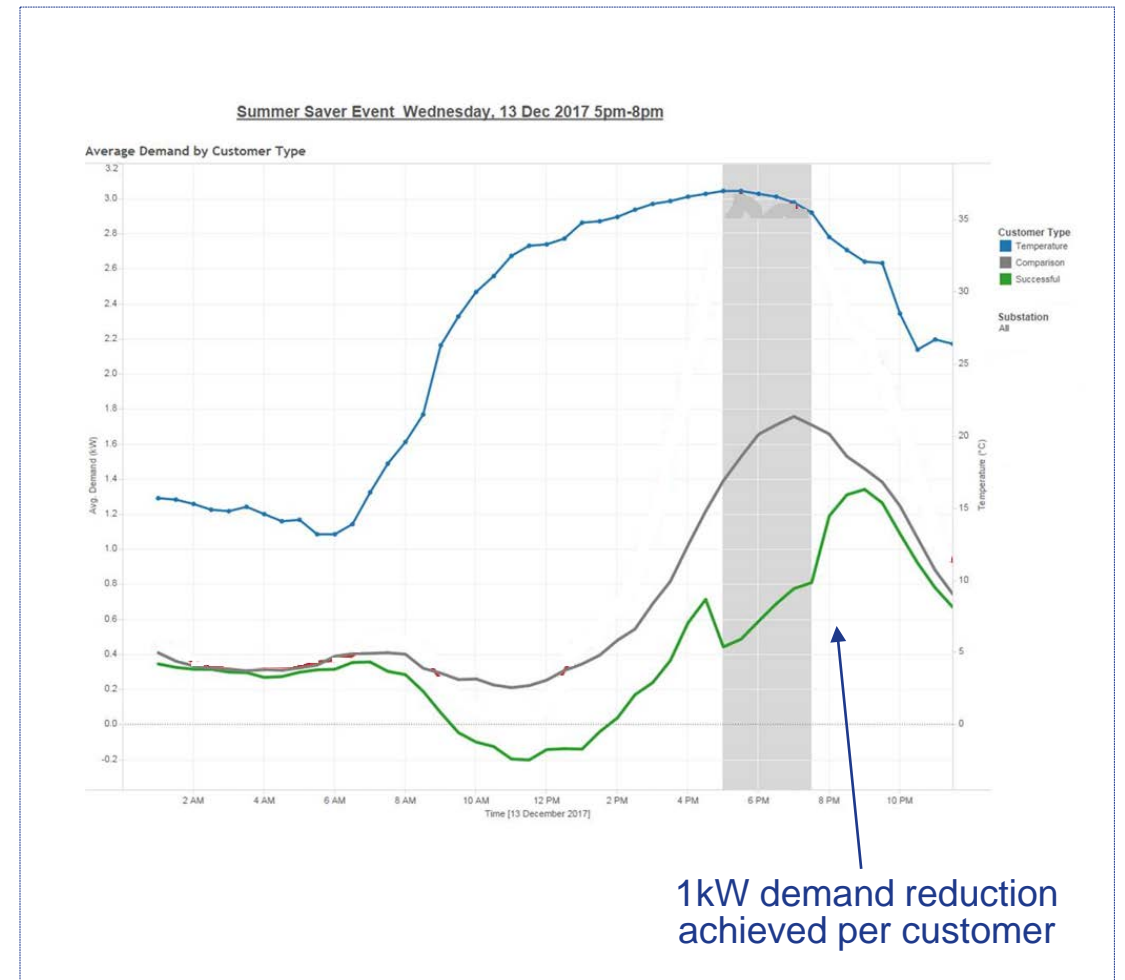
3 Get rewarded for saving energy

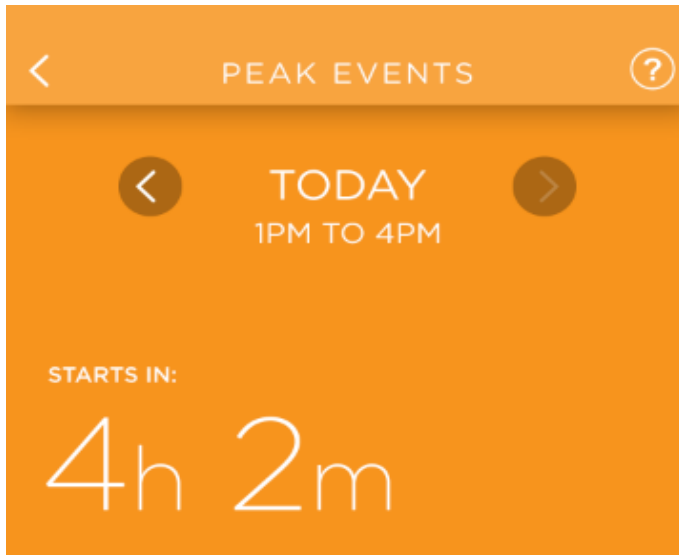
How have customers responded?

Significant uplift in customer registration in 2017/18

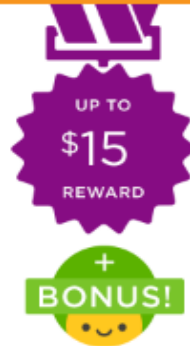
Customer participation per event has lifted, as has average demand reduction per customer for each event

	Summer 14/15	Summer 15/16	Summer 16/17	Summer 17/18
Registered Customers	352	1,121	552	902
Take Up Rate	3.5%	5.9%	5.4%	9.5%
Avg. Demand Reduction Per Customer Per Event		.86	1.03	1.16





Your personal goal:
Keep your usage
below **1.5 kWh**
each hour to earn a
reward. The less
you use, the more
you earn!



What drove customer uptake this summer?

Marked uptake in customer registration and event performance have been driven by:

- Change to customer registration incentive – from \$25 to going into a draw to win \$5,000
- Engaged and used local Council as a channel partner
- Streamlined messaging and changed our call to action – *“We’ll pay you to save energy”*
- Improved ongoing customer engagement throughout the program such as monthly customer newsletters providing tips on how to curtail use and educational content on peak demand
- Increased media attention on energy prices, security of supply and demand response.



Where to from here?

We have plans to continue to expand our involvement in customer side demand response programs across all three of our networks.

With that in mind we will be focussed on three things:

1. Undertaking customer research to better understand customer motivations and drivers so that existing and future programs are tailored to their needs and expectations
2. Working with network planners to ensure we target customers in those areas of most need
3. Identifying the right partners to help us build scale and develop programs that provide meaningful value to customers.