

Putting Consumers First

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Australian Clean Energy Summit

28 July 2016



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Consumers
Australia



The Interests of Consumers



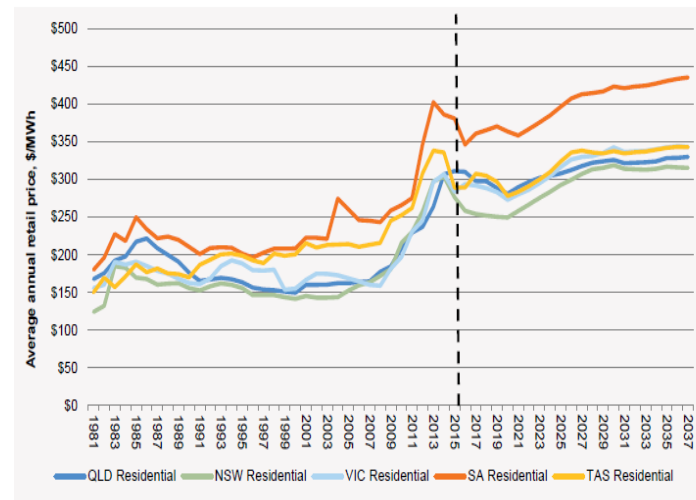
To **promote the long term interests of Consumers of energy with respect to the price, quality, safety, reliability and security of supply** of energy services by providing and enabling strong, coordinated, collegiate evidence based consumer advocacy on National Energy Market matters of strategic importance or material consequence for Energy Consumers, in particular Residential Customer and Small Business Customers.

Consumers are paying more

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AEMO's chart of actual and forecast real price movements for grid delivered electricity show consumers are simply paying more.

ECA's first Energy Consumer Sentiment Survey released yesterday showed that consumers rate the value for money from grid delivered electricity below that of other services.



AEMO National Electricity Forecasting Report , 2016



There is no real choice

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MOST POPULAR

Electricity
Flexi Saver
No exit fees

UP TO 17% DISCOUNT*

15% discount off your market usage rates when you pay on time

Bonus 2% discount[^] when you agree to receive your bill and Welcome Pack by email, **PLUS, for a limited time, an additional \$25 credit** on your first bill when you sign up online

Bonus

Receive a credit for 62 days of daily supply charges

View details

GET A FREE MONTH'S WORTH OF ENERGY

Switch and you'll get a month's worth of free energy usage and supply after 6 months*

ONE MONTH FREE +

15% 

off electricity usage charges

ONE MONTH FREE +

12% 

off natural gas usage charges

NSW Electricity Plans

Set and Forget™

Up to 24% Off[^]

Plus \$50 online sign up credit[†]

This includes:

- 16% Direct Debit discount of usage charges
- Plus 8% Double Up Discount™ of usage charges when you sign up both your gas and electricity

You'll also get:

- Monthly billing and eBilling
- 12 month Energy Plan Period
- Variable rate ⓘ

[More information](#)



Solar Experience and Storage Readiness



Solar consumers experiences

Top-line findings: consumers are happy with their PV, but unaware of performance

- 87% surveyed were satisfied with the installation
- 43% think their system performs better than expected
- But most are unaware of whether the system is actually performing as intended
 - Independent assessments show PV systems usually generate less energy than expected

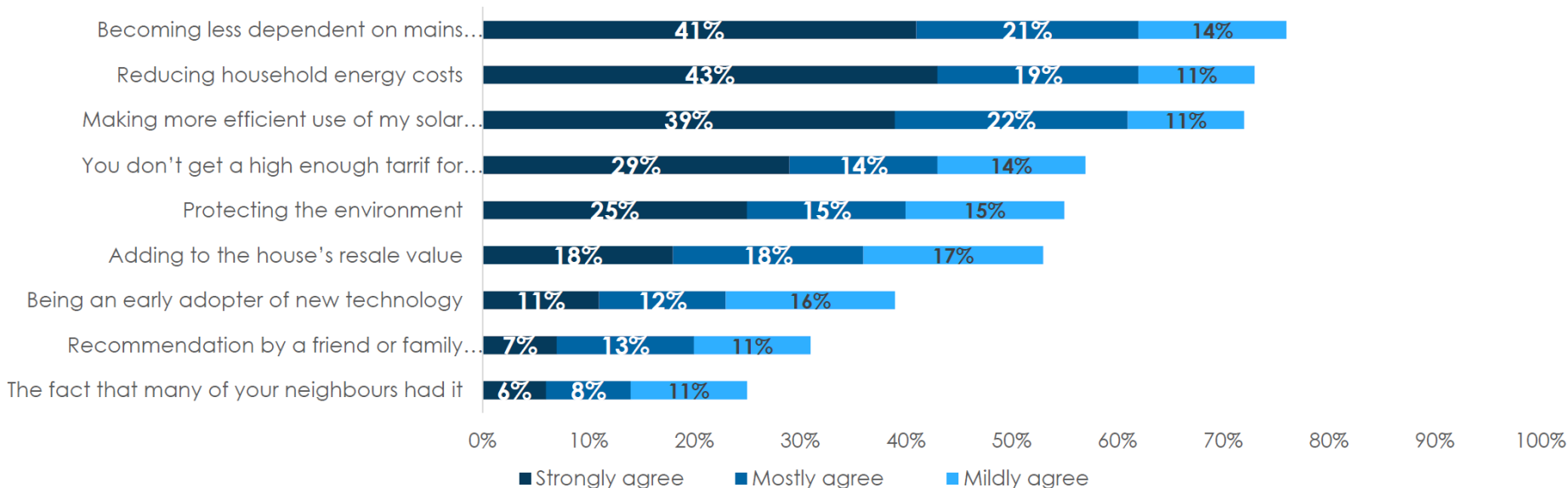
Consumers want batteries

- 73% of those surveyed had heard of batteries
 - More than half of those have already thought about installing them
 - 69% of solar customers are interested in adding batteries to their solar electricity system.
- Modelling battery economics is difficult, but most purchased today or over the next few years will never pay for themselves.

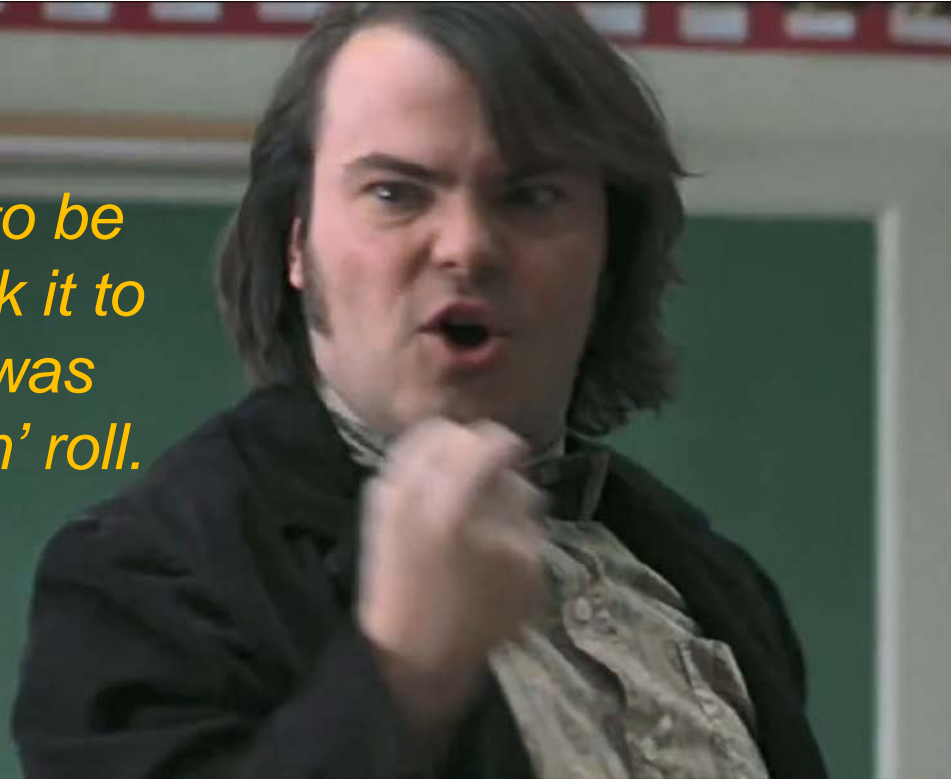
Solar consumers want batteries

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How much have following factors contributed to you considering installing batteries for your solar electricity system?



*There used to be
a way to stick it to
The Man. It was
called rock 'n' roll.*



One Market

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2 BECOME 1

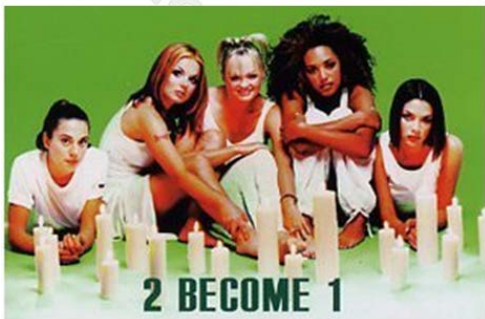
Arranged by
JOHN BRISMILL

Words and Music by
SPICE GIRLS, MATTHEW ROWEBOTTOM
and RICHARD STANNARD



1. Can-dle light and soul for - ev - er a dream of you and me to - geth - er.
2. See additional lyrics

mf



Electricity is currently operating as two markets – grid based and household generation

Value for consumers will occur when “2 Become 1”



New Energy Services Market

A New Energy Services Market must acknowledge:

- The need to optimally locate clean energy resources.
- The role of demand management and energy efficiency.
- The opportunity of consistent frameworks to provide consumer confidence.

All of these are enabled by the availability and application of data.



Households and businesses don't "consume energy" – they live their lives and run their businesses in ways that require energy.

Putting consumers first requires a conversation framed around what they do, not how we want them to behave as actors in our economic models.