

# *Partnering with consumers to deliver security, affordability reliability*

20 November 2017

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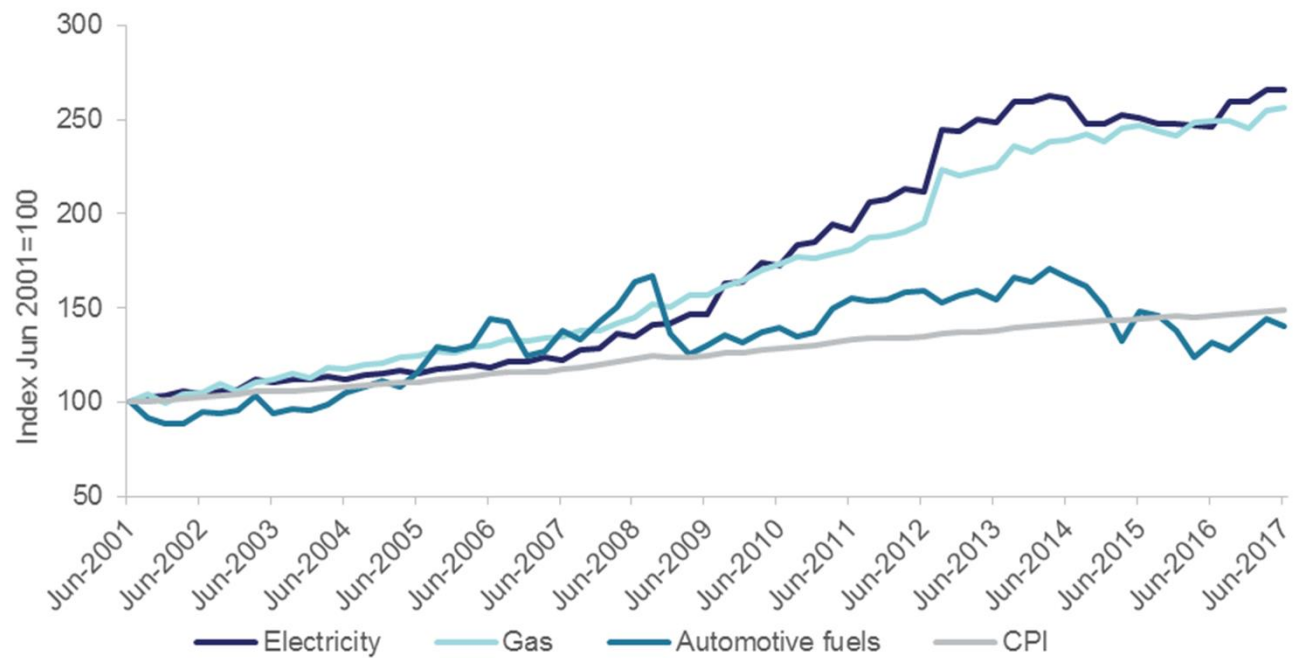


# Now...household energy price index

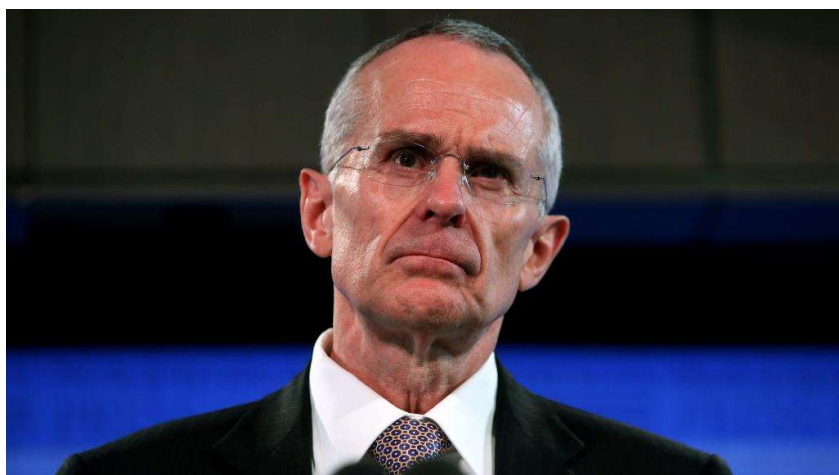
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## Australian Energy Update, Figure 3.6

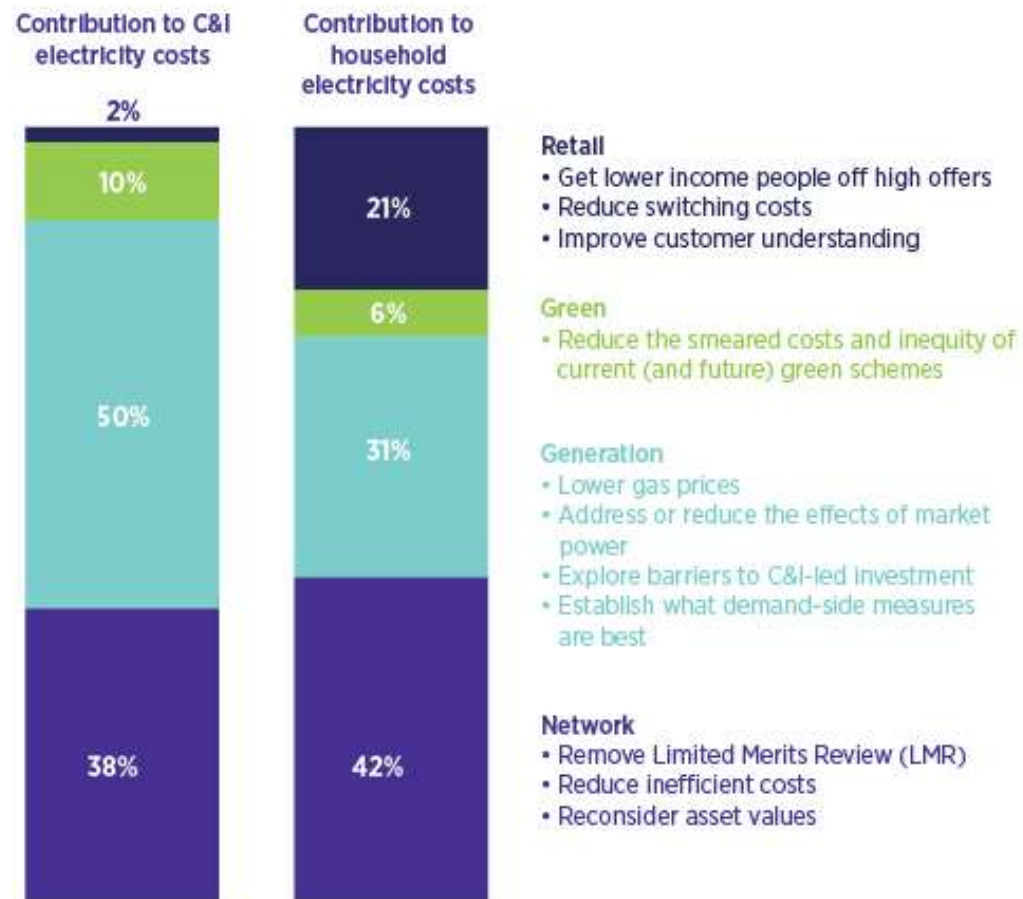
<http://www.environment.gov.au/energy/publications/australian-energy-update-2017>



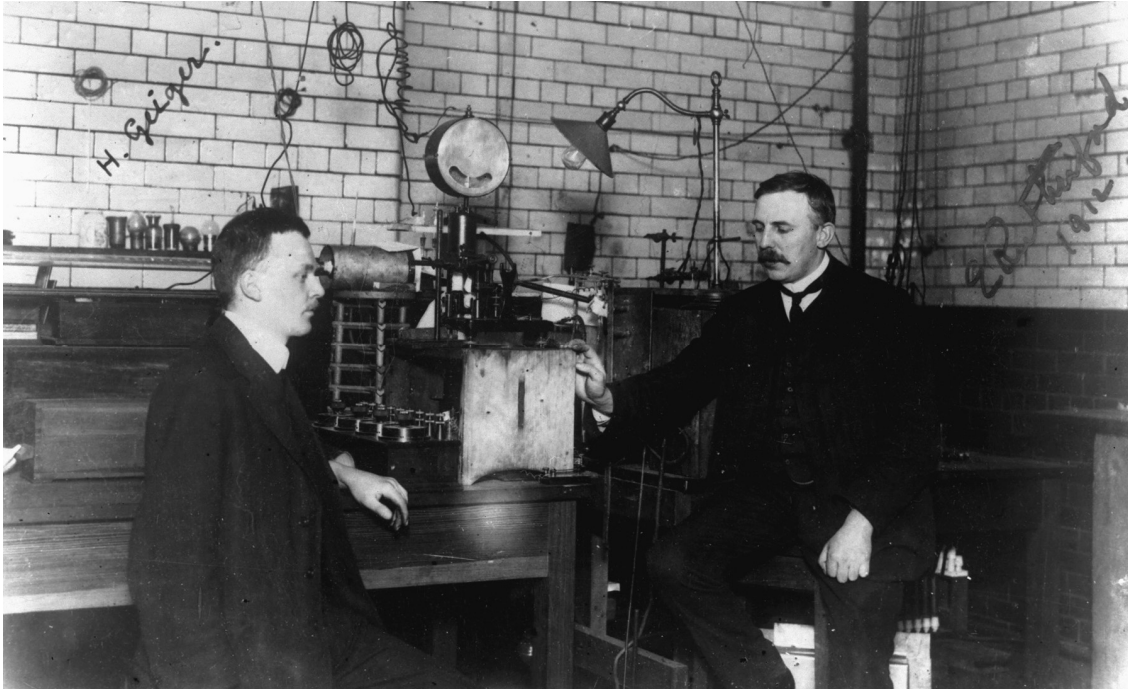
## Affordability: no silver bullet.



### Figure 7 Addressing Affordability



## Affordability as a constraint



“Gentleman, we’ve run out of money. It’s time to start thinking.”

Ernest Rutherford

## Consumers as...



Pariahs



Pawns



Partners

## How to partner



1. Respect
2. Recognise
3. Reward

## Respect: from pass-through to outcomes

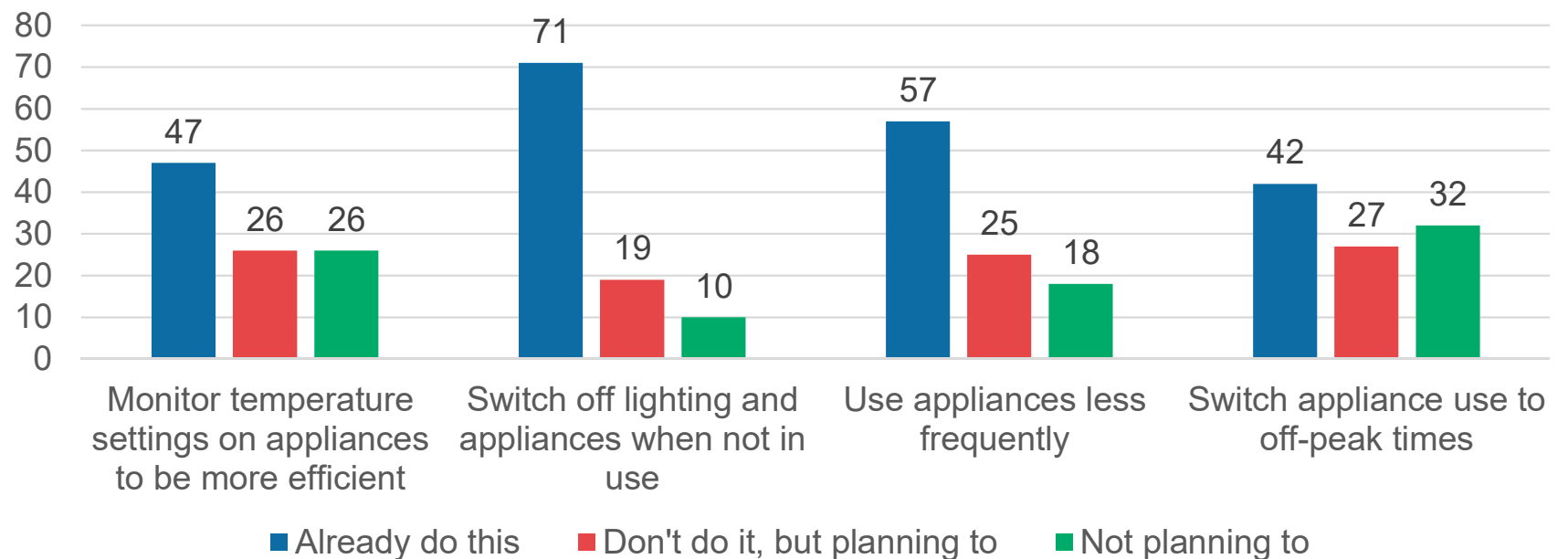


*“Now, with the retailers, we know that millions of Australian families are paying more than they need for their electricity. They are on plans that have run out, discounted plans that have run out and they are now on a standard offer and paying too much for their electricity. They have got people that are on the wrong plans.”*

Prime Minister, 9 August 2017

## Respect: consumers are taking steps to manage their use

### Reducing energy use – small business



Source: *Energy Consumer Sentiment Survey*, November 2017 (early results)





# Recognise: meeting consumers where they are, and as they are.

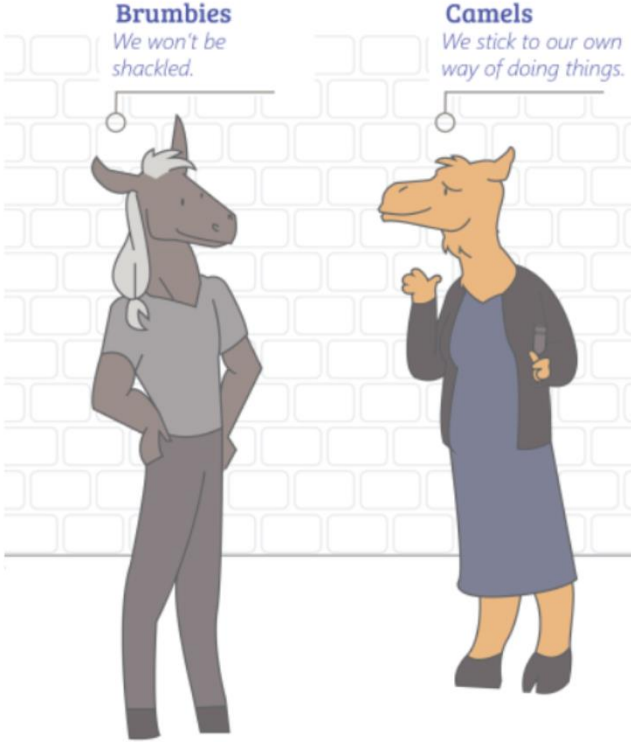
## Household Personas

*for time-of-use pricing and technology*



## Anti-Personas

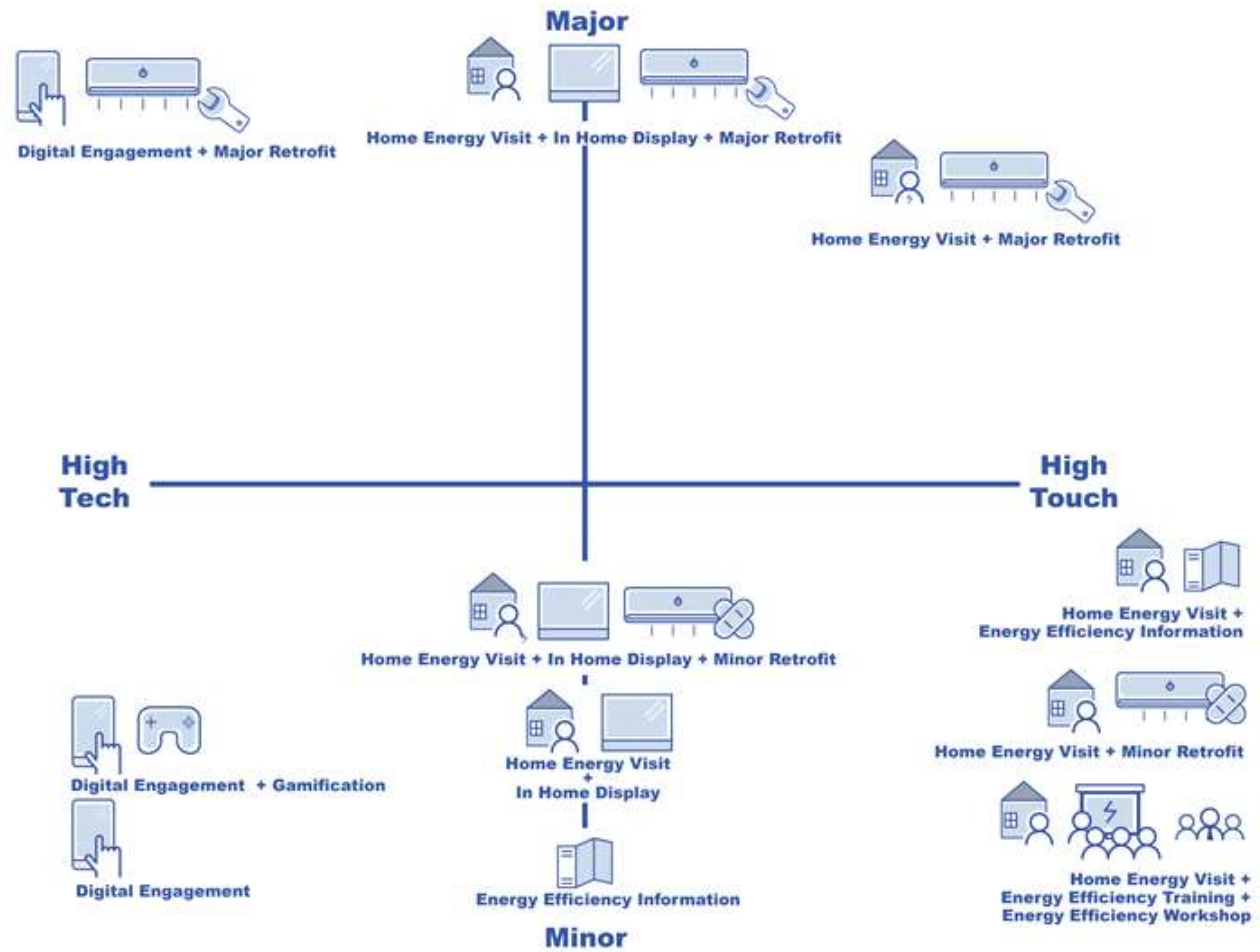
*for time-of-use pricing and technology*



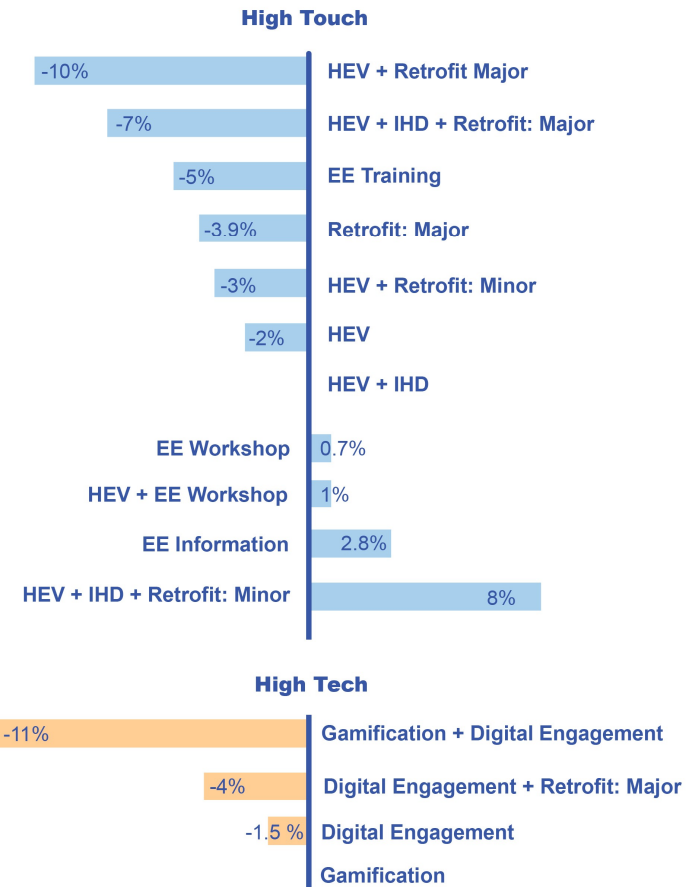
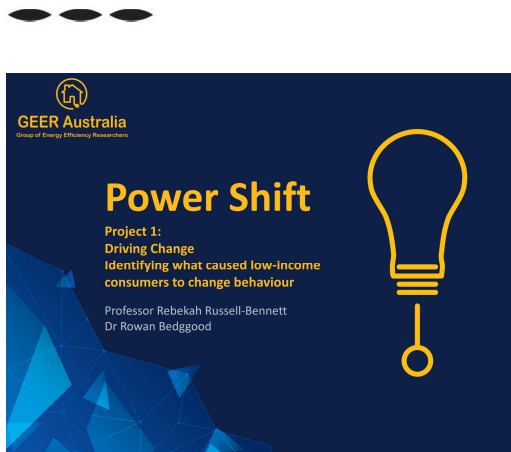
# Recognise...need to adapt approaches



**Power Shift**  
 Project 1:  
 Driving Change  
 Identifying what caused low-income  
 consumers to change behaviour  
 Professor Rebekah Russell-Bennett  
 Dr Rowan Bedgood

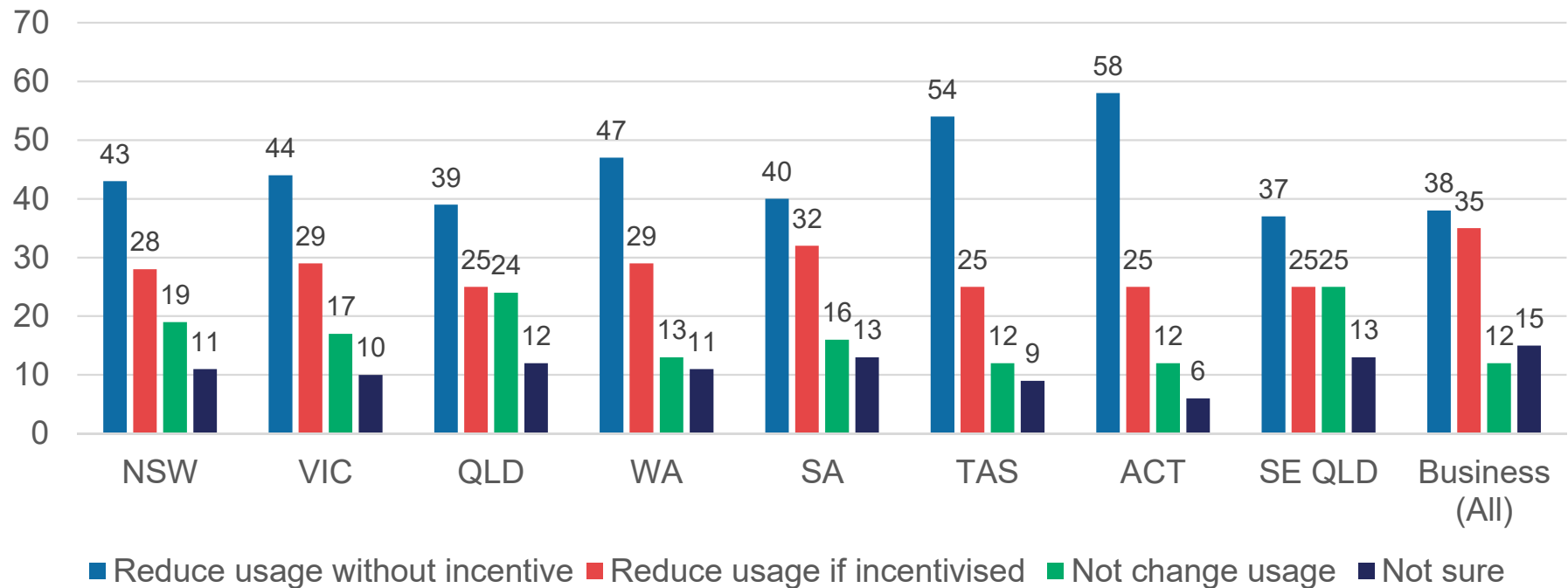



# Recognise what works – *average daily household use per initiative*



## Reward – the community wants to partner

Willingness to reduce use during high demand period  
i.e. hot weather

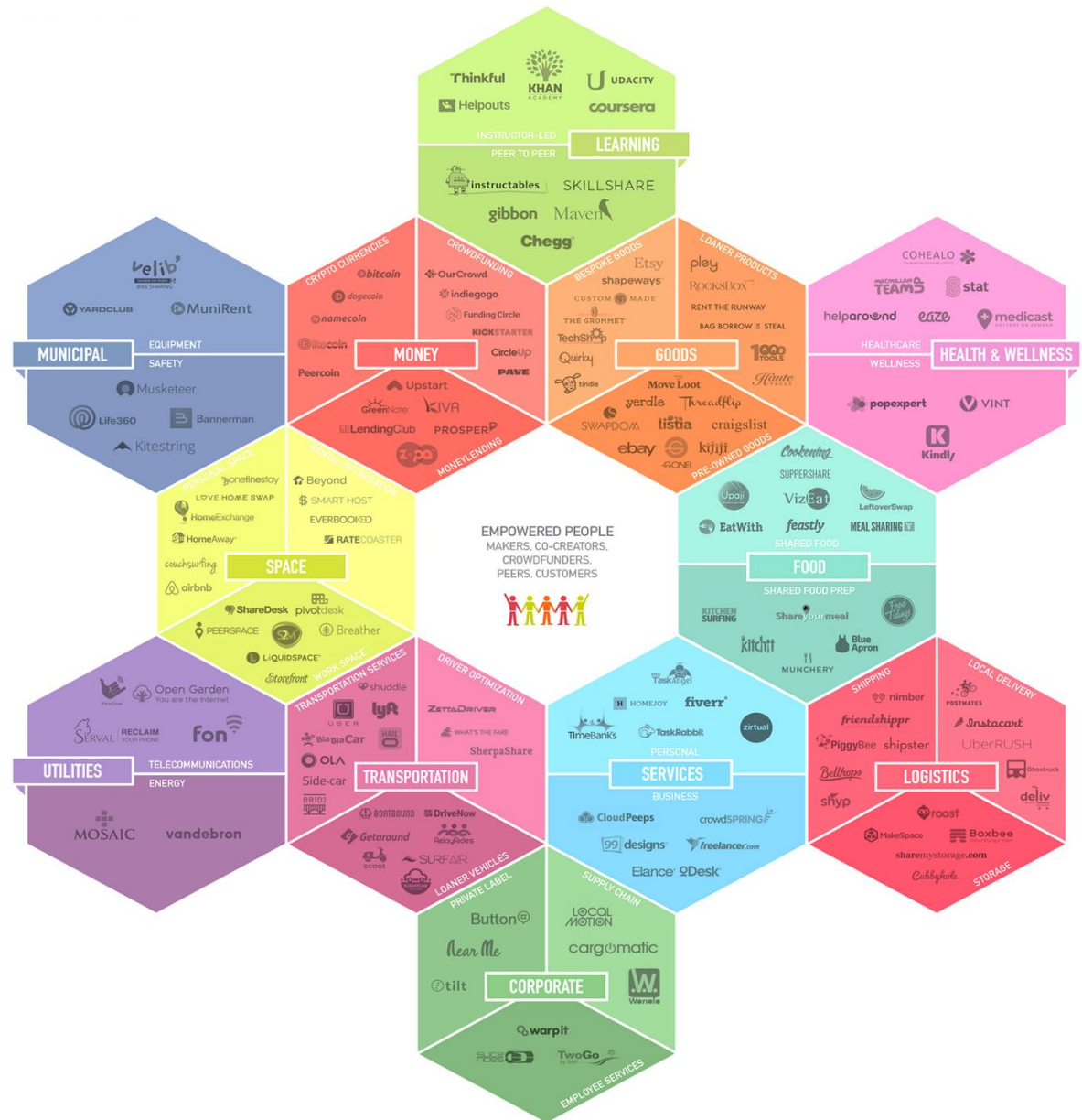


Source: *Energy Consumer Sentiment Survey*, November 2017 (early results)

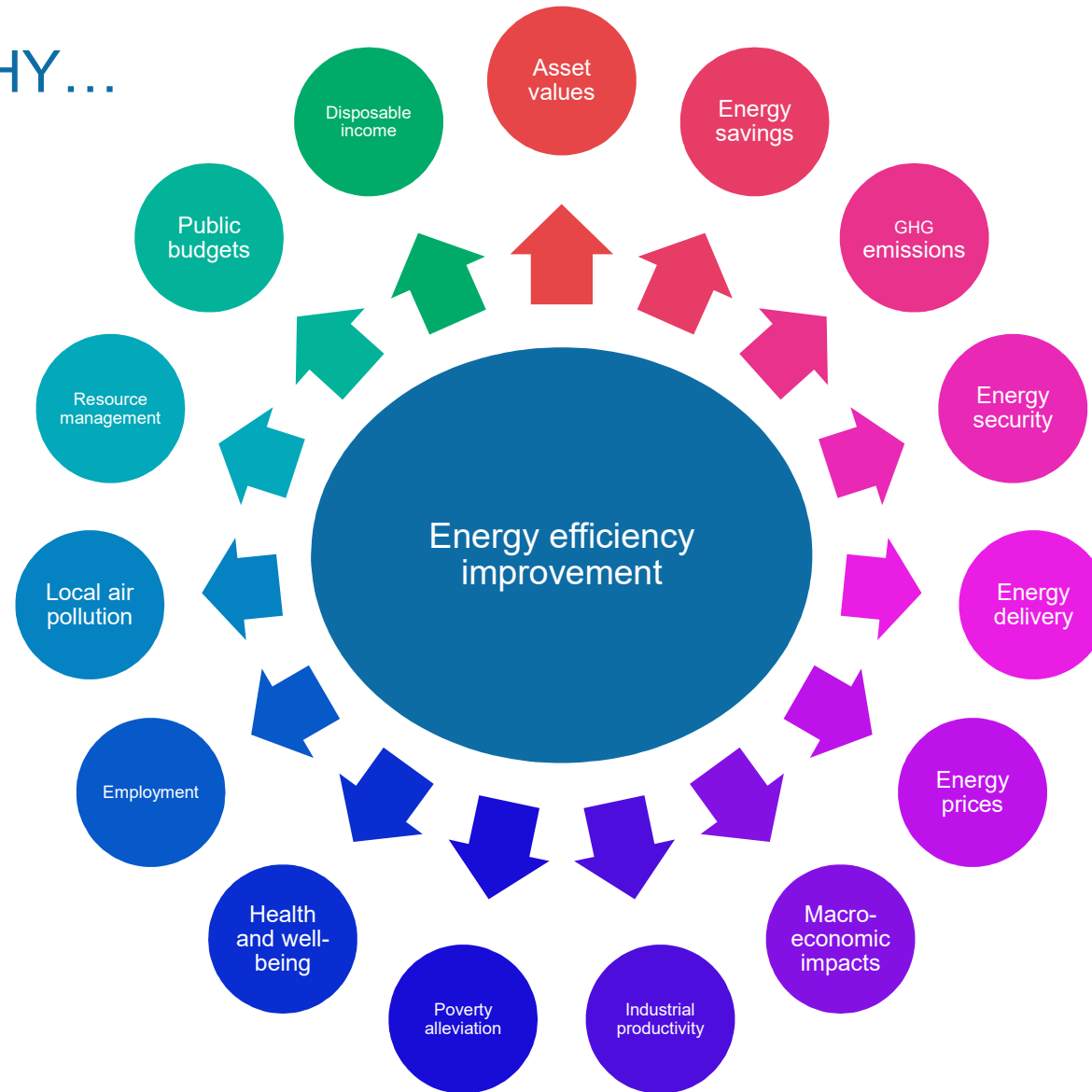
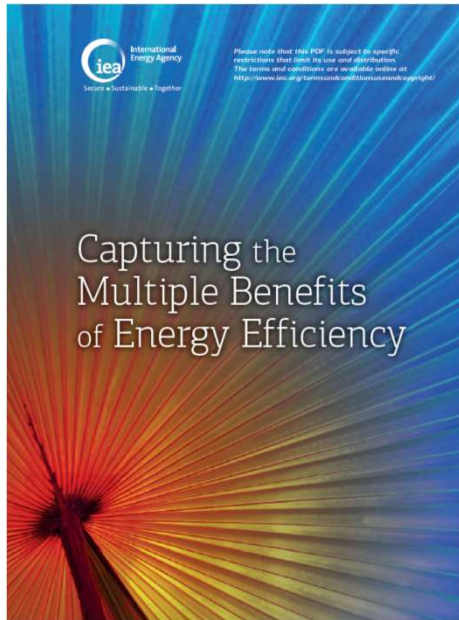
# Reward – I want to trade, share, gift...

*“I would prefer my six cents of power, sorry my units of power, which aren't six cents, to go into my community. I get six cents from [energy retailer], but if I get 25 cents because I gave it to you because you have fallen on hard times, well I'm delighted.”*

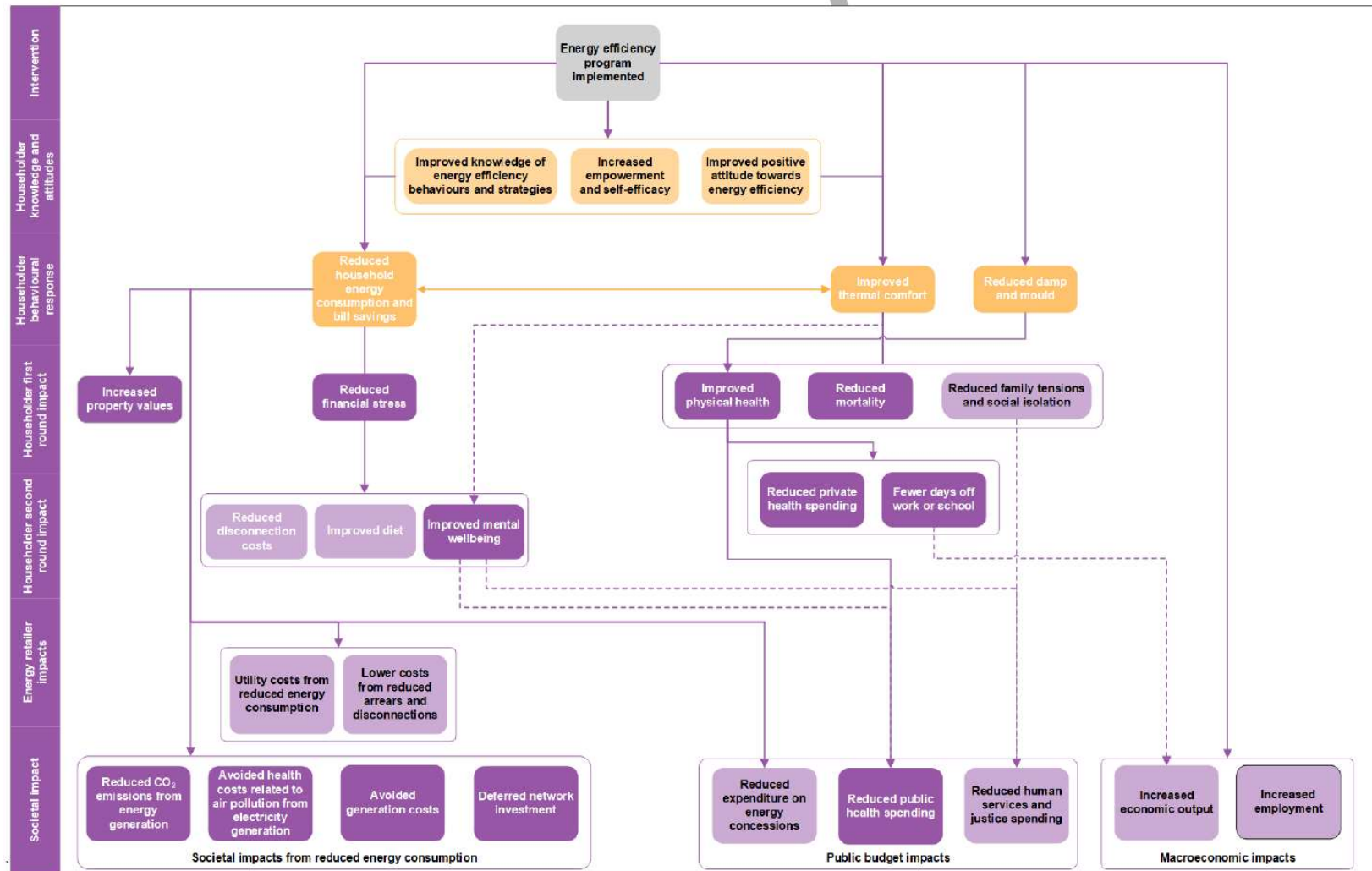
Attendee, ECA Regional Listening Tour April-June 2016



# Keeping sight of the WHY...

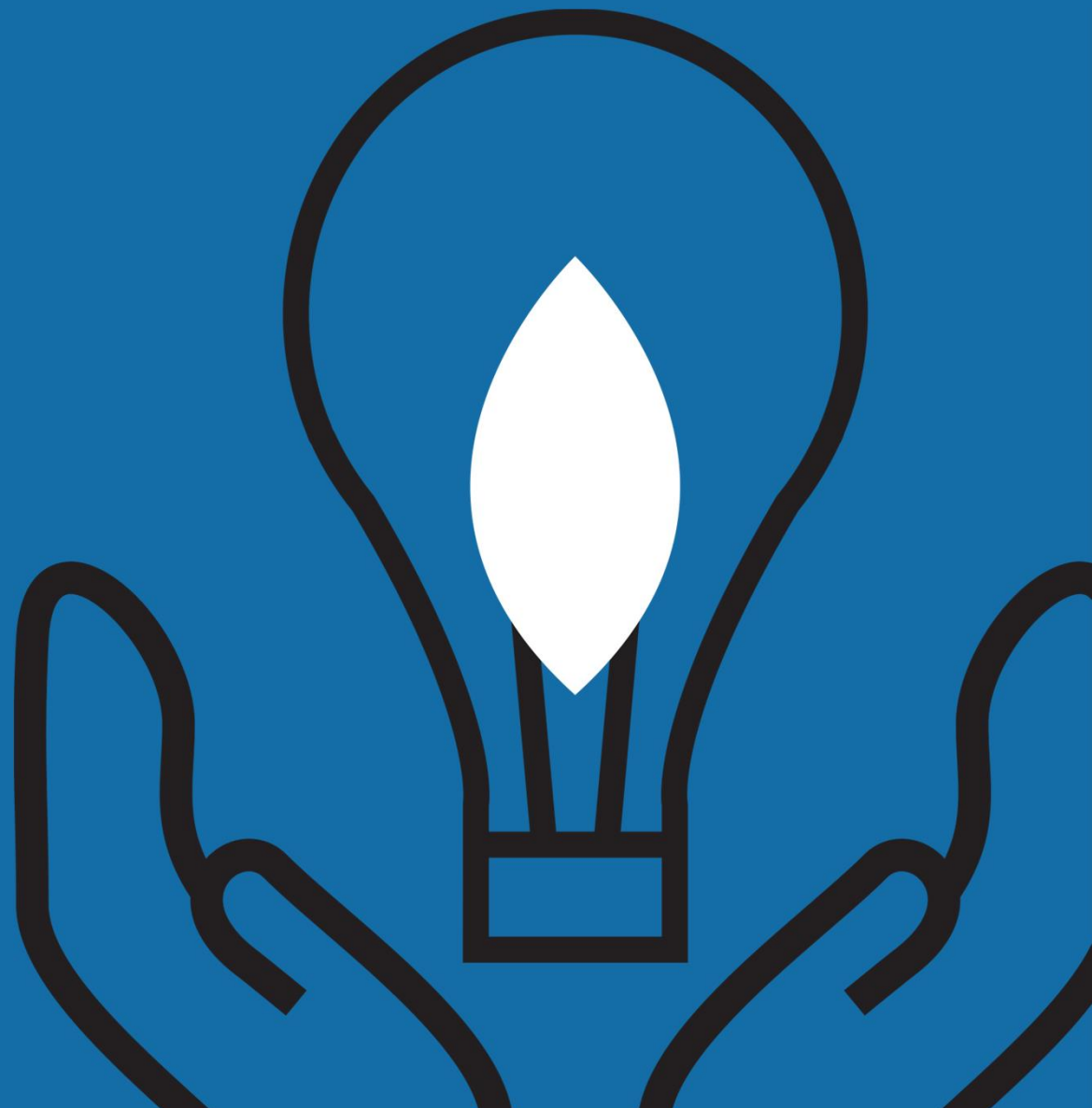


# ECA work on the WHY





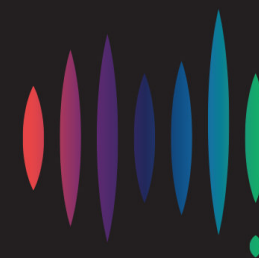
# Summing up



## Three take-aways



1. We need to think about affordability not only as an outcome, but a constraint.
2. To deliver the affordability, security and productivity outcomes we're chasing, we need to partner with consumers.
3. Respect, recognise, and reward...



**ENERGY  
CONSUMERS  
AUSTRALIA**