



Consumer trends and energy user expectations

# Unlocking the Power of Demand Response

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National Energy Efficiency Conference, Melbourne, November 2017

## Engaging customers in Demand Response ...

- Customers are very wary – lack of trust, many messages, politics

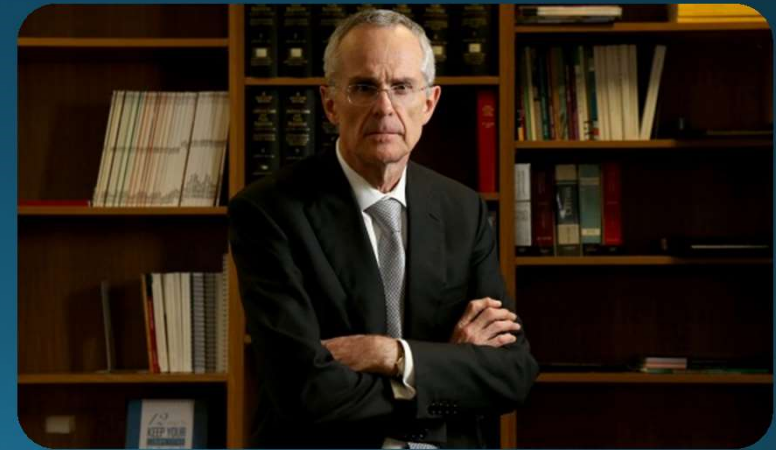


Photo: AFR

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Photo: Renew Economy

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Photo: ETSY.com

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Photo: GreenTech Media / Sunpower

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- Who carries the risk, and at what price ?
- Low or no involvement is best
- What role will tariffs play ?



The image shows a sample electricity bill from Ergon Energy. The bill is titled 'Electricity Account' and includes contact information for faults and emergencies. It also features an 'Account Summary' table and an 'Account Details' section.

**Electricity Account**

MRS A SAMPLE  
PO BOX 1234  
SAMPLETOWN QLD 1234

**Account Summary**

Previous Account	\$291.53
Payments Received	\$291.53 CR
<b>Opening Balance of this Account</b>	<b>\$0.00</b>
Electricity Charges	
Queensland Solar Scheme	\$498.33
Other Charges & Credits	\$227.48 CR

**Account Details**

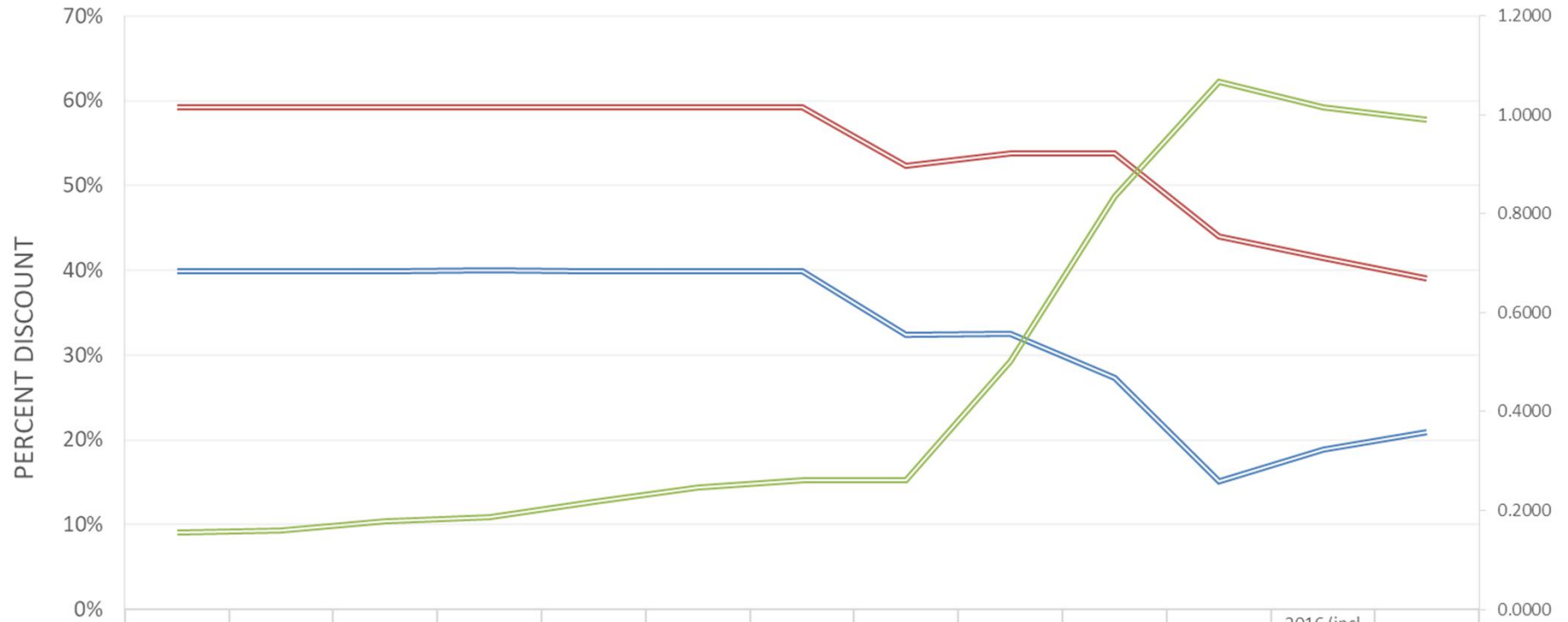
Account Number	12345678
Issue Date	08/10/15
Billing Period (91 days)	08/07/15-07/10/16
Security Deposit Held	NIL
Next Meter Read (Approx)	06/01/16

**Total Due \$280.00**

**Pay By 28 Oct**

Photo: Ergon Energy

## CONTROLLED ELECTRICITY TARIFF DISCOUNT RELATIVE TO ANYTIME TARIFF - QUEENSLAND



	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014 (excl. Carbon)	2015	2016 (incl metering charge meter +LC)	2017
discount T31/T11	59%	59%	59%	59%	59%	59%	59%	52%	54%	54%	44%	41%	39%
discount T33/T11	40%	40%	40%	40%	40%	40%	40%	32%	32%	27%	15%	19%	21%
Daily Service Fee	0.1551	0.1595	0.1775	0.1871	0.2166	0.2456	0.2617	0.2617	0.5022	0.8341	1.0673	1.0154	0.9908

Tariff 11 is anytime tariff. Tariff 31 is 8 hours per day, tariff 33 is 16 hours per day Metering service charge commenced 2016

Source: Old Tariff gazette / TCA analysis

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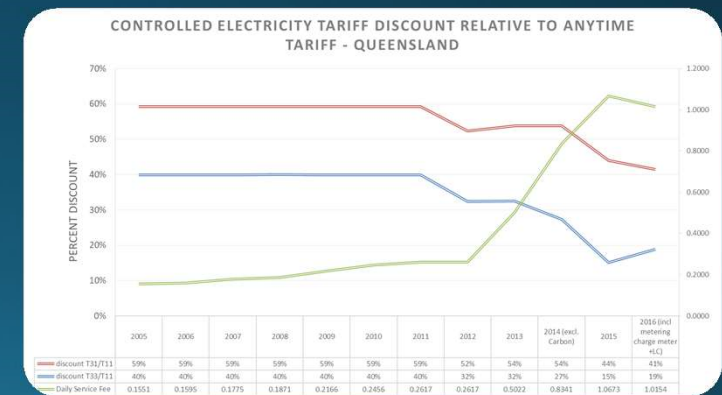


Photo: The Customer Advocate





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