

emPOWERing You

Interim report

May 2019



What is the emPOWERing You Trial?

Trial conducted to:

Support TasNetworks pricing strategy.

Build community awareness of the benefits of advanced meters.

Inform customers of the different pricing options available.

Test customer communication and education processes.

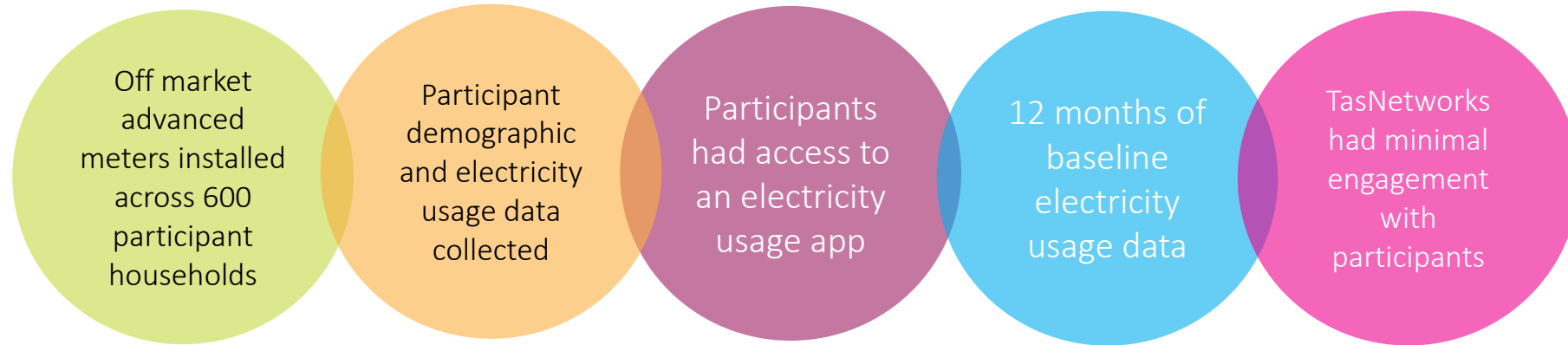
Gather customer stories on how different households manage their electricity usage to share with the Tasmanian community.



The trial was conducted over two phases

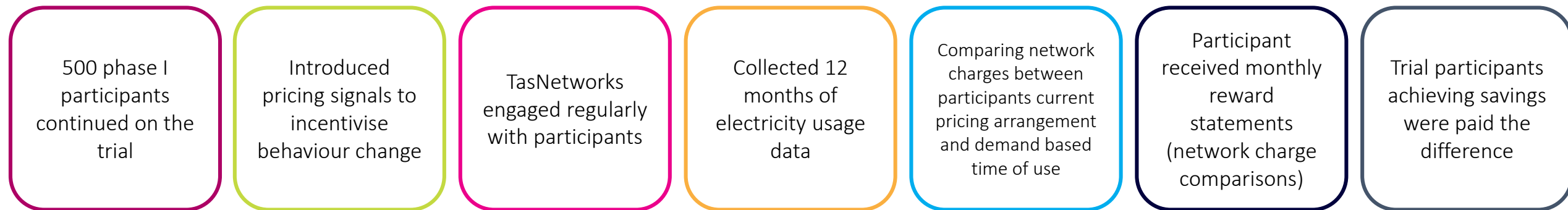
Phase I

September 2016 to January 2018



Phase II

February 2018 to February 2019



The Helper Role

Qualitative Research



What we did



Focus Groups



One on One Interviews



Customer Interview Stories

What we found



High level of
cynicism



Low level of
understanding

The result

a negative cycle that needs to be
broken for a customer led transition
to cost reflective pricing to be
effective.

The solution

We found that customers want
TasNetworks to take on the role of
'the helper' and to advocate for
Tasmanian customer's best interest.

What we are doing

We are transitioning to the role of 'The Helper'

The 'helper' role features in our brand
refresh



And is also a reason we have begun work on delivering a
game for all customers that will teach electricity pricing
concepts in a fun way



How we are transitioning to the helper role

INFORM



- ✓ Improving communications and engagement
- ✓ Quantitative research

INSPIRE



- ✓ Demonstrate the choices available and the potential benefits

MOTIVATE



- ✓ Community minded
- ✓ Clear on our motivations

ADVOCATE



- ✓ Share participant stories to inspire the wider Tasmanian community

ACTIVATE



- ✓ Providing necessary tools and communications



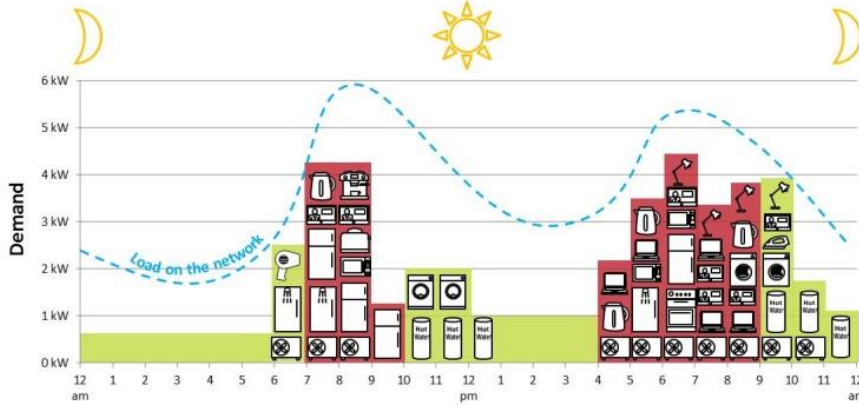
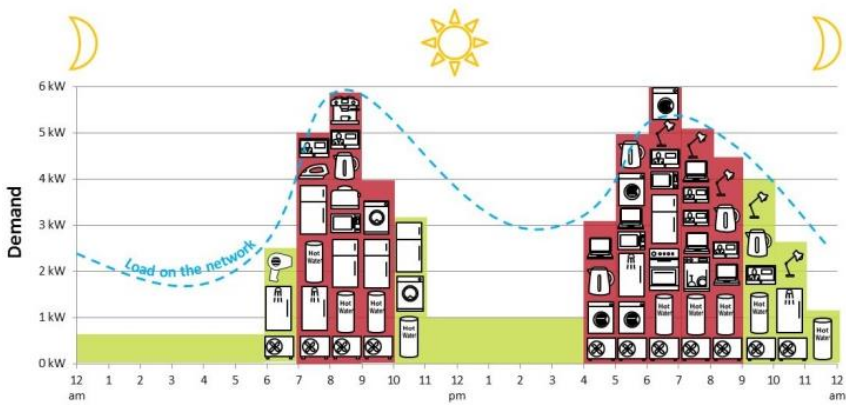
We are using communications like this to help customers manage their household electricity usage.

What are the peak and off peak times?

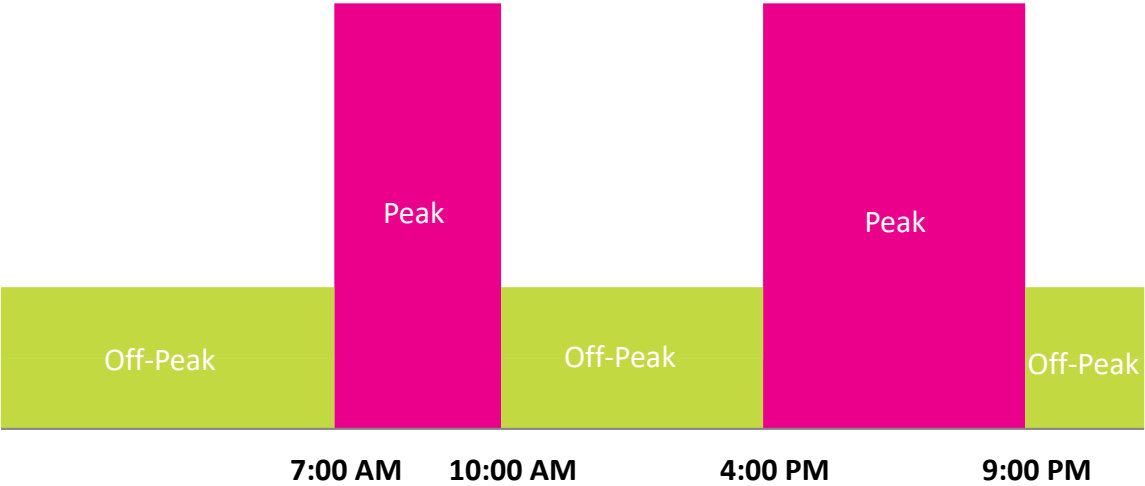


This household is using all lots of appliances during the peak times. This places a high demand on our network.

This household is spreading their usage across the peak and off peak times which means there is less demand on our network.



Monday to Friday
Weekends are all off peak!



Instead of charging the same for the delivery of electricity all day, every day, we will charge customers' retailers different rates depending on *when* they use electricity.

What does your household look like?



Not all customers use electricity in the same way

Over two years TasNetworks gathered electricity usage data from participating households. The data was collected every 30 minutes using advanced meters.

The data compared participants current network charges with a demand based time of use network tariff.

While the trial focussed on a *demand* based time of use tariff, through analysis we found that customers can also benefit from a *consumption* based time of use tariff.

The following pages compare what household type could benefit from both demand and consumption based time of use network tariffs.

The network charge comparison relates to a signal year. The comparison analysis does not take into account revenue impacts in subsequent years and as such, annual customer savings may vary over time.



Based on demographic and electricity usage data we identified five key household types.

Read the descriptions on the following pages to see which household type is most similar to yours.

Do you think your network tariff best suits your household?



Retired couple

Small stay at home households
Small working households
Singles/retirees

Can you identify your household?

Large stay at home households
Large working households



Large families

Small stay at home households



Key characteristics

Household likely to be:



Small, either a couple or small family.



Adults likely home during the day.



Income lower than average.

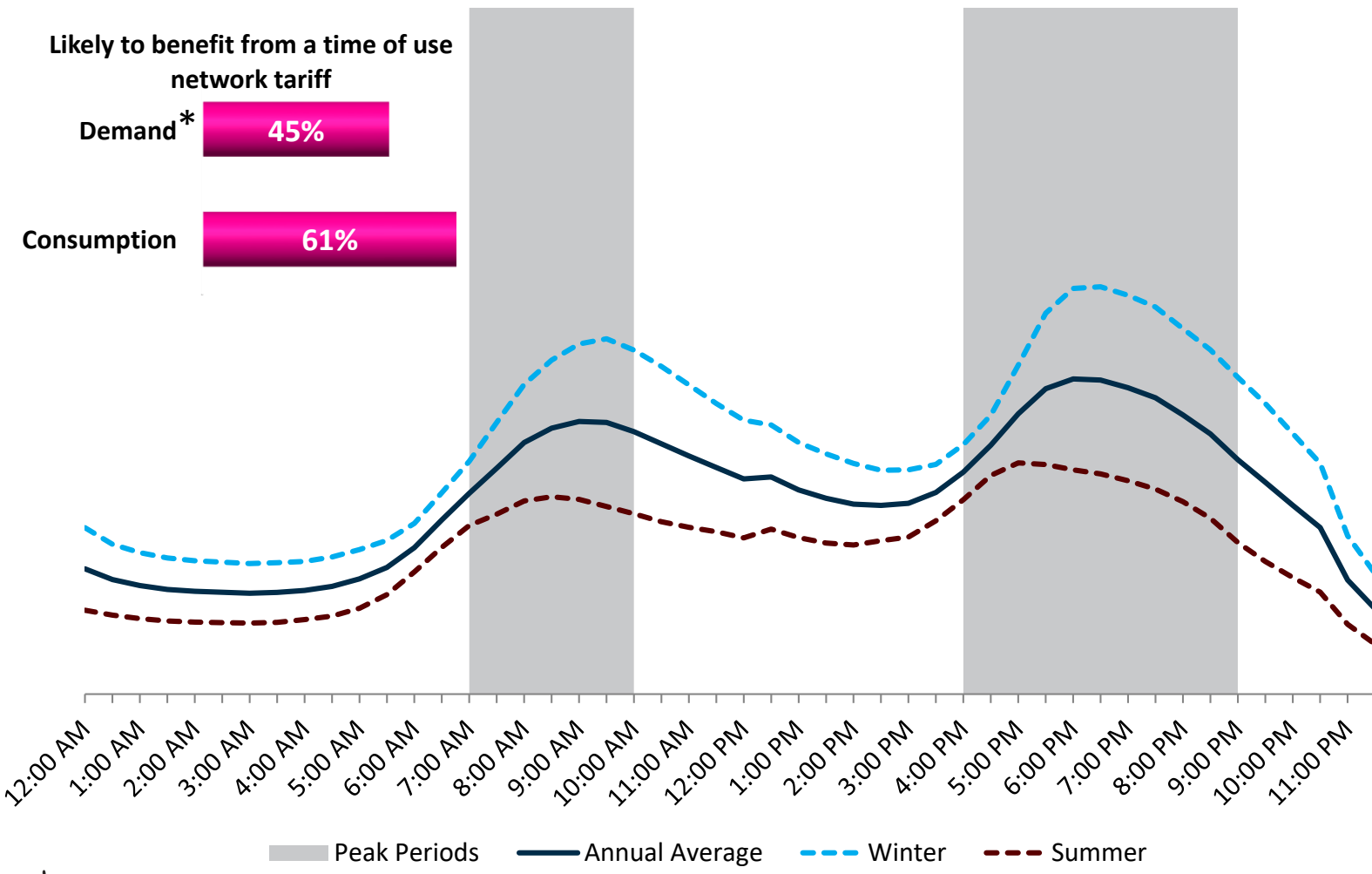


Medium annual consumption levels.

Likely to benefit from a time of use network tariff

Demand* **45%**

Consumption **61%**



Average annual network savings:
under a time of use consumption tariff **\$67**

Average annual network savings:
under a time of use demand tariff **\$117**

Electricity usage hacks for this household:

- This household is most likely to have members home during the day. If this is you, you can take advantage of the cheaper rates!
- For example, try completing your washing and vacuuming after 10am and before 4pm. These large appliances can use a lot of electricity.
- Many large appliances have a delay start option, so if you need to pop out, set your dishwasher to start during the cheaper off peak times.



Usage profile: similar peaks in the morning and evening, consumption only drops slightly during the day.

* Note: this excludes the current time of use demand tariff discount.

Small working households



Key characteristics

Household likely to be:



Small, either couples or small families.



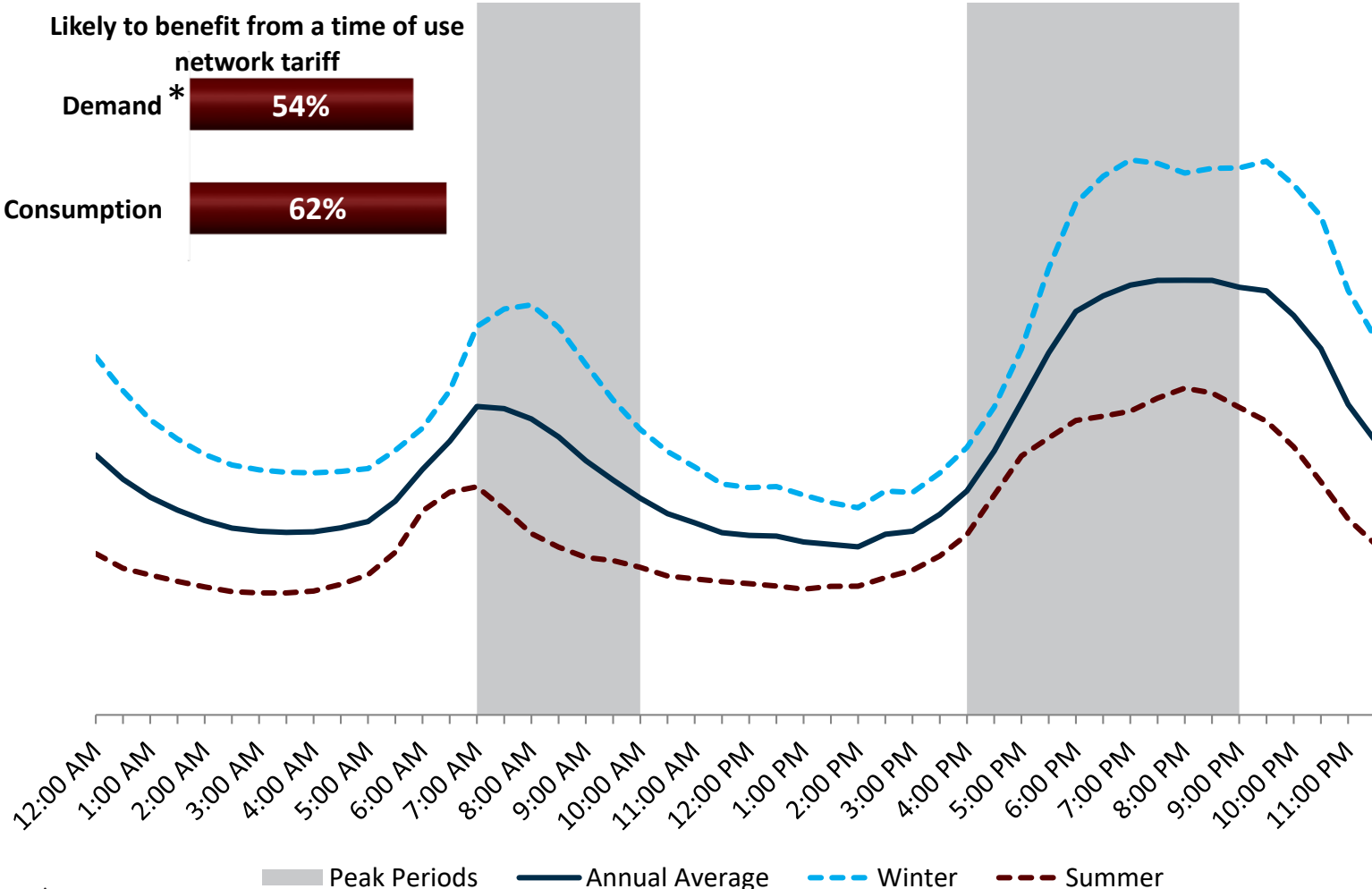
Adult members working outside of the home during the day.



Income above average.



Medium to high annual consumption levels.



Average annual network savings:
under a time of use consumption tariff

\$90

Average annual network savings:
under a time of use demand tariff

\$178

Electricity usage hacks for this household:

- This household type is most likely to own solar, if you own solar have you thought about battery technology?
- Electricity storage solutions such as batteries can store electricity during off peak times when electricity is cheaper and can be used during the peak times when importing electricity from the grid is more expensive.



Usage profile: Pronounced evening peaks, usage drops significantly during the day

* Note: this excludes the current time of use demand tariff discount.

Large stay at home households



Key characteristics Household likely to be:



Larger families (with two or more children).



Adults likely home during the day.



Most likely earning medium incomes.



High annual consumption levels.

Average annual network savings:
under a time of use consumption tariff

\$107

Average annual network savings:
under a time of use demand tariff

\$258

Electricity usage hacks for this household:

- This household has a high annual consumption which means if this is your household there are lots of opportunities to reduce your household usage.
- Often with larger families comes more appliances, but do they all need to be on at the same time? Staggering your appliances can reduce your household electricity demand.
- Is the television on with no one watching? Are there lights left on during the day?

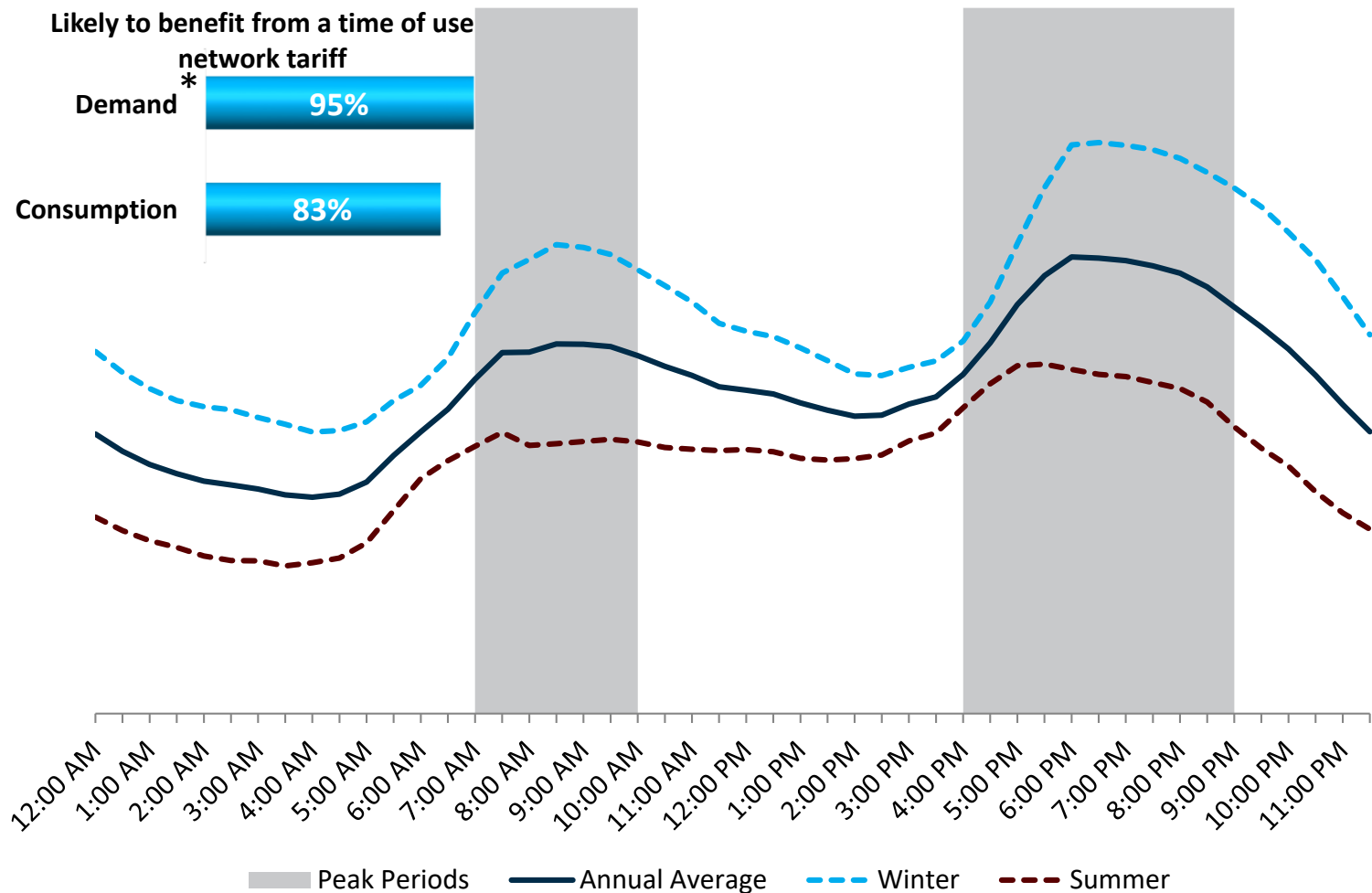
Likely to benefit from a time of use
network tariff*

Demand

95%

Consumption

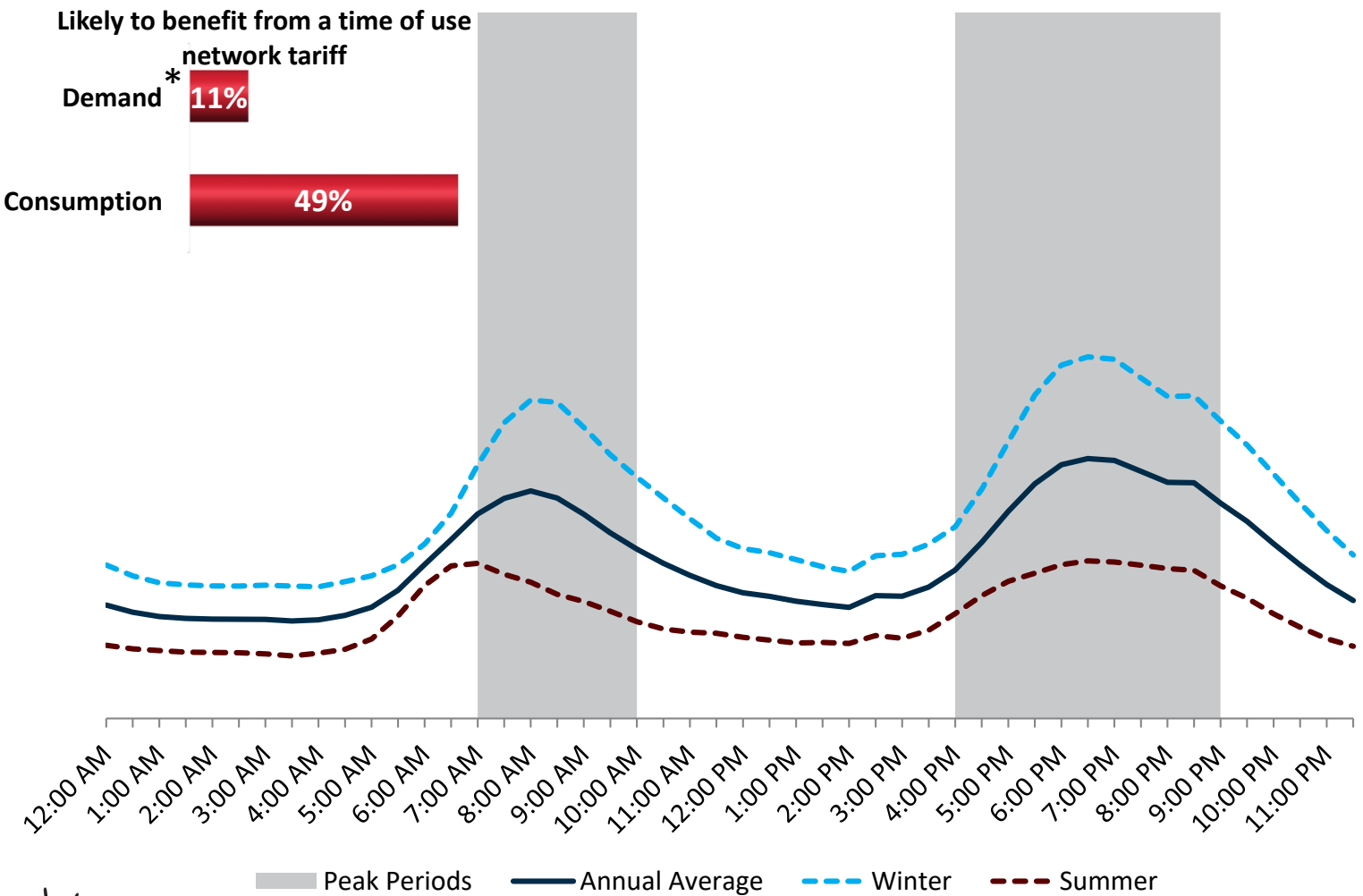
83%



Usage profile: consumption remains high throughout the day, slightly more pronounced peak in the evening.

* Note: this excludes the current time of use demand tariff discount.

Singles and/or Retirees



Key characteristics

Household likely to be:

- One or two person households (likely singles or retirees).
- Adults likely home during the day.
- Low to medium incomes.
- Low annual consumption levels.

Average annual network savings:
under a time of use consumption tariff

\$39

Average annual network savings:
under a time of use demand tariff

\$84

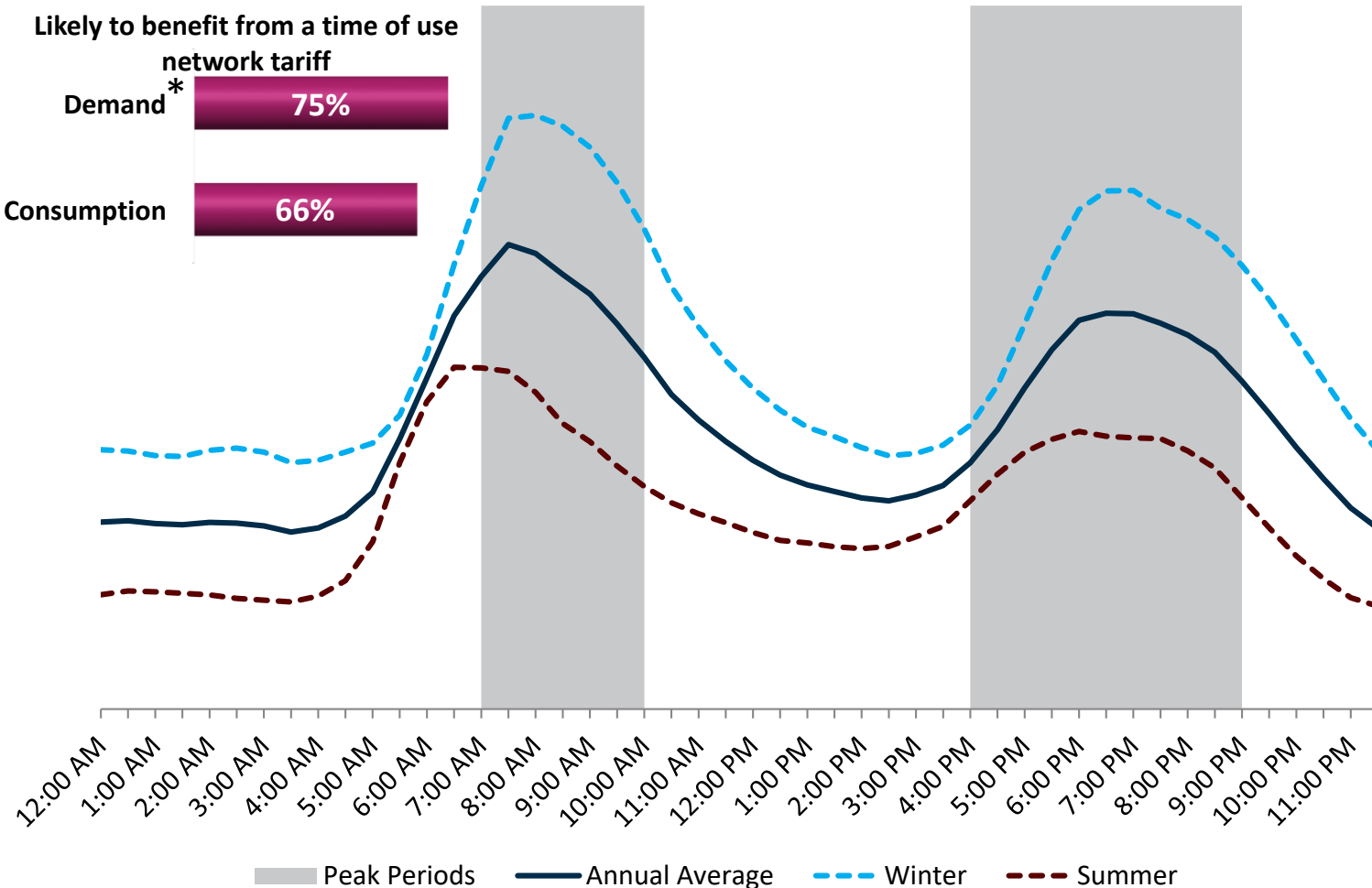
Electricity usage hacks for this household:

- While this household uses less power than other households, their peaks remain high.
- What does this mean? If this is your household try shifting your usage to the off peak times when you can take advantage of the cheaper rate.
- If you're home during the day, can you complete the dishwashing, laundry, vacuuming outside of the peak times? Or try staggering these throughout the day? These large appliances use a lot of electricity.

Usage profile: similar morning and evening peaks, and low levels of overall consumption.

* Note: this excludes the current time of use demand tariff discount.

Large working households



Key characteristics

Household likely to be:



Larger families with two or more children.



Adult members working outside of the home during the day.



Income above average



High annual consumption levels.

Average annual network savings:
under a time of use consumption tariff

\$70

Average annual network savings:
under a time of use demand tariff

\$169

Key tips for this household type

- This group is most likely to have access to additional technology.
- If this is your household, have you looked into additional devices that can help you manage your household usage? This could include timers for appliances or heating that can shift usage into the cheaper off peak times.
- There are more and more technological solutions available to help you save on your electricity bill!



Usage profile: More pronounced peak in the morning, consumption drops significantly during the day.

* Note: this excludes the current time of use demand tariff discount.

Thank you

The final emPOWERing You Trial report will be released in late 2019

In the meantime check out our website for more information

<https://www.tasnetworks.com.au/customer-engagement/tariff-reform/empoweringyou/>

