

# TasNetworks emPOWERing You Trial

# What is Pricing Reform?

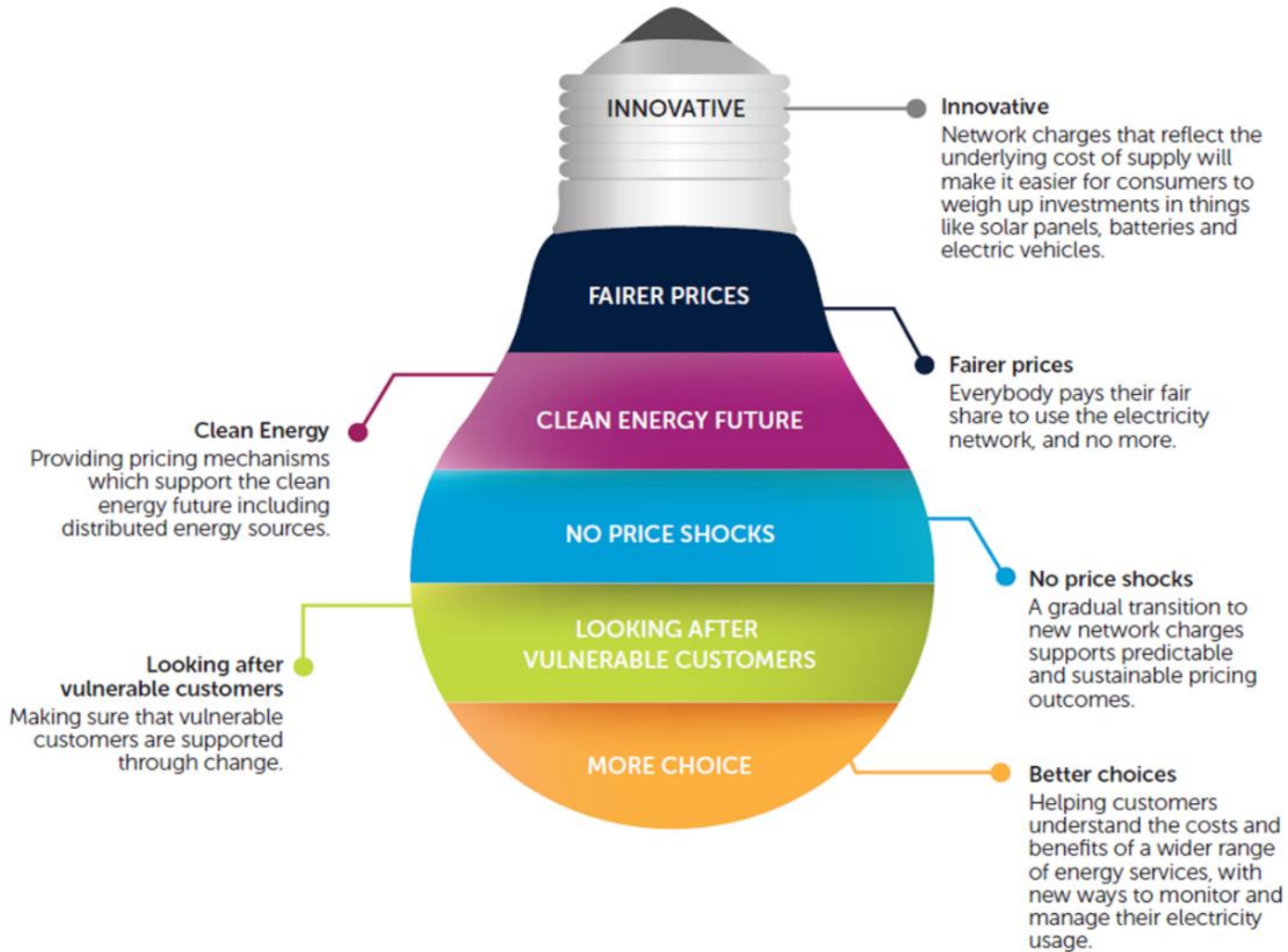
TasNetworks is on a journey of pricing reform

We are working to improve the way we price our distribution services

We build, maintain and operate our network to support peak demand

We need cost effective price signals that match customers demand and usage

# Why are we changing the way we price?



# What is the emPOWERing You Trial?

Part of our Pricing Reform Strategy



We are trialling advanced meters in 600 selected homes from the Brighton – Bridgewater area



Customer research will collect valuable data and information



The emPOWERing You Trial will help shape our Pricing Strategy



Data from emPOWERing You Trial will also assist in understanding customer impacts under different tariff structures



# Why the emPOWERing You Trial?



**Build a social license  
for pricing reform in  
Tasmania**



**Gather information  
and data to inform  
our Pricing Reform  
Strategy**



**An opportunity to  
test different  
communication  
methods with our  
customers**



**Learning opportunity**



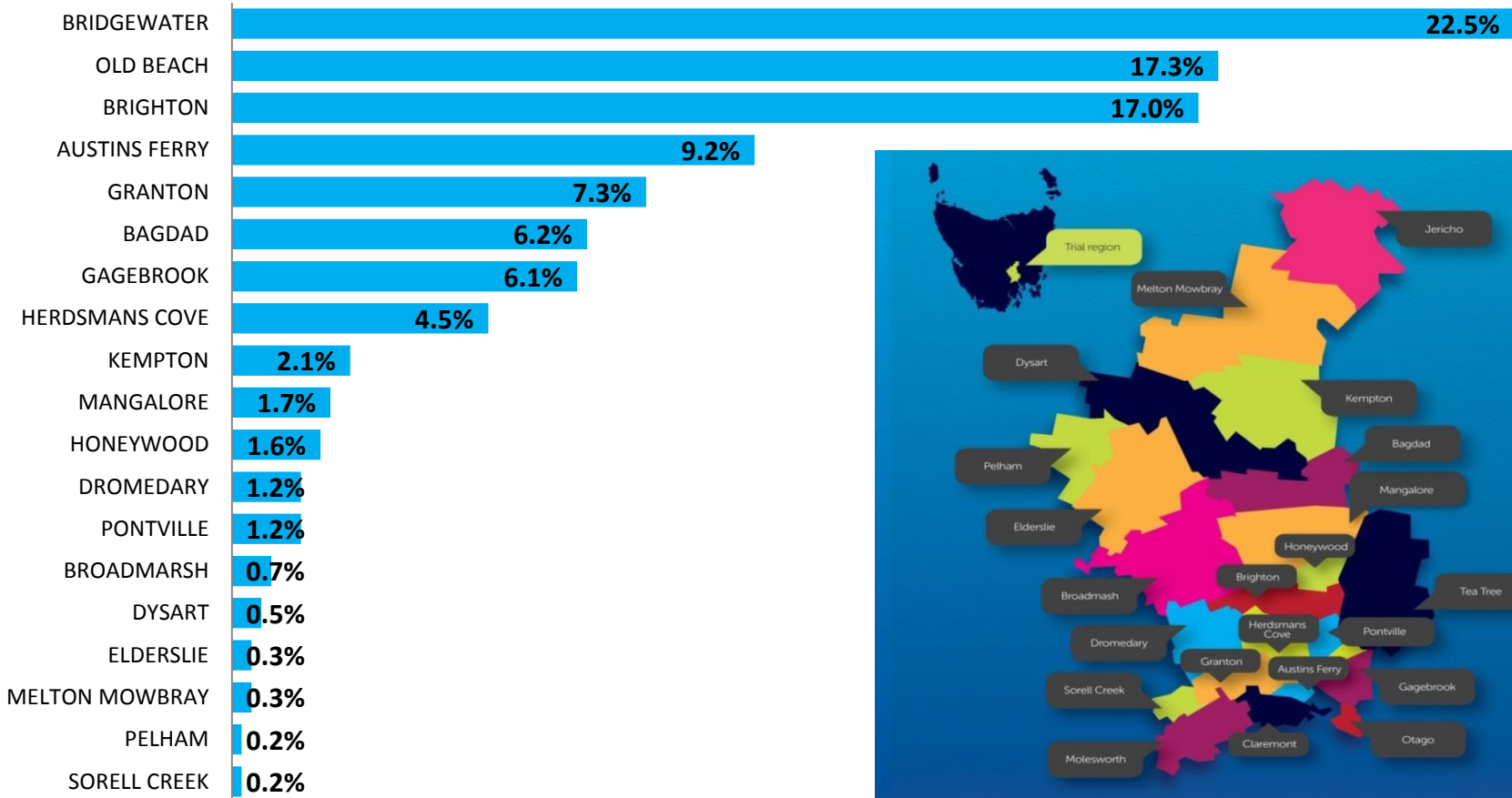
**Better understand  
customer electricity  
usage patterns**



**Assist customers in  
understanding  
pricing reform and  
build community  
awareness**

# Where is the emPOWERing You Trial happening?

## Participant household location (%)



The trial area was selected as it provides us with a **good cross section of the Tasmanian population**. We are also trying to defer future investments by **reducing peak network demand** in this area.

# Progress so far...

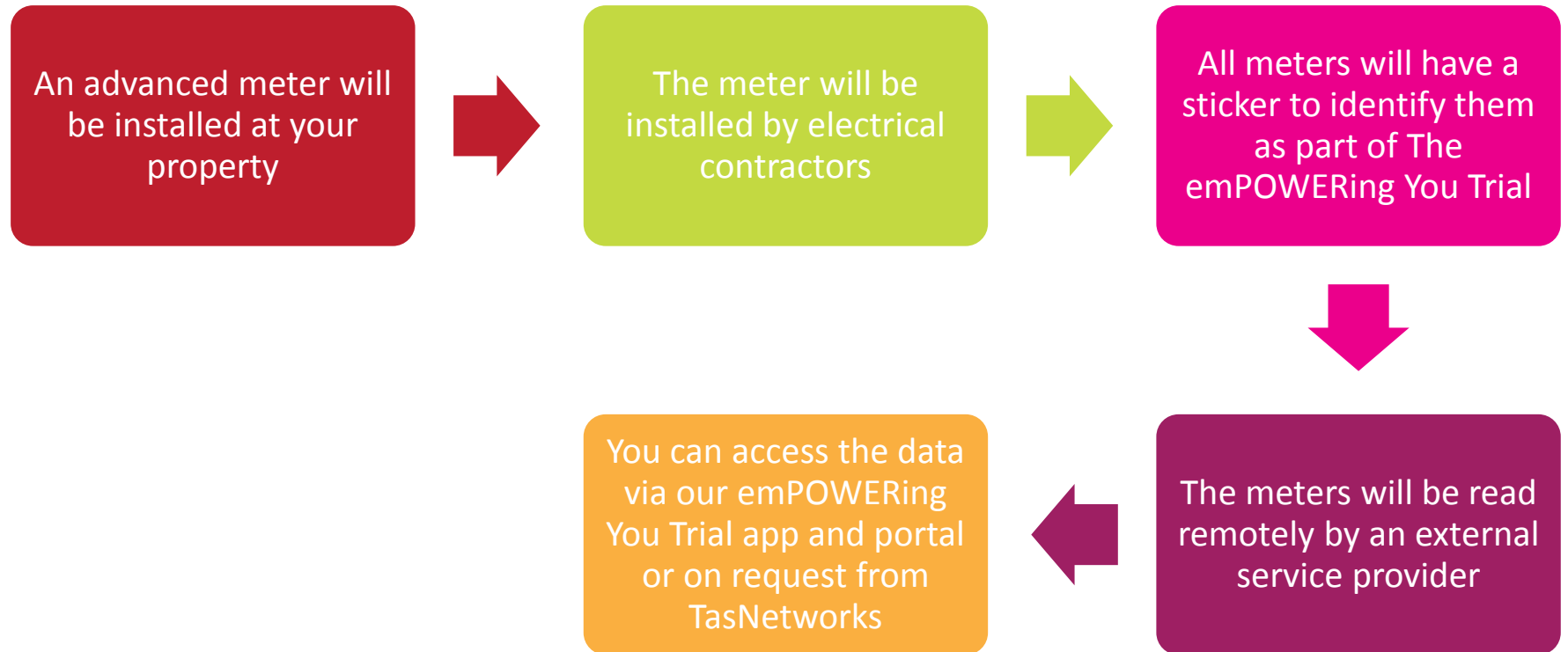


We have installed approximately 600 off-market advanced meters at residential homes in the Brighton - Bridgewater area.

We've developed an emPOWERing you Trial app and portal which allows customers to access energy usage data from their off-market advanced meter.

We're helping our customers to understand the concepts of demand and time of use by using communication tools such as our emPOWERing You Trial explainer video.

# What happens if I become an emPOWERing You Trial participant?





# How are we communicating with emPOWERing You Trial participants?

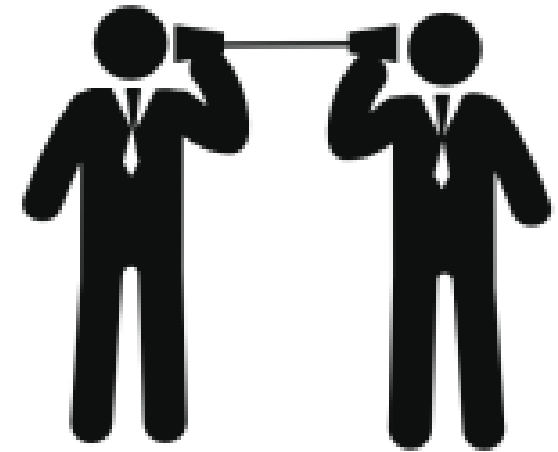
We will communicate with our emPOWERing You Trial participants using their preferred communication method – either post or email

Customer correspondence will include: a participant agreement, a welcome pack, survey's, quarterly newsletters and pricing comparisons

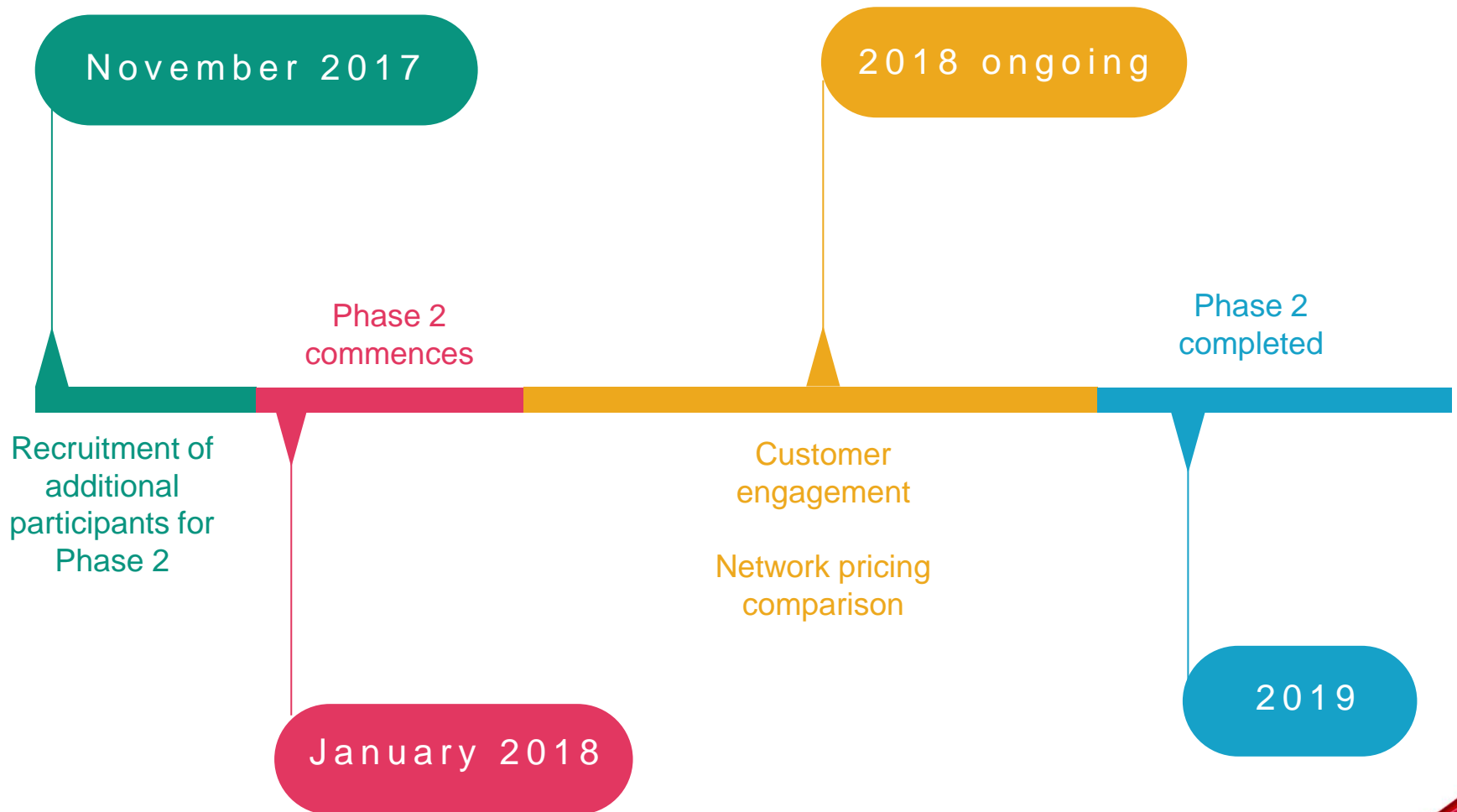
There is dedicated TasNetworks resources to answer customer calls and questions

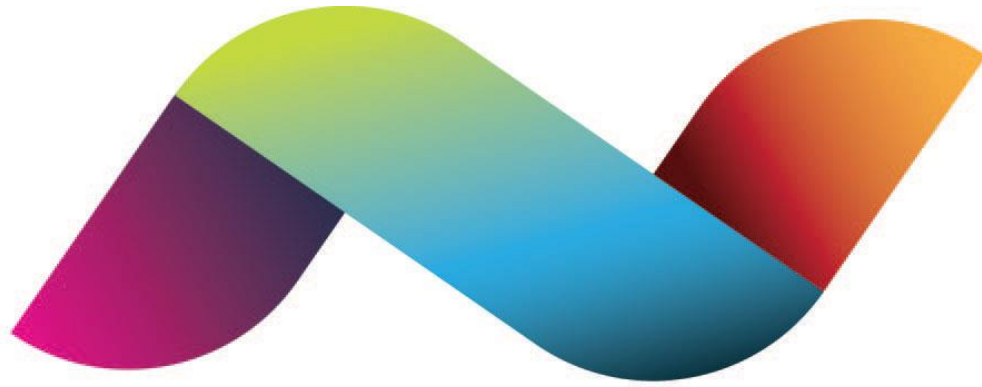
We will consider helping our customers understand more about The Trial through community events such as drop-in sessions

Focus groups and interviews will be conducted with interested participants



# What are the key dates for phase 2?





TasNetworks

Delivering your power