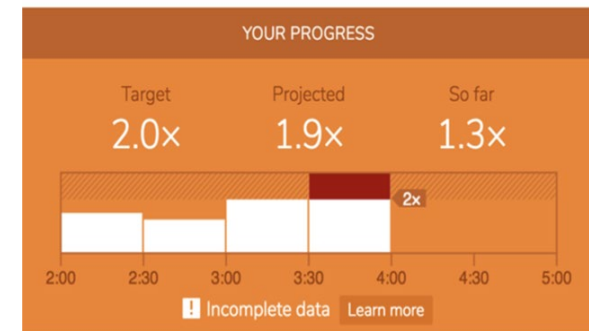


Residential Demand Response Trial



Demand Response Challenges

- ⌚ 6 DR Challenges over 2017/18 summer
- ⌚ 3 hours on hot days > 35°C
- ⌚ 613 registrations
 - ⌚ PERSONAL REWARDS
 - ⌚ COMMUNITY REWARDS
- ⌚ 40-50% Opt In per Challenge - Web Portal and APP
- ⌚ 60-70% success rate per Challenge
- ⌚ Participants were able to monitor their 30-minute interval energy consumption throughout the Challenge
- ⌚ An individualised target was calculated by using the household's average electricity consumption over the past 10 eligible days and multiplied by a standard factor of 1.8 - 2.0 (Target)
- ⌚ DR Participants that were able to maintain their household's electricity consumption below their Target were awarded 2,000 points



⚠ Never compromise your wellbeing during an event

Target A multiple of how much you typically use at this time. Try to keep the bars below the striped area.

Projected A forecast of how much you are likely to use by the end of the challenge.

So far How much you've used since we last received your data

What's the striped area? This represents how much energy you typically use during a peak period. Find out more here

[Frequently Asked Questions](#)

[Back to My Account](#)

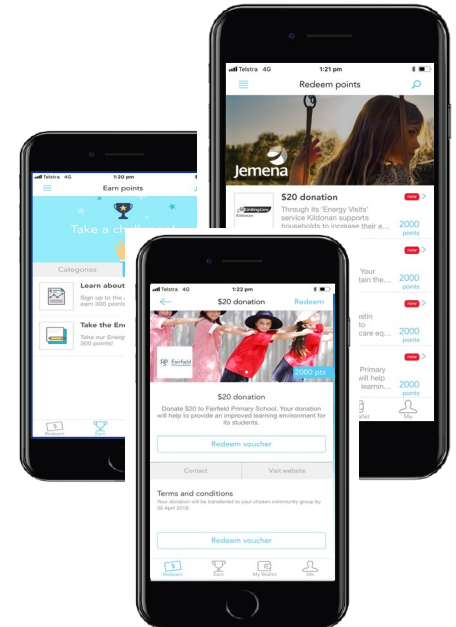
Incentives

🔌 **Community Reward Participants** could earn up to 17,225 points with the ability to donate their points to one or more of the selected community organisations:

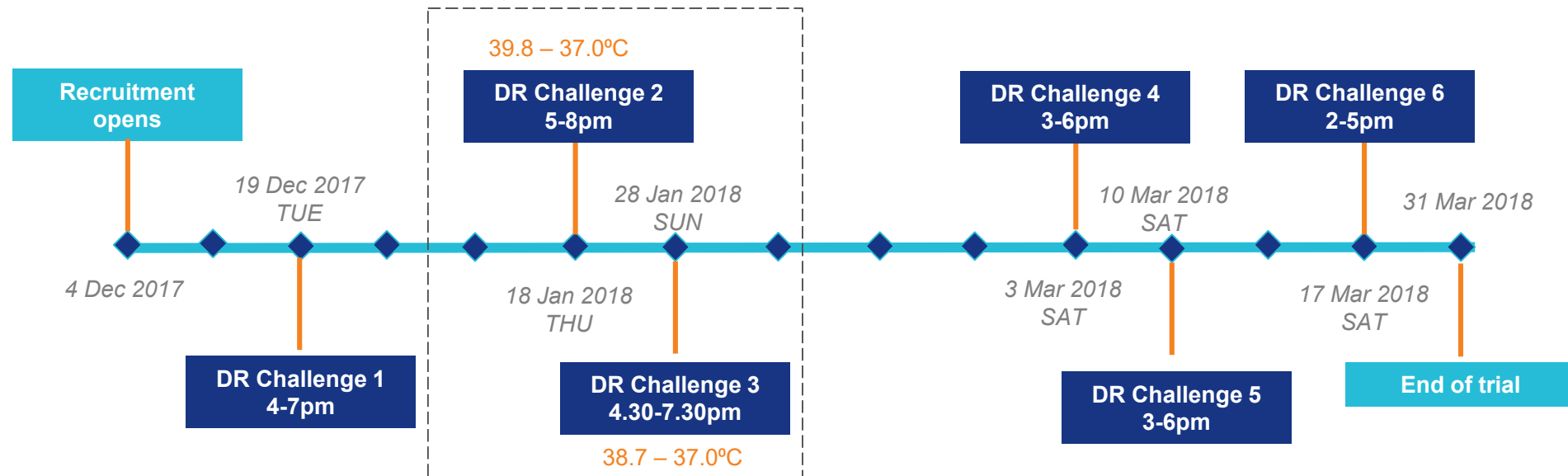
- Fairfield Primary School;
- Alphington Primary School;
- Darebin Parklands Association;
- Austin Health; and
- Kildonan Uniting Care – supporting vulnerable energy consumers.

🔌 **Personal Reward Participants** (Craigieburn) could earn up to 17,175 points with the following redeem options:

- \$30 Hoyts or Coles gift card = 3,000 points
- \$50 Visa gift card = 5,000 points
- \$100 Visa gift card = 10,000 points.



Timeline



- In between events we had Learn & Earn challenges to earn additional points and improve engagement/response/education
- Weekly Insights email (previous week consumption overview and tips)

Key findings

Network and consumer benefits

Households reduces their average peak electricity consumption from 23% to 35% during a DR Challenge

AMI meters

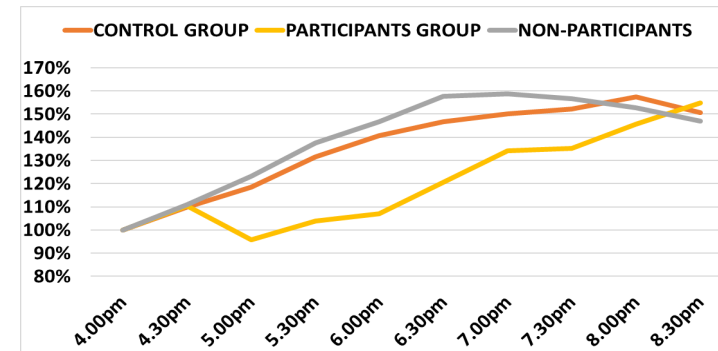
The trial demonstrated the value of the AMI meters, which were used to provide data for live feed, develop control group, set baselines and targets

Consumer attitudes

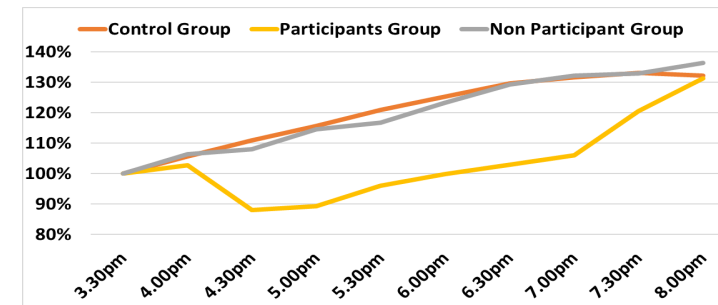
Households expressed a high level of satisfaction with the trial and reported that the trial:

- Motivated them to reduce their electricity usage. **84%**
- Helped them to save money on their electricity bill (\$5 over the period and additional \$83 average reward) **70%**
- Made Participants more conscious about conserving electricity. **86%**

Event 2



Event 3



Customer Voice



<https://www.youtube.com/watch?v=a8dg9afFeO8&t=2s>

Future plans...

- Jemena are looking at ways to continue the program (IT investment) for 2019/20 summer.
- Voluntary DR best seen as part of a suite of DM tools including tariff reform and direct load control.
- Transitioning the grid
 - Grid based device to increase hosting capacity (moving towards visibility of LV network)
 - Development of Preston Zone Substation as a smart substation (automation/device integration for DM)
 - Listening to the community to inform our future plans so that the grid supports and meets the communities needs

Summer 2018/19 program:

1. Engaging community through collaboration eg. Kildonan Uniting Care, community organisations
2. C&I DR trial – Coburg South
3. Network DM

Thank you

