



# Consumer Issues Workgroup

Progress Report  
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## Original Workgroup Objectives

- Collate demonstrable benefits through practical case study examples – “Story lines”
- Address each concern with practical solutions - “Foundation Story”
- Identify customer education initiatives
- Provide advocacy material for counter to negative stories



## Achievements

- Identified and agreed customer segments
- Sharing of information from US and international research
- Stakeholder Register and Engagement Strategy
- Framework for report
- Proposed approach



# Further Consumer Research Findings

Continuing our dialogue from last session...



Microsoft Office  
PowerPoint Presentat





## Consumer Working Group: White Paper Summary

**Purpose** This paper will outline the collective point of view of the SGA Consumer Working Group regarding anticipated consumer impacts arising from smart grid implementations in Australia.

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**Audience** Primary: Utility executives, government ministers and policy staff, consumer advocacy groups, academics  
Secondary: Media (used as briefing on facts underpinning smart grid roll-outs, and providing an understanding of the positive and potentially difficult consumer impacts of smart grid)

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**Key Thesis** In order to achieve sustainable and measurable benefits from the implementation of the smart grid, timing and alleviating potentially negative impacts to consumers are critical activities.



## Questions to answer for our paper

- Should the cost of smart meters be charged to consumers until the demand response products and utility productivity improvements are available?
- Should costs be spread to customers according to the benefit and can we make dynamic pricing voluntary?
- What work should we do prior to a smart meter rollout to identify the consumers with load profiles that will pay higher bills as a result of TOU pricing? How do we protect these customers while still rewarding those that change consumption patterns but not reward those that have not had to do anything to reduce their bills?
- What types of customer education programs will work and how can we engage community interest groups to endorse education plans?
- Who are the key stakeholders and how do we pitch to them?



## Proposed Next Steps

- Many good insights from an engaged team, however
  - Time is limited for individuals to create content
  - There is a need to collate a wide variety of ideas and converge to a single outcome
  - Draft framework created but needs significant detail
- Propose to engage a suitable consultant to interview each working group participant and produce a joint paper for collaborative review
- Suggest budget of \$50k with SGA funding \$20k from membership fees and the remainder from 6 x \$5k cash injections from SGA members



## Consumer Working Group: White Paper Process

