

# New Year, New Solutions

- Pay bills the easy way
- Gas business on the rise
- Go paperless and reduce your carbon footprint

  
**synergy**  
energy solutions you can use



Welcome to the first issue of Synergy magazine for 2010.

As we move into the New Year, we are as committed as ever to delivering tailored energy solutions and to making it easy for you to do business with us.

This issue of Synergy magazine demonstrates just some of the ways in which we are achieving those goals.

These include removing the \$5,000 limit for credit card payments, and creating Synergy EvenPay™, a new form of regular, fixed payments for businesses that prefer to pay their energy bill by instalments.

We have also introduced a new 'online billing' option, to complement eBill, Paperless Billing. Both options enable customers to review and pay their accounts electronically – a flexible and convenient solution that also supports our customers who want to reduce their environmental footprint. More information about these payment methods is available on page 6.

There is also an update on the growing demand for natural gas, and how Synergy's customers are benefiting from the opportunity to have all their energy requirements met by a single supplier.

Joondalup Resort is one of this growing number of 'dual fuel' customers, and they are already reaping significant savings as a result of the advice their Synergy Business Manager has been able to give them. See page 5 for more information.

The experience of Joondalup Resort demonstrates the importance Synergy places on partnering with its customers to help them achieve reliable and cost effective energy options from a secure and stable retailer.

Whether it is energy management advice, flexible payment options or identifying the best products to meet the growing needs of your business, the team at Synergy has the knowledge and expertise to guide you to an energy solution that works for you.

I hope you will enjoy this edition of Synergy magazine. More information about all of the products and services featured can be found at [synergy.net.au/business](http://synergy.net.au/business)

Jim Mitchell  
Managing Director

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# Pay bills the easy way

Flexible payment options are helping Synergy's business customers manage their cash flow.

"Synergy has recently introduced a range of new payment options to ensure that there is a payment system that suits every business," Synergy Product Manager, Tenneille Stone said.

"These included removing the \$5,000 cap on credit card payments thereby extending the Direct Debit payment option to all our business customers. American Express is now also included in the range of credit cards we can accept."

Under the Direct Debit option, businesses authorise automatic payment from their bank or credit card account so that their Synergy bill is paid automatically on the due date.

"Set up through the My Account facility on the Synergy website, the Direct Debit option means a customer's bill is always paid on time without them having to remember the due date. It really is a 'set and forget' option," Ms Stone said.

Synergy has also launched Synergy EvenPay™, a new payment option that complements the Direct Debit system.

Designed to help businesses manage their cash flow, EvenPay breaks down a customer's energy bill into monthly or fortnightly payments.

"EvenPay gives customers the same 'set and forget' peace of mind as Direct Debit, with the added advantage that the payment amounts are regular and fixed," Ms Stone said.

Synergy calculates a customer's EvenPay amount by reviewing previous energy use and estimating future use for the coming year.

This amount is then divided into 12 monthly, or 26 fortnightly, payments that incorporate the customer's tariff price and allow for any forecast price increases.

"This payment option can really help customers manage their costs and budget for their annual energy expenses, rather than getting a bill for an unexpected amount and having to find the money to pay it," Ms Stone explained.

For added peace of mind, payment instalments are reviewed within six months and adjusted if necessary to reflect the customer's actual energy consumption.

For full details about Direct Debit and EvenPay, go to [synergy.net.au/paymentoptions](http://synergy.net.au/paymentoptions)

## New for old at Dobbie Dico

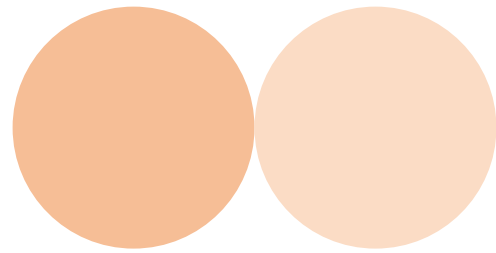
Established in 1940, the Dobbie Dico Meter Company might be one of Western Australia's oldest companies but it is far from stuck in the past when it comes to finding new, more efficient ways of doing business.

With a foundry working round the clock to manufacture iron and steel castings, the company's energy use is significant and a key cost for the business.

Paying its energy bills by Direct Debit has been a smart move, according to Dobbie Dico General Manager Frank Patroni.

"As a business it doesn't make sense for us to spend any more time than we need to on basic administrative chores," Frank said.

"By paying our energy bill by Direct Debit we have effectively automated a task that someone used to have to do manually. We can't forget to pay the bill and we don't end up with late payment fees either."



# Gas business on the rise

An increasing number of businesses are now taking advantage of the opportunity to purchase gas from Synergy.

The disaggregation of the energy market in Western Australia in 2006 introduced choice and competition into the marketplace. Since then, customers with an annual spend on natural gas of approximately more than \$4,000 have been able to purchase gas from Synergy.

“The number of customers who use Synergy as their sole energy supplier – purchasing both gas and electricity from us – has been increasing rapidly and we see these ‘dual fuel’ customers as a major growth area for our business,” Synergy Product Manager, Allen Gerber said.

While it has taken time for customer awareness to grow, gas sales are now an increasingly significant part of Synergy’s business and an integral feature of the company’s future growth.

“When Synergy was formed we were well aware that it would take time for the Synergy brand and natural gas offerings to gain consumer awareness,” Mr Gerber said.

“We were already a tried and trusted supplier of electricity, but the challenge was to demonstrate we are a business that can offer comprehensive energy solutions to our commercial customer base.”

Ironically, it was the Varanus Island gas explosion that really brought Synergy’s product offering to the fore.

“A diversified supply portfolio meant Synergy’s contracted gas customers were spared from the fall-out that followed the explosion on Varanus Island in 2008,” Mr Gerber said.

“At a time when Western Australia lost an estimated 30 per cent of its gas supply, it was, on the whole, business as usual for customers buying their gas from Synergy.

“This helped to consolidate Synergy as the supplier of choice for natural gas customers and heightened awareness among our electricity-only customers of the advantages of purchasing gas from Synergy.”

Synergy sources its gas from the Carnarvon Basin and the Perth Basin and is the only gas retailer drawing from both regions.

To help ensure the best possible outcomes for our customers, Synergy invests time meeting with all gas producers to stay across market opportunities and upcoming developments such as Gorgon, Pluto, Reindeer and Macedon. Diversification is a key risk mitigant when aiming to provide a secure supply portfolio for our customers and is top of mind in all supply negotiations.

Projects such as the Gorgon gas deal will underpin the sustained growth of the natural gas sector over the coming decades, and Synergy and our customers will be well placed to reap the benefits of that growth.

Mr Gerber said purchasing all of your business’s energy solutions from a single supplier brought a number of benefits.

“All of Synergy’s ‘dual fuel’ customers have access to our range of customer-focused products and energy-management services. There is also the obvious benefit of dealing with a single energy supplier.”

Customers who currently spend more than \$4,000 a year on gas can request a quote for their gas supply by going to [synergy.net.au/gas](http://synergy.net.au/gas)

## Cooking with gas at Joondalup Resort

Joondalup Resort has been reaping the benefits of purchasing both electricity and gas from Synergy.

As one of Perth’s most successful conference and function venues, the 70-room luxury hotel and golf resort caters for more than 100,000 visitors a year – and has an energy bill to match.

“We spend over \$600,000 a year on energy,” the Joondalup Resort’s General Manager, Wayne Carroll, said.

“Most of the energy consumption comes from the kitchen, which at any one time can be producing in excess of 600 meals. As the business has grown, so too has our energy consumption as we’ve had to expand the kitchen to cater for increased visitor numbers,” Wayne said.

Joondalup Resort hasn’t always purchased its electricity from Synergy and when its contract with its previous gas supplier came to an end Wayne was interested to see what Synergy could offer.

“Synergy worked hard to win our business and was committed to offering us a dual-fuel contract that reflected a level of service and pricing that we were happy with,” Wayne said.

“Our Synergy Business Manager Peter Lampkin has really taken the time to understand our needs and his advice has directly influenced some of our major business decisions.”

This has included providing guidance on whether to purchase a new gas or electric oven.

“Peter was able to demonstrate to us that our two existing electric 20-tray combination ovens were costing us \$8.20 an hour to run during our peak times of 8am to 10pm Monday to Friday,” Wayne said.

“By contrast, the equivalent gas oven would cost us just \$2.30 per hour. That’s a significant saving for a business such as ours and one that we wouldn’t have made if it hadn’t been for Peter’s expert advice.”

This is just one simple example of energy management advice provided by Synergy. To find out how you could save visit [synergy.net.au/business](http://synergy.net.au/business)

# Go paperless and reduce your carbon footprint

As an energy retailer that is committed to making it easy for our customers to do business with us – and one that is always on the lookout for the ‘greener’ solution – Synergy’s move to online billing is a logical step.

The company has developed a new billing option to complement eBill, Paperless Billing.

When a customer signs up for paperless billing, they’ll never receive a bill in the mail again. Rather, they’ll receive notification via email that their bill is available to view online via the My Account facility on our website.

“This system enables customers to view all of their billing history in one secure, online environment at any time,” Synergy Manager, Products, Stephen Watson said.

“It’s a solution that’s good for the environment as it saves on paper usage and it is good for our customers because it means there isn’t the worry of misplacing a paper bill and forgetting to pay it.”

Mr Watson said Paperless Billing was also a good opportunity to introduce a business to the benefits of My Account.

“My Account is an online service that lets customers view their account history, view bills and payments, monitor energy use and make bill payments in a secure environment,” he said.

An invaluable service at tax time when businesses need to total up how much they’ve spent on electricity during the financial year, My Account also lets you compare your electricity use year by year or month by month. Data is available for up to the past 12 months, in both graph and tabular formats, and can easily be copied to Excel.

“Having the My Account monitoring facility at your fingertips means businesses can see any historical peaks and troughs, and potentially plan and strategise ways to improve their load profile,” Mr Watson said.

“Visibility of your historical usage and access to this data can also give you the confidence that energy reduction measures are paying off.”

An added benefit is that My Account enables customers to view their greenhouse gas emissions – an important factor in helping them assess the impact their business has on the environment.

For larger customers whose operations may be spread over multiple sites, eBill is the ideal solution.

eBill is a comprehensive billing solution whereby bills and billing data are sent to an email address nominated by the customer.

A cover email summarises bill information and attached is a standard template containing all existing bill data. This can be uploaded to a variety of accounts payable systems.

Included in the information is data showing energy usage and charges for multiple sites, with time-of-use billing information for those sites with interval meters. The bill also shows total consumption for the group bill.

“This billing solution is ideal for customers who have multiple bill accounts and who wish to receive billing data in a flexible electronic presentation format,” Mr Watson said.

“It appeals to customers who want to monitor their energy usage, as well as reduce the time they have to spend on processing accounts.”

“We are finding that both Paperless Billing and eBill appeal to customers who appreciate the convenience of electronic or online billing and who value the environmental benefits they offer,” Mr Watson said.

To register for Paperless Billing or find out more information on eBill go to [synergy.net.au/onlinebilling](http://synergy.net.au/onlinebilling)

## Win!

Customers who switch to paperless billing or eBill before 12 March 2010 will go into a draw to win a Corporate Box\* to watch the West Coast Eagles take on Hawthorn at Subiaco Oval on Saturday 8 May 2010.

\*Prize includes attendance in a corporate box including food and beverages. Visit [synergy.net.au/competitions](http://synergy.net.au/competitions) for competition terms and conditions.



## Switch to online billing and you could win a West Coast Eagles corporate box for a day.\*

Ever dreamed of entertaining clients in your own corporate box at the footy? Now you've got the chance to do exactly that. Simply switch to your choice of eBill or Paperless Billing with Synergy and you'll not only reduce your carbon footprint – you could win a fully catered corporate box to watch the Eagles take on Hawthorn on 8 May 2010. To find out more, visit [synergy.net.au/onlinebilling](http://synergy.net.au/onlinebilling) today.

\*For full terms and conditions visit [synergy.net.au/competitions](http://synergy.net.au/competitions)

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