

2008
WINTER

synergy life

In this issue

**Better
globes,
better
globe.**



win
an energy
efficient washing
machine

synergy



Better globes, better globe

IN 2007, IN WHAT WAS SAID TO BE A WORLD FIRST, THE AUSTRALIAN GOVERNMENT ANNOUNCED THERE WOULD BE A NATIONAL PHASING OUT OF INEFFICIENT INCANDESCENT LIGHT GLOBES. NEW LIGHTING LEGISLATION WILL TAKE EFFECT IN 2009, AND THE ENSUING BAN ON INCANDESCENT GLOBES AIMS TO REDUCE OUR COUNTRY'S GREENHOUSE GAS EMISSIONS BY FOUR MILLION TONNES A YEAR BY 2015.

Homes around the world have used incandescent light globes for 125 years and while these globes have been useful in illuminating our lives, they use a large amount of energy. In fact, up to 90 per cent of the energy they consume is wasted, mainly as heat.

The good news is there's an alternative that's energy efficient and cost-effective – the Compact Fluorescent Light globe, commonly known as a CFL. CFLs are far better for the environment as they can create the same amount of light as a conventional incandescent globe using less energy. While the initial outlay to purchase a CFL is slightly more than an incandescent globe, it has a life span that's about eight to ten times longer, making the long-term cost far less. Of course, reduced energy use means lower energy bills.

CFLs vs Incandescent globes

CFLs produce far less heat than traditional globes and create the same amount of light using nearly a third of the energy.

CFLs last eight to ten times longer.

CFLs cost more to buy but can pay for themselves in lower energy bills.

Changing to CFLs can cut your lighting costs by 66 per cent.

CFLs produce less greenhouse gas emissions because they use less energy.

Less energy use means lower energy bills and the average home can save more than \$80 a year by switching to CFLs.

CFLs help you save money, as well as the environment.

Switch your globes, calculate your savings*



	Incandescent globes	Energy saving globes	Potential savings per year*
Room	Number and size	Number and size	
Kitchen	1x100W	1x25W	\$15*
Living room	2x75W	2x18W	\$23*
Study	1x75W	1x18W	\$11*
	1x60W (desk lamp)	1x15W	\$9*
Children's bedroom	1x75W	1x18W	\$11*
	1x60W (desk lamp)	1x15W	\$9*
Passage	1x40W	1x12W	\$6*
TOTAL			\$84*

Calculate your savings online now



vs



synergy.net.au/save

* Estimates based on 4 hours use per day, electricity tariff of 13.94c/kWh (inc. GST) and greenhouse intensity of 0.992kg CO₂ Information based on table produced by WA's Sustainable Energy Development Office – www.sedo.energy.wa.gov.au
Synergy recommends that you dispose of CFL's using a reputable recycler.



Smart thinking can save you money

RATHER THAN BEING OBLIVIOUS TO HOW MUCH HOUSEHOLD ENERGY THEY'RE USING, A PERTH FAMILY HAS TAKEN ADVANTAGE OF SYNERGY SMARTPOWER TO EFFECTIVELY MANAGE, AND CUT DOWN, THEIR ELECTRICITY BILLS.

When Nicolas and Treacy Meyer bought their Scarborough home seven years ago there were several features that made the house very appealing. The beachside location was one of them, as was the swimming pool, but the real estate agent also promoted the fact that the house was fitted with a SmartPower® compatible meter.

SmartPower® is a product that allows you to take advantage of variable electricity rates, depending on the time of use. By using power in the cheaper time periods, you can save on your electricity bill.

"I'd never used SmartPower before," says Nicolas, "but I grew up in a family where my parents always told me to turn off the lights when I left a room, so I was already conscious of saving electricity.

"There's no doubt that SmartPower has made me even more energy-conscious."

Saving power became even more important when Nicolas and Treacy began a family. Now with two children – three-year-old James and twelve-month-old Sacha – the couple has instigated a number of energy-saving initiatives to keep their power bill down.

"We only run the pool pump at night to take advantage of the cheapest electricity rate," explains Nicolas.

"We've bought a pool blanket as well, which means the filtration system doesn't have to run as long because the blanket reduces the amount of chemicals lost through direct sunlight and evaporation, and cuts down on leaves and debris entering the pool."

The Meyers also use the 'delayed start' timer on their dishwasher and washing machine so they turn on automatically after the off-peak commences in the

evening. With two small children, their washing requirements have increased in recent years so Treacy decided the laundry was an ideal place to display the SmartPower rate card. This way she can check and compare electricity rates relevant to the time of day, day of the week and the season.*

The cost of reprogramming a SmartPower compatible meter in a new home is \$66 for both single-phase (240v) and three-phase (415v) meters.†

In older style homes, where a compatible meter may not be installed, the cost of installing a single-phase meter is \$165 or \$615 for a three-phase meter. The price of electricity for SmartPower customer during the peak period is 25.28 cents/kWh, and during shoulder periods is between 11.32 cents/kWh and 15.42 cents/kWh. The off-peak price is 7.22 cents/kWh which is nearly half that of the current standard residential A1 flat rate of 13.94 cents/kWh.

*Times vary between Western Standard Time and Western Daylight Saving Time.

†A charge of \$240.40 will apply to install a three-phase meter.

**Not using appropriate appliances in the off-peak period may result in a higher bill.

Enjoy the benefits of SmartPower

Switch to Synergy SmartPower and the more energy consumption you can shift to off-peak periods and weekends, the more money you can save.

The sooner you switch to SmartPower the sooner you, too, can start saving.**
Call Synergy on 13 13 53 or go online to find out more synergy.net.au/smartpower



How the new energy market works for you

MOST OF US REMEMBER THE CHANGE OF ELECTRICITY BILLS FROM WESTERN POWER TO SYNERGY. TWO YEARS ON WE TAKE A CLOSER LOOK AT THE ROLES OF THE MAJOR PLAYERS IN WESTERN AUSTRALIA'S ELECTRICITY INDUSTRY.

In April 2006, as part of the State Government's energy reform program, separate companies were created from the state owned entity, Western Power. The creation of the new energy companies meant each could focus on their own area of expertise.

Generation

Electricity is generated at power stations



Verve Energy – is Western Australia's largest electricity generator. They own and operate power stations throughout the South West Interconnected System (SWIS). It is from Verve Energy that Synergy purchases the majority of its electricity to sell to our customers.

Distribution

Electricity is distributed to your home



Western Power – transmits and distributes electricity from generators to homes and businesses, and manages the transmission system.

Key functions include:

- Restoring power after interruptions
- Maintaining and repairing the 'poles and wires'
- Bringing electricity to new areas and developments

We love to help

Call us on 13 13 53 (7am-7pm Monday to Friday) to find out more information about any of our products or services or visit synergy.net.au

Synergy

Synergy is your specialist energy retailer



Synergy – we purchase electricity from power generators like Verve Energy and have it transported to you over Western Power's network of 'poles and wires', so you have access to the energy needed for your lifestyle.

We can help you with:

- Arranging connections and disconnections when you move home
- Advice on the best Synergy products when building a new home
- Billing inquiries
- Payment options
- Advice on how to be more energy efficient
- Options to be more environmentally friendly

At Synergy we are committed to you. That's why we have developed customer focused products and services to help you manage your energy consumption and to help make your experience as hassle free as possible.

Our range of products and services include:

- Information and advice to manage your energy consumption
- Easy payment options such as Direct Debit
- Synergy SmartPower®
- Green energy options such as EasyGreen® and Synergy NaturalPower®
- View your usage online with My Account
- Energy calculators and energy saving tips on our website
- A specialist New Connections team for new home builders



Our interactive and easy-to-use website tools can help you find ways to save on your electricity bill by providing easy-to-implement energy saving tips and advice. To find out more visit synergy.net.au/calculator



How to be high tech and energy smart

IN THIS MODERN AGE OF FANCY GADGETS AND GIZMOS, WE ARE USING MORE ENERGY IN OUR HOMES THAN EVER BEFORE. BUT WITH A BIT OF KNOW-HOW UNDER OUR BELTS WE CAN REDUCE THAT CONSUMPTION WITHOUT SACRIFICING OUR LIFESTYLE.

There's no denying Australians love their electronic devices, and we are constantly being encouraged by manufacturers to update and up-size everything from our televisions to our laptop computers. But with the use of additional electronic appliances comes a higher consumption of electricity.

You might be surprised at just how many electronic products you have in your home, and if you are like many households there may be multiple versions of the same device.

A number of these electronic gadgets and gizmos are not energy star-rated and there is often little information on how much each of the products cost to run. Thankfully, televisions – one of the biggest electricity users in the consumer

electronic market – are expected to carry energy rating labels by mid-2009, so consumers will know which models are the best performers in the energy stakes.

With the average Australian home having between two and three televisions and the consumer preference being for larger screen sizes, many householders are noticing a dramatic increase in their energy bills. In fact, a Plasma TV (107cm) used five hours every day can add as much as \$80 to \$100 to your annual energy account.

Of course there's more to in-home entertainment than just TVs. A large number of households have a stereo system and there can be three or four separate energy-drawing components,

including equalizers and amplifiers, subwoofers and CD players. There's also often a portable music system (iPod, MP3 or portable CD player) plus a video camera, DVD player, game console and set top box.

Another electronic product that can affect your energy bill is the home computer. But many people are not aware the energy consumption of a personal computer with a 'cathode ray tube' or CRT monitor can exceed most of the common laundry appliances such as clothes dryers and washing machines.



Did you realise?

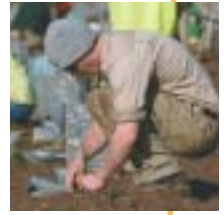
Every electronic device needs electricity to function and any product with a tiny light or constant digital display (such as a clock) consumes power even when it is not operating. Standby power is the most silent energy user of all and accounts for nearly 11 per cent of Australia's residential electricity consumption, so remember to switch off your electronic devices at the wall when not in use.

Say goodbye to high bills, conduct an Energy Audit

Use our online energy calculator to estimate how much your electronic devices are costing you to run. To see how you could reduce your electricity bills visit synergy.net.au/calculator to find tips and advice on ways to reduce your energy consumption.

So what do we do? While it's unrealistic to change our lifestyles completely, why not try adopting some, or all, of the following energy-saving tips to reduce power consumption and save money at the same time:

- When purchasing new products, select those that have a permanent 'off switch' to reduce standby power consumption.
- If buying a big-screen television, do your research first. Ask the retailer or contact the manufacturer for details on the item's energy consumption.
- If an appliance or electronic device uses an adaptor or charger, such as a mobile phone or digital camera, you can tell if it's still drawing power when the device is switched off by feeling if the adaptor is still warm.
- If you use power boards, choose those with individual on/off switches so you can turn off items that are not in use.
- Disconnect and pack away electronic devices that you don't use such as the spare television and outdated video tape player.
- Nominate one central power socket for charging all devices. This way you can check it regularly and turn it off (at the wall) as soon as charging is completed.
- And remember to always turn all your electronic devices off at the wall when not in use.



Keeping it green

AT SYNERGY WE KNOW THE ELECTRICITY WE PROVIDE IS ESSENTIAL TO EVERYDAY LIFE, BUT JUST AS IMPORTANT IS OUR COMMITMENT TO CARE FOR OUR GREATEST NATURAL ASSET OF ALL – THE ENVIRONMENT.



Members of the Great Gardens team
L to R: Garry Heady, Chris Ferreira, Sabrina Hahn, Peter Coppin, John Colwill, John McWilliams, Tim Lawrence. Missing from photo: Jason Menzies.

Synergy is proud to be a sponsor and supporter of Landcare Australia, which has been helping to protect and repair our environment for almost 20 years. This highly successful not-for-profit organisation operates as a unique partnership between community, government and business. There are now more than 4000 volunteer community care groups (Landcare, Rivercare, Coastcare) tackling environmental issues in every corner of Australia.

One of our most recent collaborative efforts with Landcare is the development of the Synergy Energy Efficient Workshops, in partnership with and run through the *Great Gardens* program. *Great Gardens* has been a huge success since its inception in 2003, with more than 22,000 people having taken part in 234 workshops held throughout Perth and the South West.

Diary Dates

If you're interested in attending an upcoming Synergy Energy Efficient Garden Workshop, you can register online at synergy.net.au/garden

Seats are limited.

While past workshops have focused on ways to help Western Australian gardens thrive, they have also highlighted the importance of sustainable gardening practices that can save time, money and water. Now, with Synergy's support, the Great Gardens team is running a number of energy efficient workshops that will ensure you see your garden through very different eyes.

With a focus on using your garden as a 'natural air-conditioner', the workshops will show how your choice of plant, and where you plant it, as well as your location of paving and pergolas, can influence temperatures inside your home. You will discover all the tips and tricks of using garden design and plant selection to slash your power bills by keeping your home

naturally cooler in summer and warmer in winter. There will also be information on power-wasting appliances, passive solar building design and numerous renewable energy options such as solar and wind power. And, best of all, our sponsorship of these workshops means your attendance is free.

Through these community initiatives, our 'green' energy options (such as EasyGreen® and Synergy NaturalPower®) and the energy-saving advice we provide our customers, we are striving to make a cleaner, greener environment in which we all can live.

To find out more about Synergy's energy efficient tips visit synergy.net.au/save



WIN an energy efficient washing machine

For your chance to win a washing machine with a 5 star Energy Rating* valued at \$2899 simply call **1900 999 666**†.

For full terms and conditions please visit synergy.net.au/competitions

*Energy Rating is a joint initiative of Commonwealth, State and Territory government agencies.

†Service is provided by Active Call. Calls made from a landline are no more than 55 cents, while those made from mobiles, in STD areas and public phones attract higher rates.

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competition winners 2007

Walter & Mary Arrow,
Doubleview

won their electricity free for a year

M McDermont, Subiaco
won a 7-piece garden
dining setting

synergy