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SUMMER

synergy

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Synergy prides itself on being a customer focused energy retailer, providing solutions to meet the needs of your business.

In light of the Varanus Island gas explosion, and more recently, the global financial crisis, it is important for all businesses to consider their energy requirements, and at Synergy, we are keen to provide the solutions which meet your needs.

Synergy has developed a diverse and flexible energy supply portfolio, incorporating alternative fuel sources, in order to address the significant issues of security, price and sustainability. In addition, Synergy is developing its carbon offering, commencing with the planting of 6.5 million trees from which it will acquire carbon permits under the proposed Carbon Pollution Reduction Scheme. This means in the future, Synergy can offer electricity with a lower net carbon footprint that will potentially reduce customers' exposure to volatile and potentially increasing carbon dioxide prices.

In this edition, we profile tools to help you manage your energy use. Energy Challenger and My Account are two tools offered by Synergy for businesses to assess and monitor their energy use, and manage their costs and impact on the environment.

Energy is an essential requirement for every business, and a significant cost for many. However, by using some simple tools and strategies, you can be confident your business is using energy efficiently.

This edition of our magazine also highlights the ways in which businesses can save money on their gas bill by switching to Synergy, and we feature the Red Cray Seafood and Grill Restaurant about the benefits it enjoys as a Synergy gas customer.

Given the significant changes in the industry over recent years, we also recap on the role Synergy plays in today's more competitive energy market.

With the challenges facing business today, Synergy has the energy, enthusiasm and experience to serve the energy needs of your business today and into the future.

“Energy is an essential requirement for every business...”

Dual fuel on the menu

THERE'S NO NEED TO GRILL THE OWNERS OF THE RED CRAY ABOUT THE BENEFITS OF BUYING GAS FROM SYNERGY – THEY'RE MORE THAN HAPPY TO HIGHLIGHT THE ADVANTAGES THEIR RESTAURANT BUSINESS ENJOYS.

Reduced paperwork, cost savings and the efficiencies associated with dealing with the one supplier for both gas and electricity top the list.

“There have definitely been benefits in terms of amalgamating electricity and gas with the one supplier,” said Gurpreet Singh, manager and joint owner of the Red Cray Seafood & Grill Restaurant in Belmont.

The Red Cray started buying its gas from Synergy a year ago. It joined other Perth enterprises making the switch to Synergy after a change in

regulations allowed Synergy to sell gas to businesses spending approximately \$4,000–\$16,000 a year on gas (using between 0.18–1.0 terrajoules annually).

The popular restaurant, on Great Eastern Highway, also buys its electricity from Synergy, making it part of a fast-growing group of Synergy ‘dual-fuel’ customers.

Red Cray chef and joint owner Jag Singh and his team produce approximately 900 meals a week, specialising in dishes showcasing fresh Western Australian seafood.

Started five years ago, the eatery has gained a fine reputation for its signature crayfish dishes, not to mention its juicy steaks and tasty pastas.

As business has grown over the years, so too have the restaurant's energy costs.

Synergy drew up a personalised quote for the Red Cray, which combined with easy access to a range of Synergy energy management services offered an attractive energy package for the restaurant.

As one of the State's largest fuel buyers, Synergy is able to leverage its buying power on behalf of its customers.



New energy market: two years on

MOST OF US REMEMBER WHEN SYNERGY BECAME THE NEW NAME ON OUR ELECTRICITY BILLS. TWO YEARS ON, WE RECAP ON THE ROLES OF THE MAJOR PLAYERS IN DELIVERING ELECTRICITY TO BUSINESSES LARGE AND SMALL THROUGHOUT WESTERN AUSTRALIA.



In April 2006, as part of the previous State Government's energy reform program, Western Power was divided into four separate companies that could focus on four separate areas of expertise — generation, distribution, energy sales and regional energy.

Verve Energy is Western Australia's largest electricity generator. It owns and operates power stations throughout the South-West Interconnected System (SWIS). It has five major power stations — Muja, Collie, Kwinana, Cockburn and Pinjar — and wind farms at Albany and Esperance.

Western Power transmits electricity to businesses and homes throughout the SWIS. Its key functions include restoring power after interruptions and maintaining the 'poles and wires' needed to distribute electricity. It is also responsible for bringing electricity to new areas and developments.

Horizon Power is the regional business responsible for the generation, distribution and sale of electricity in areas outside of the SWIS.

Here at Synergy, we procure and sell electricity to more than 900,000 businesses and homes throughout the SWIS, from as far as Kalbarri to the north, Kalgoorlie to the east and Albany to the south.

- We help you with connections and disconnections when you move your business to a new site, advise you on the best energy products for your business, answer billing enquiries and provide payment options.
- We sell natural gas, with many companies and organisations enjoying the benefits of buying both their electricity and their gas from us.
- Our customers have access to a range of useful products, energy-management services and advice.
- We also advocate for our customers, liaising on your behalf when it comes to generation, transmission, distribution and metering issues.
- We work with Government, regulators and other key external bodies on energy-related matters.
- Above all, we are constantly refining our range of products and services, from data management and energy-use assessments, to billing reports and products to help you meet today's energy-efficiency and environmental challenges.
- We buy electricity from Verve Energy and other generators, and it is transported to your business premises over Western Power's network of poles and wires.



Save energy, save money

KEEPING AN EYE ON ENERGY CONSUMPTION CAN BE A CHALLENGE BUT SYNERGY HAS THE SERVICES AND KNOW-HOW TO HELP.

EFFECTIVE ENERGY MANAGEMENT HELPS KEEP BUSINESS COSTS DOWN, BUT JUST AS IMPORTANTLY IT HELPS THE ENVIRONMENT.

As a Synergy customer, a wealth of expert knowledge and advice is at your fingertips so you can maximise your hard-earned profits and do your bit to help WA's drive for energy efficiency.

For example, did you know:

- » In a small business, heating accounts for a third of typical energy costs.
- » Well-designed premises can reduce cooling and heating requirements by at least 50 per cent.
- » Reducing the heat generated by items such as lighting and equipment can result in a double energy saving. Not only is the energy used by the equipment reduced, but the reduced

cooling requirement can result in an energy saving of up to 40 per cent.

- » Not only can efficient lighting mean big energy savings, but it can also mean less maintenance, lower replacement costs and a reduced heat load for your air-conditioning.

Even small changes can make a big difference and an easy-to-use energy-saving guide is provided on the Synergy website at synergy.net.au/business. Look for the SmartWays To Save link.

There are also case studies and links to even more detailed information, including advice on developing an energy-management plan and motivating your staff to be energy-conscious.

HERE IS A SELECTION OF HANDY TIPS TO MAKE SURE YOUR STAFF ARE HELPING YOU SAVE ENERGY:

Encourage your employees to dress appropriately for the season.

Check all heating is turned off at the end of each day, especially before weekends.

Make sure doors to rarely-used rooms, storerooms, toilets and passageways are closed.

Turn appliances and lights off when not required

Make sure dishwashers are fully loaded before using.

Make the most of indirect sunlight through windows or skylights.

Try scheduling photocopying in batches so you can leave the equipment switched off much of the time.

Select an energy-efficient laptop and ensure power saving features are enabled.

Tools of the trade

WHEN YOU'RE BUSY LOOKING AFTER BUSINESS, TOOLS TO MAKE ENERGY MANAGEMENT EASY CAN BE INVALUABLE, SAVING YOU TIME AND MONEY.

SYNERGY HAS DEVELOPED A NUMBER OF PRODUCTS AND SERVICES DESIGNED TO TAKE THE HASSLE OUT OF MONITORING AND MANAGING YOUR ENERGY CONSUMPTION.

MY ACCOUNT

Synergy's suite of free energy management services includes My Account, an online service for you to see your electricity account history, view your bills and payments, monitor your electricity use and make bill payments in a secure environment.

My Account lets you compare your electricity use year by year or month by month. Data is available for up to the past 10 years, in both graph and tabular formats, and can easily be downloaded to Excel.

Having the My Account monitoring facility at your fingertips means you can quickly react to any unanticipated peaks in usage. Instant access to usage data can also give you the confidence energy reduction measures are paying off.

My Account also lets you calculate your greenhouse gas emissions — an important factor in helping you assess the impact your business has on the environment.

Customers registering for My Account before 1 March 2009 could win \$1000 off their energy bill. See the back page for more details.

ENERGY CHALLENGER

Energy Challenger is a free online energy analysis programme to help you identify ways to cut your energy bills.

Available in WA exclusively to Synergy customers, this comprehensive 'yes/no' assessment takes only 15 minutes or so to complete and instantly provides a printable report tailored to your business.

Your customised 'action plan' will provide you with an at-a-glance summary of how

you can reduce energy use. There are also useful links to further information to help get you started.

The report provides an immediate overview of your current energy management status and includes a benchmark for your industry. This means you can see how your business stacks up against others in your field when it comes to managing energy needs.

ENERGY ADVANTAGE

For a complete look at cutting energy bills and helping the environment, many businesses are investing in an Energy Advantage audit.

Our energy management experts will visit your premises and talk to you and your staff, gaining a complete picture of your energy usage.

We'll review your energy-using processes, assess opportunities to save energy and greenhouse gases, develop energy consumption indices and benchmarks, analyse load profile and recommend solutions to help you save on your energy bill.

To find out more about any of Synergy's energy management services, call 13 13 54.





Log on to My Account
and take control
of your energy use.

Win \$1,000 off your electricity bill.*

Synergy's 'My Account' is a free and easy-to-use online service which allows you to instantly see the energy use of your business, compare your electricity use with previous months, and calculate your likely greenhouse gas emissions. And if you register for My Account any time between 1 December and 1 March, your name will automatically be entered into our draw to win \$1,000 off your electricity bill. For your chance to win simply visit synergy.net.au/myaccount and register for My Account today.



*Refer to our website for terms and conditions.