

Synergy launches two new energy efficiency products for Perth Solar City

Synergy has developed two exciting new products that are designed to help customers save energy by changing the way they use electricity and reduce their energy bills.

The products will be trialled by Synergy as part of Perth Solar City, a \$73.5 million Australian Government initiative designed to help communities change the way they produce, use and save energy.

As a consortium member of Perth Solar City, Synergy will be calling upon Perth Solar City's Smart Meter customers to participate in ACT – air-conditioning trial – a direct load control initiative designed to assist customers to reduce their air conditioning use, help reduce network peaks and to pass on savings to the customer.

Synergy will also be calling on customers within the Eastern Metropolitan Regional Council (EMRC) to trial PowerShift, a three part time of use product which will positively encourage changes in electricity consumption patterns.

Synergy Managing Director, Jim Mitchell, said ACT and PowerShift are exciting products which aim to prepare customers for a changing energy landscape.

“Electricity prices have significantly increased in the last two years and to help mitigate the impact, Synergy wants to deliver the right products and services to help customers change their energy consumption behaviour and save money.

“First to be trialled as part of Perth Solar City is ACT, that will test a demand response enabling device (DRED) which will be installed on or near a customer's air conditioner. This will allow Western Power to interrupt or reduce the appliance's consumption of power during times of system peak – with little impact to the customer's comfort levels.”

“Air conditioners put pressure on the electricity network during peak periods and through this trial we can demonstrate the positive impact customers can have with minimal impact on their households comfort.”

Synergy is offering a \$200 financial incentive to customers who participate in ACT over a two year period.

The next product to be trialled is PowerShift, which aims to decrease electricity consumption in peak periods and decrease the ratio between peak and off peak usage.

“Simple changes,” explained Jim, “such as shifting the use of appliances like washing machines and dishwashers to before 7am and after 10pm, can result in sizeable household savings. An average household in the trial area could save around \$120 per year by shifting approximately 45% of their consumption to off-peak on the PowerShift product”

“We have developed an on-line calculator to assist customers see if PowerShift will help them save energy, and customers are encouraged to visit synergy.net.au/powershift to find out more.”

Synergy is piloting a complimentary product, In Home Displays (IHD) which will be launched later in the year. It will provide a visible pricing signal to customers and will allow them to monitor their energy use and accordingly change behaviour to reduce consumption and cost.

If you live in the EMRC and would like to find out more, call Synergy on 1800 729 265

Background: Perth Solar City

Perth’s Eastern region is home to Perth Solar City and includes the Shire of Kalamunda, Town of Belmont, Shire of Mundaring, City of Swan, Town of Bassendean and Town of Bayswater.

Perth Solar City is part of the Australian Government’s \$94 million Solar Cities Program.

Residents in Perth’s Eastern region will gain access to free home eco-consultations, valuable discounts off solar hot water and solar PV systems and take part in other energy saving initiatives.

Western Power is leading the Perth Solar City program and is supported by a Consortium of industry leaders including the Botanic Gardens and Parks Authority, the Eastern Metropolitan Regional Council (EMRC), Mojarra Prospero Productions, Solahart, SunPower and Synergy.

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