



Government of Western Australia  
Energy Policy WA

# Household Energy Efficiency Scheme

## Online Public Forum

2 December 2021

Working together for a  
**brighter** energy future.

# Welcome and opening remarks

**Kathryn Barrie**

Director, Strategic Energy Policy  
Chair, Household Energy Efficiency Scheme Steering Committee  
Energy Policy WA

# Agenda



01.  
Opening  
remarks



02.  
Program  
overview



03.  
Synergy  
pilot  
program



04.  
Horizon  
Power pilot  
program



05.  
Question  
time



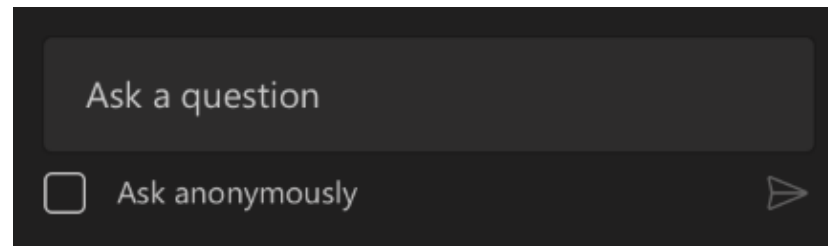
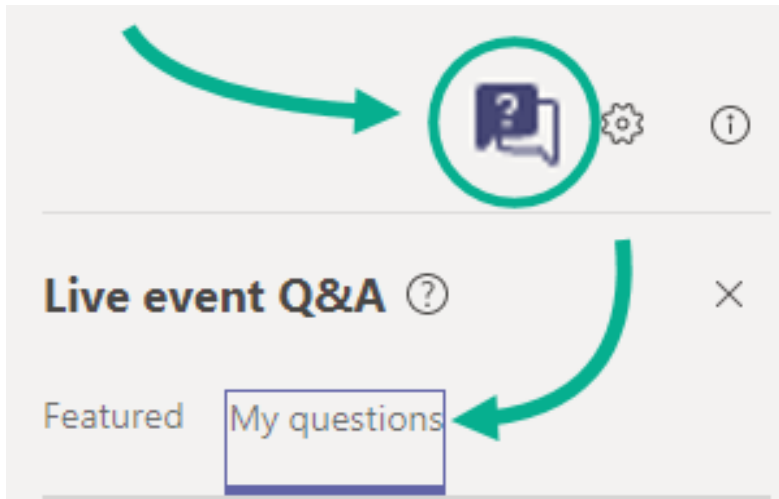
06.  
Next steps

# Crowdsourcing questions

To maximise our Q&A session, we are making it easier for attendees to decide which questions you would most like answered

*Please note that questions will be moderated and reviewed by Energy Policy WA*

## Asking a question

A dark-themed form for asking a question. It features a text input field with the placeholder text 'Ask a question'. Below the input field is a checkbox labeled 'Ask anonymously'. To the right of the checkbox is a right-pointing arrow icon.

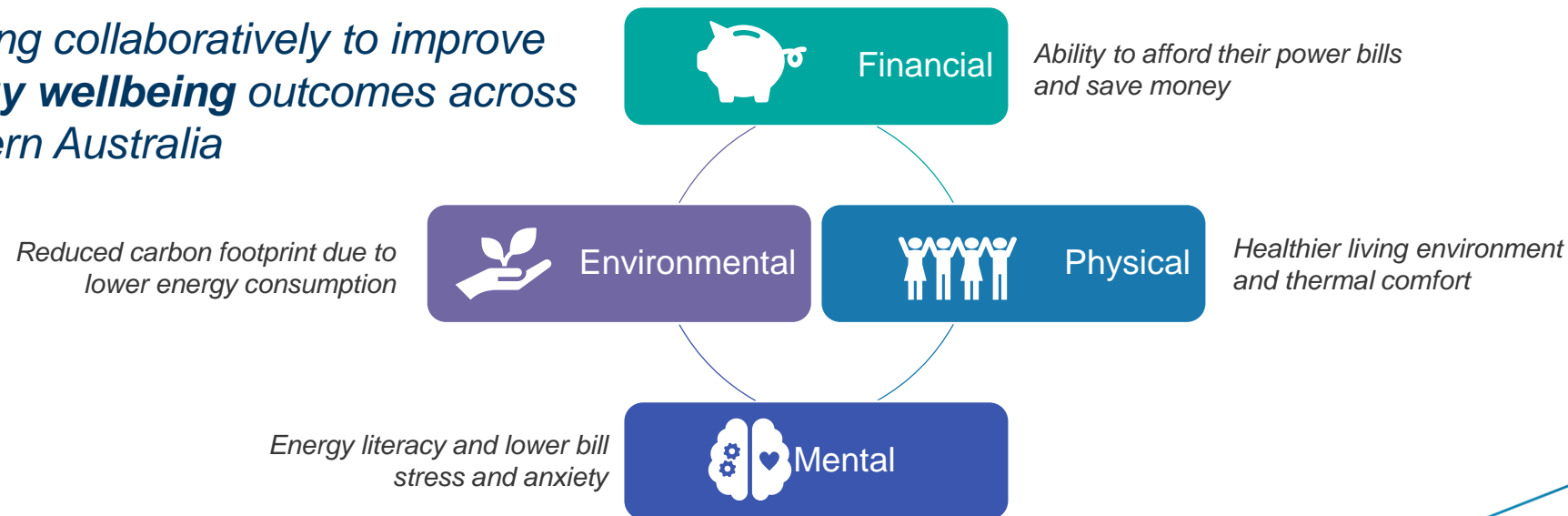
Don't forget to vote by hitting the thumbs up button for your favourite questions

# Vision for 2025

The program seeks to help 10,000 households experiencing hardship improve their energy efficiency by 30 June 2025

As part of a broader toolkit of customer supports, we want to equip households with the knowledge and skills to better manage their electricity consumption.

*Working collaboratively to improve **energy wellbeing** outcomes across Western Australia*



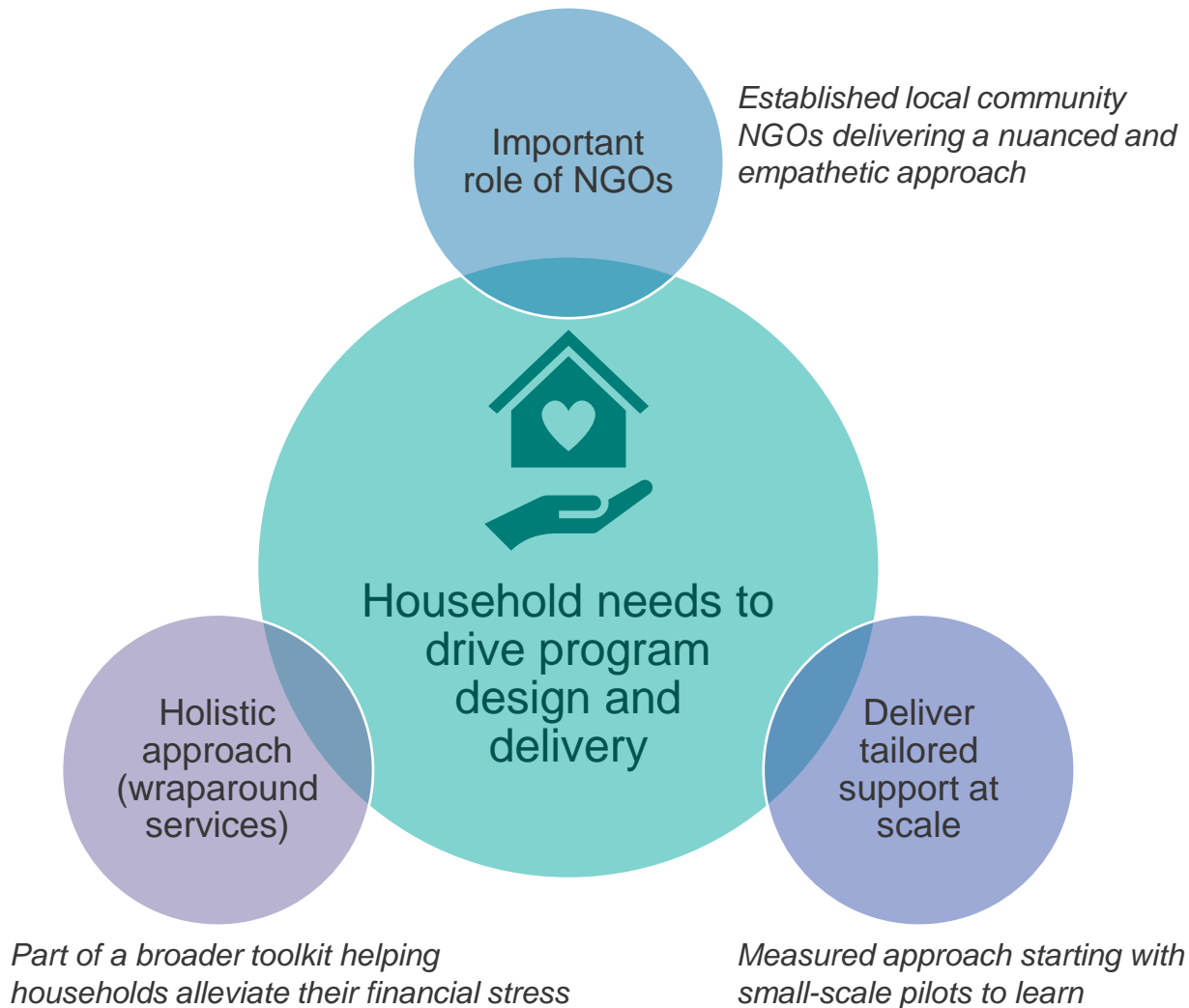
Working together for a **brighter** energy future.

# Program overview

**Kim Hutchinson**

Principal Program Manager and Policy Analyst  
Household Energy Efficiency Scheme  
Energy Policy WA

# The program in a nutshell



## HEES SERVICE OFFERING

### Main program focus

- ✓ Energy assessment
- ✓ Tailored action plan
- ✓ Coaching for at least two billing cycles to embed behaviour change

### Targeted supports

- ✓ Access to low-cost energy efficiency equipment in certain circumstances
- ✓ Replacement of energy inefficient appliances if eligible (TBC)

# Who is eligible for the program?

This program is for households that are (or at risk of being) unable to use energy services in the home to live a comfortable, dignified and healthy life without restricting other essential needs.\*



## Proposed eligibility criteria

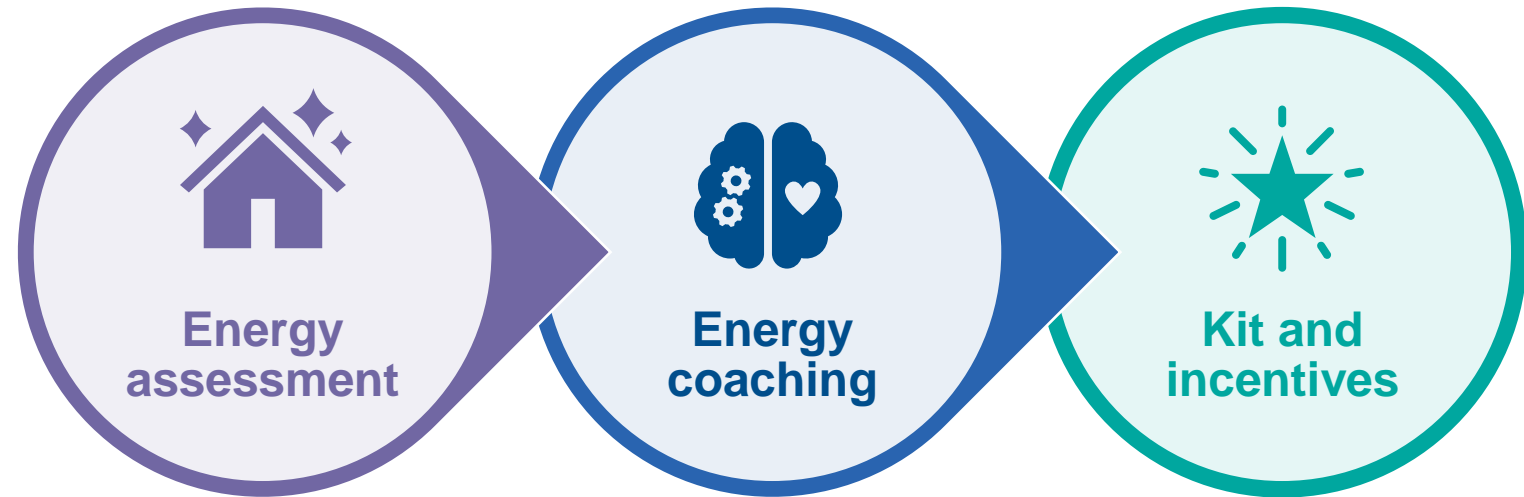
- ✓ Current Synergy or Horizon Power customer for at least twelve months
- ✓ Identified jointly by retailer and NGO partner as meeting the 'hardship' definition above
- ✓ Opt-in to the program – demonstrating commitment and motivation to change behaviour

Learnings from the pilots will inform the eligibility criteria to ensure the program is well targeted, while ensuring equitable access to the program and strong participation to reach the 10,000 household target by 2025.

\*Group of Energy Efficiency Researchers definition of 'hardship'

# Main program focus

Learnings from the pilots will inform the service offering for broad rollout



- Practical and non-technical assessment tailored to the household
- Development of an action plan focused on energy usage and behaviour
- In-home visit preferred, but alternative formats to be explored

- Coaching to occur over at least two billing cycles to embed behaviour change
- Use of digital tools to support tracking and accountability
- May include referrals to other customer support initiatives

*Targeted supports being tested in the pilots:*

- Low-cost kit of energy efficiency equipment to assist educational outcomes
- Incentives to improve engagement and encourage program completion

# Targeted supports – appliances

## Helping remove barriers to access energy efficient appliances for eligible households

While the primary focus of the program is on energy coaching, the replacement of low-energy efficient appliances will be a feature of the program from 1 July 2022. Learnings from the Discovery Phase will shape this service offering.

### When is an appliance replacement appropriate?

Assessment of upfront investment vs energy efficiency gains  
Types of appliances households are using and impact on bills

### How do we prioritise who is eligible for an appliance?

Given a constrained budget, we need to target households that are most in need

### What is out of scope?

Changes to the building fabric  
High-cost non-essential items  
Insulation and comprehensive draught proofing  
Equipment repairs that may be landlord obligations

# Investing in the NGO sector

Working with established local NGOs with high levels of trust and a strong presence in communities to help 10,000 households by 2025

## Building capacity

Access to \$12 million in program funding for further resourcing and job creation in community services to help more households

## Building capability

Expanding NGOs' service offering to include energy efficiency advice and coaching as part of wraparound services to alleviate hardship

## Proposed approach to build NGO capability



# Monitoring and evaluation

## Focus areas for evaluation during the Discovery Phase

### Service delivery

Key program activities and opportunities for continuous improvement prior to scaling up and broad program rollout

- Eligibility and referral
- Energy assessment
- Education and coaching
- Digital support tools
- Scalability

### Household outcomes

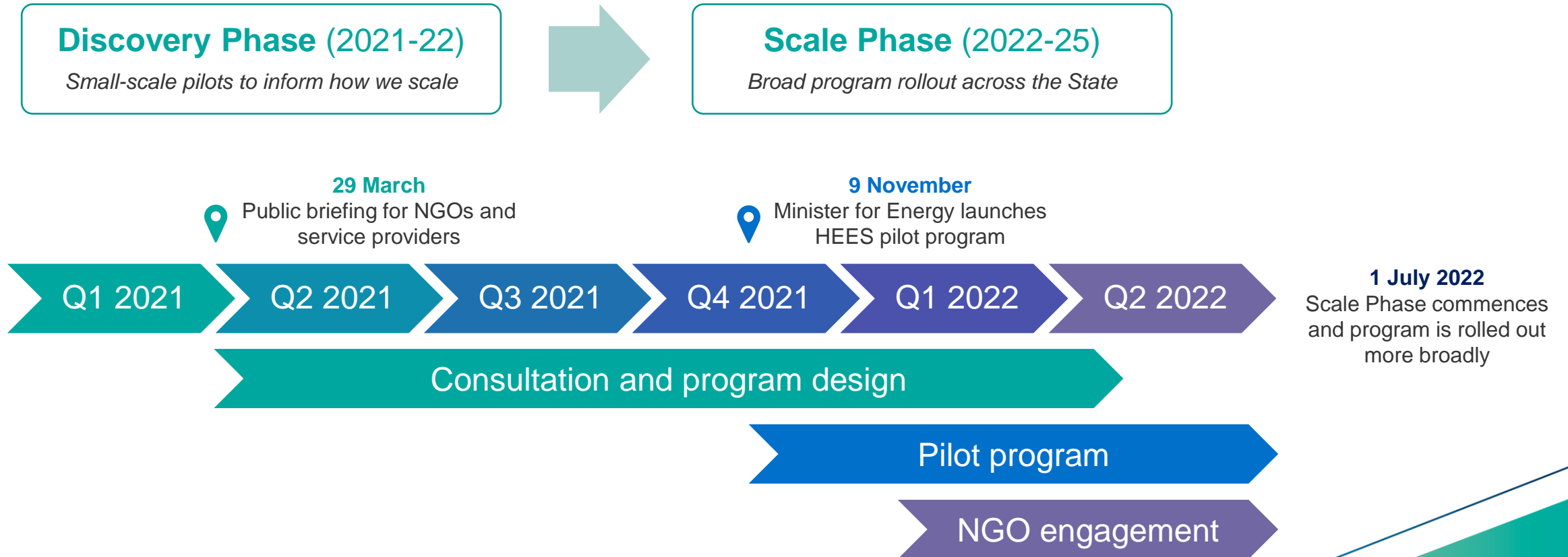
Key outcomes to understand what difference has been made for participating households in terms of energy wellbeing

- Financial
- Mental
- Physical
- Environmental

*The Discovery Phase will also provide us with an understanding of household appliances to inform policy development for the types of targeted supports that will be made available through the program in the Scale Phase.*

# How will we get there?

A staged and measured approach for program success



# Synergy Discovery Phase

**Alex Astone**

Residential Customer Success Product Owner – Financial Hardship  
Synergy

# Household Energy Efficiency Scheme (HEES)

December 2021



# HEES – Phase 1 Pilot

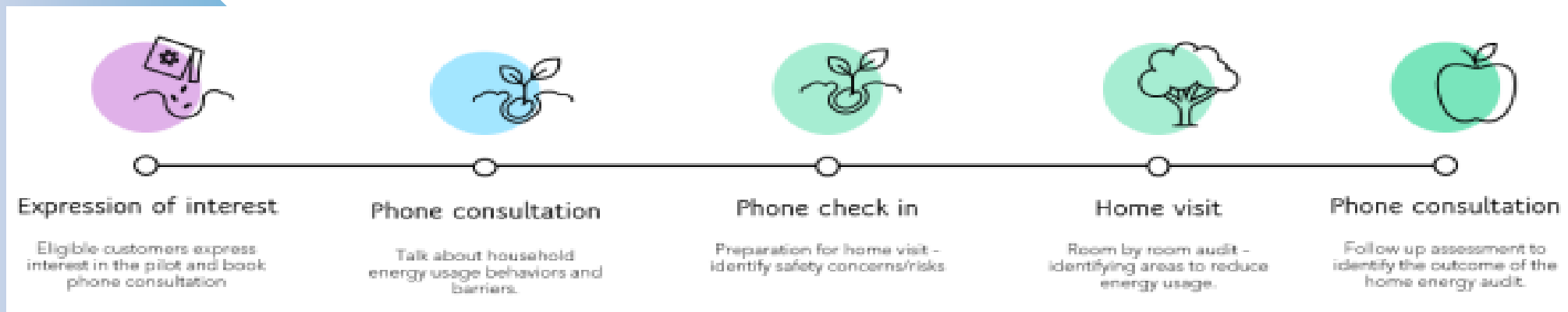
Synergy has partnered with Anglicare WA to deliver a small scale pilot of the Household Energy Efficiency Scheme to eligible WA households. Outcomes from the pilot will inform future design of the scaled program set to be released from July 2021.

- Phase 1 of the program will be tested with up to 50 eligible households and include a multi layer approach of both phone and in person assessments.
- Participating customers will be provided with an energy efficiency pack to assist them in meeting household energy goals.
- Participants will provide valuable feedback to assist in the design of the ongoing program offerings.
- Synergy will monitor the success of the program, including considering customer and NGO feedback to ensure we meet program objectives.

# HEES – Phase 1 Pilot

The Energy Coach will provide a multi layered service to address customer needs and will include:

- Initial phone consultation to understand the household make up and current energy usage behaviours.
- Safety check-in to ensure that there are no immediate safety risks to either the Energy Coach or customer prior to attending the premise.
- Home Visit will provide a room by room audit to identify areas to reduce energy usage.
- Throughout the Pilot, participating customers will be provided with an energy assistance pack that is purpose built to individual needs.
- Follow up phone conversation will allow the Energy Coach answer any outstanding questions and assist the customer to continue to meet their energy saving goals.



# Pilot Participant Case Study



**Our goal is to lower my energy bills  
save money and pay off mortgage.  
Our family will do this by:**

- 01** Switch off appliances at the wall  
Disconnect bar freezer
- 02** Patch draught in the laundry  
Use the dryer less frequently
- 03** Install fly wire to front door  
Replace old shower head  
Replace inefficient microwave



# Next Steps

- HEES pilot will continue throughout Q4 , leveraging initial onboarding insights to inform phase 2 acquisition
- Synergy will utilise pilot findings to inform future design to ensure ongoing program meets customer needs.
- Throughout phase 1, Synergy, with program partners will conduct additional customer and NGO co-creation workshops to further validate Phase 1 findings and inform phase 2.

# Horizon Power Discovery Phase

**Linsey Millard**

Digital Program Manager  
Horizon Power



# HEES 'Energy Coach' Pilot Program

December 2021

**HORIZON**  
POWER

# Background

- **Cost of living pressures** remain a key community concern in Western Australia, and it is widely recognised that **energy costs** are a contributing factor for **households experiencing hardship**.
- Customer accounts with a hardship flag in our system are **consuming substantially more energy** than accounts without a hardship flag.
- Horizon Power will be commencing a soft launch with an **Energy Coach program** being offered to **10 known vulnerable households in South Hedland that have higher than average energy usage**.
- A further 20 customers from another town(s) will form part of the pilot.
- Horizon Power is partnering with NGO's to leverage their **local** knowledge, **cultural sensitivity** and **customer relationships**.
- This soft launch will help us **test the approach and materials and incorporate learnings into the program design** to ensure that we develop a program that best serves our customers.
- Our goal is to develop an **impactful energy behaviour program** for customers experiencing financial hardship that we can scale to benefit up to **1000 households over 4 years**.

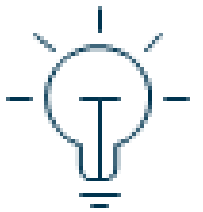
## Alignment with our strategic goals

### Energy affordability



Delivering solutions to customers to reduce energy bills by 10% by 2025

### Innovative Customer Solutions



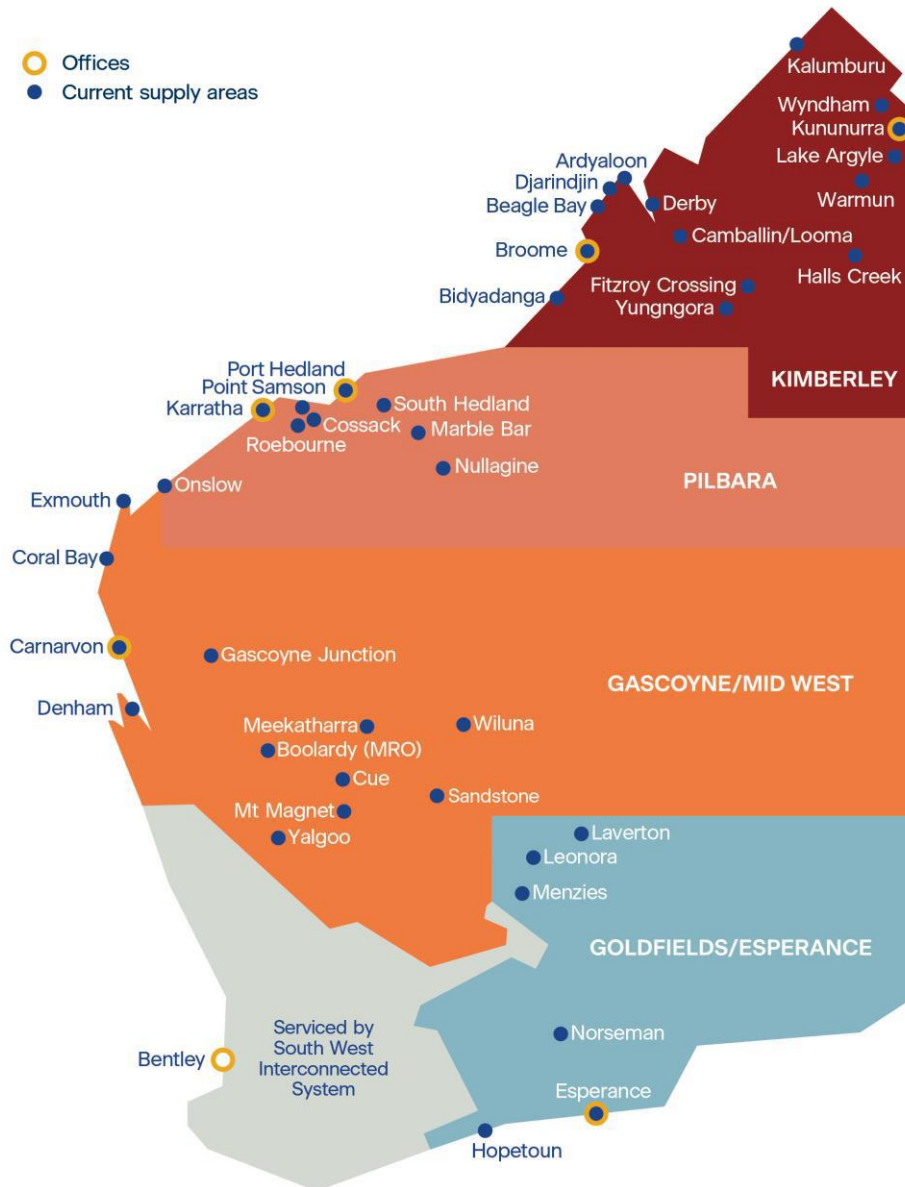
Evolve our products, services and delivery offerings to meet the ever-changing needs of our customers

### Community Involvement



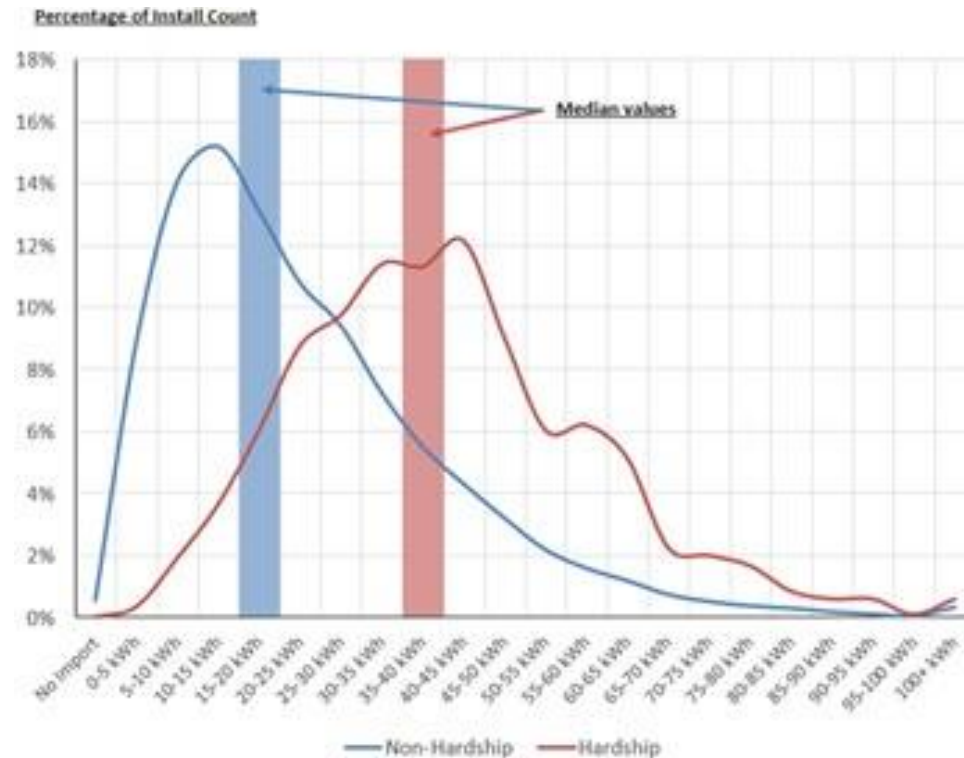
Actively listening for energy solutions that provide the best outcomes for our communities

# Service area



# Energy Coach Pilot Program

## Hardship Customer Average Energy Use



Percentage of Residential Install Count by Daily Import kWh Band and Hardship Flag

## Horizon Power 'Energy Coach' program sequence

- identify eligible households
- home visit (60 minutes)
- coaching calls (2-3 billing cycles)
- final visit or call & evaluation (within 6 months)

## First rollout is with 10 households in South Hedland

- Hardship flagged in our system
- High energy consumption (above the median usage – see graph)
- Energy debt
- Known to us or NGO

# Energy Coach | HP CRO & NGO 60-minute home visit | 6 months HP CRO follow-up



**Energy conversation**  
with household



**Review**  
energy consumption  
& bill



**Complete**  
energy behaviour  
&  
appliances checklist



**Measure**  
energy consumption  
of appliances  
with Power-Mate gadget



**Introduce**  
the  
Horizon  
Power  
app



**Discuss**  
energy efficiency  
tips that  
help save  
money



**Set**  
goals  
& action  
plan with  
household



**Coaching**  
For 2 –3 bill  
periods to  
implement  
actions and  
meet goal

## NGO Partnerships

- Each region in the Horizon Power service area has unique challenges.
- A number of priority areas have a large indigenous population.
- It is important that the NGO has local knowledge and understands these cultural sensitivities.
- It is expected that in many instances the identified customers will be known to the NGO. It will be important to leverage these relationships.

# Visual energy efficiency behaviour reminders: prompts and tips on how to save energy for households with low literacy



**Energy efficiency tips:** focusing on one key area for behaviour change – 'keeping your house cool'

Door hangers to provide another reminder of key energy savings tips



**When I'm on, I cost**

**Appliance stickers:** to show customers how much an appliance is costing



Energy Coach Program

## **Deliverables from the first 10 households**

- Test approach and all materials
- Gather customer feedback on the value of this approach
- Identify any change in energy consumption or energy confidence
- Identify unanticipated barriers and opportunities for home energy reduction
- Collect appliance data (use, behaviour, type and energy use measurements) to help with understanding ongoing context of high energy consumption
- Bring learnings from these 10 households to expand the pilots and inform the development and scaling of the program

# Any questions for the project team?

**Facilitator:** Kathryn Barrie

**Panel:** Kim Hutchinson, Alex Astone and Linsey Millard

# Next Steps and Close

**Kathryn Barrie**

Director, Strategic Energy Policy  
Chair, Household Energy Efficiency Scheme Steering Committee  
Energy Policy WA

# Interested in getting involved?



Subscribe to our HEES mailing list for program updates and opportunities to get involved

## Upcoming opportunities in 2022...



Consultation with NGOs on capability gaps



Procurement of a consultant to support NGO capability building



Procurement of a consultant to support monitoring and evaluation



Retailer engagement of NGO program partners

The background features a solid dark blue field. In the lower-left corner, there are several overlapping, semi-transparent geometric shapes in shades of teal and light blue. These shapes have rounded corners and are arranged in a way that creates a sense of depth and movement, resembling stylized hills or architectural elements.

*We're working for  
Western Australia.*