Outside the box: Demand Response in SA and beyond

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Flow Power is a licensed electricity retailer that focuses on inventive solutions to make electricity better for Australian businesses.
Not your average retailer

9 Years of selling wholesale power to businesses

95 Percent customer retention rate

46 Percent cuts of up to energy costs for customers compared to fixed rates

120 MW of offtake
The place for demand response
The place in the market

1. Building greater reliability into the grid
2. Managing price for users
3. Minimising the need for new infrastructure
4. Integrating variable generation
The place for users

Managing the highs and saving money

Making the most of the lows
The decision to get involved
The problems and solutions

We hear

“I can’t interrupt my operations”

“I use most of my power on hot days”

“I can’t get that through my business – it’s too much of a change”

“I can’t see the value proposition”

We do

Subtle changes can make a difference

So does everyone, but let’s look into your processes

Educate, educate, educate.

Let’s show you
Demand response in action
An event
Retrospective power price outcomes in SA

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Published Market Price c/kWh</th>
<th>Actual Spot price c/kWh</th>
<th>Outcome with response at 50 c/kWh</th>
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</thead>
<tbody>
<tr>
<td>Q3 2017</td>
<td>13.30</td>
<td>9.70</td>
<td>27%</td>
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<tr>
<td>Q4 2017</td>
<td>11.90</td>
<td>8.00</td>
<td>27%</td>
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<tr>
<td>Q1 2018</td>
<td>16.60</td>
<td>8.70</td>
<td>47%</td>
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<tr>
<td>Q2 2018</td>
<td>10.80</td>
<td>9.10</td>
<td>16%</td>
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</table>
Businesses in SA benefiting from demand response

<table>
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<tr>
<th>Time of day</th>
<th>SA Spot Price</th>
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<tr>
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<tr>
<td>12:00am</td>
<td>$14,000.00</td>
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<tr>
<td>12:00pm</td>
<td>$16,000.00</td>
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Load (kW with DR)
Businesses in SA benefiting from demand response

Load (kW with DR) vs SA Spot Price
What’s next?

• Load management to optimize capacity from renewables
• Batteries, peaking plants and storage
• Integrating wind with onsite solar
• Multi-source PPAs
• P2P Trading

Are you ready to go with it?
Seriously?
Anyone looking for a job?
careers@flowpower.com.au
Questions?