



Paul Smith
AEMC Chief Executive

Title - Australia's Work to Encourage Efficient Demand Side Participation and the Implementation of the Power of Choice Review.

Australia is on the cusp of rapid transformation in the energy sector with consumers increasingly active participants in the energy market.

More than two million consumers have installed solar PV systems and many of these consumers are selling electricity back into the national electricity grid, changing the nature of 'demand' itself. The modern consumer is demanding smart energy solutions which are personalised, convenient and integrated into their existing technologies, such as smart phones.

In 2012, the AEMC released its review of demand side participation in Australia - the *Power of Choice* report, which set out a plan to support consumer participation in energy markets.

Key reforms set out in the *Power of Choice* report included changes to the structure of network charges to make them more cost reflective as well as the establishment of a contestable market for metering and related services. These reforms, supported by retail competition, are key to facilitating active demand-side participation.

AEMC Chief Executive, Paul Smith, will discuss the progress of these reforms, which aim to ensure Australia is well placed to take advantage of the economic opportunities which come with an increasingly sophisticated energy consumer, engaged and participating in energy markets.