



Power of Choice in Australia



Country: Australia

Segment: Residential

Project Background

In 2011 the Australian Energy Market Commission (AEMC) was directed to undertake a review into demand side participation in the national electricity market. This review, later titled **“Power of Choice - giving consumers options in the way they use electricity”** has fundamentally transformed the supply, metering and demand side management of electricity in the Australian National Energy Market (NEM).

The AEMC described Power of Choice as being:

“... all about opportunities for consumers to make informed choices about how they use (and procure) energy; and incentives for efficient investment so community demand for energy services can be met by the lowest cost combination of demand and supply options.”

Key to the implementation of Power of Choice was the creation of a new market entity, the “Metering Coordinator”, which would be responsible for the meter and meter data at each connection point; and the definition of a Minimum Services Specification, which sets the basic services any compliant metering end point must deliver.

Solution and Benefit

The key to the success of the Power of Choice program has been the focus on choice, and EDMI’s unique mix of best-of-breed measurement and control capabilities has been perfect for Power of Choice. An EDMI solution provides greater flexibility for metering coordinators to innovate and deliver additional value over and above the Minimum Services Specification.

With Power of Choice, the AEMC was driving for a set of market regulations that would open the market and allow for an enhanced set of solutions and services to be made available to consumers. Additionally, Metering Coordinators (and by extension their Retailer customers) would be able to offer differentiated services to Australian consumers. Following implementation, Metering Coordinators can now also provide a greater scope of services to Distribution Networks to enable them to gain insights into the operation of their deployed assets.

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Solution and Benefit (continuation)

Major EDMI customers, including 9 of the top 10 (by Power of Choice coverage) registered Metering Coordinators, chose EDMI because the combination of EDMI meters, communications, head-end and fleet management systems to provide a platform on which EDMI customers can innovate to deliver differentiated services efficiently.

EDMI has achieved great success in the Power of Choice market because EDMI is the only solution that is both highly scalable and future proof. EDMI provides a reliable path to delivering new value well into the future.

Products and Services Provided

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| Smart Meter | Mk7A, Mk7C, Mk10D |
| Network Equipment | Cellular 3G, 4G, Cat-1/Cat-M1 |
| Meter Systems | EDMI Energy Cloud |

