



Media Release

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Australians embrace new energy solutions to help save

Nearly three in five Australian households expect to have a home battery within the next five years, while nearly half are considering a connected home solution according to new research that reveals how Australians are thinking about energy.

The Good Energy Report, commissioned by Origin, shows that the biggest motivator for people considering home batteries is reducing their energy bills (63 per cent), while 55 per cent believe that Australia is well-placed to be a leader in renewable energy, and more than two thirds (68 per cent) say they'd be proud if Australia can move to a more renewable-based energy system.

“Customers are clear that energy companies still have a way to go to address concerns about affordability, but the good news is that the majority of Australians are willing to embrace the technology that will help them save money and provide better insights and control over their energy costs,” Origin head of retail Jon Briskin said.

The research shows that the majority of customers (61 per cent) are confident new energy technologies will revolutionise how they use and purchase energy in their homes. Energy consumers who are interested in smart home technology are motivated by the potential for this technology to reduce their bills (43 per cent), and the ability for it to make their lives easier (32 per cent).

“Australians clearly want us to keep accelerating our investment in renewable energy, and to continue to offer solutions like solar and battery and connected home technology.”

“At the same time their expectations are clear that we have to keep simplifying things so customers can deal with us quickly and easily, understand and have confidence that our energy offers are competitive, while continuing to work with industry and government to put downwards pressure on prices.

“We are listening to our customers and we are promising to deliver them good energy that is sustainable, smarter, easier and more affordable. We need to provide energy that's good for today, and even better for tomorrow,” Mr Briskin said.

The Good Energy Report has been commissioned to mark the launch of Origin's first major brand refresh in its 18 year history. The new logo and “Good Energy” campaign has been designed to reflect Origin's commitments to customers to deliver energy is affordable, sustainable, smarter and easier to understand.

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About the research:

Online survey of 1,005 Australian energy decision makers conducted by Empirica Research. Responses were collected between March 20 and March 26, 2018. Participants were recruited to be representative of the Australian population with respect to sex, age, and state of residence.