

The Flexibility Services Pilot

Communicating and engaging your customers

The Flexibility Services Pilot is demonstrating how flexibility services help commercial and industrial customers realise the value of their distributed energy resources, while supporting network stability. This document provides an overview of the communication materials available to your business, the requirements around media, and the key messages for with engaging your business and customers.

Communication materials available – to share with your customers (participants)

We understand your role in talking to your customers about their participation in the Flexibility Services Pilot. To support your communication to participants, you can find the following materials in digital downloadable form on the [flexibility services](#) microsite:

- Flexibility Services Pilot brochure
- Baseline fact sheet
- Payments fact sheet
- Video overview

Support materials available – for partners

To support your participation in the pilot you can find the following materials in digital downloadable form on the [flexibility services](#) microsite:

Procedures

- Testing
- Settlements
- NMI substitutes

Guidance:

- Safety obligations
- Meter upgrades
- Communicating and engaging your customers (*this note*)

Using the flexibility services platform:

- Video
- User guide
- Fact sheet

Technical materials:

- Baseline analysis report

Please contact your flexibility services manager or flexibilityservices@westernpower.com.au with additional support needs.

A few tips for engaging your customers

Accessing and sharing these materials will assist you in engaging with your participants. Please reach out to your flexibility service manager for support with queries if you need.

A few suggestions include:

- Provide your customers/participants with accurate and up-to-date information about the pilot using these materials and key messages.
- Be clear about their requirements, your role, and the link to Western Power.
- Keep in regular touch with clients by regularly engaging and answering their questions or concerns.
- Let us know if you have any shortfalls in information, where you need our support to respond to inquiries or issues.

Media & Communications

We are supportive of you talking about this exciting pilot.

Please remember, if you're considering making any public announcement, or media release (social, print, or online), you need to have written approval from your flexibility services manager.

This is part of our obligations to Government, so that we all have consistent overall messaging for the pilot.

To make the process of seeking approvals, and see how we can support your messaging, you need to call our media team on 1300 139 240. The 24-hour media line.

Key Messages

- Western Power is paving the way for a brighter, stronger energy future for the Western Australian community by evolving and future-proofing the network through connecting renewables and using emerging technologies.
- Western Power is partnering with energy retailers and WA businesses to build flexibility services into commercial and industrial customer solutions as part of their drive to create a more sustainable, reliable, and innovative network for the future.
- The Flexibility Services Pilot is demonstrating how flexibility services help commercial and industrial customers realise the value of their distributed energy resources while supporting the network.
- Through flexibility services, WA businesses can manage their distributed energy resources (such as solar PV, batteries, and manageable loads like heating and cooling systems) in a way that provides network support, in return for compensation by Western Power. This is one of several tools being implemented by Western Power to enable a future where more renewables can be connected to the grid.
- This pilot project is designed to enable businesses to determine the best way to productively manage their energy in order to suit their needs and operations. It is focused on the productive, not unnecessary, use of energy.
- The pilot builds the capability Western Power needs to deliver on the WA Government's Distributed Energy Resources Roadmap released in April 2020. Western Power is providing greater choice for customers in their energy solutions and how they manage, use and store their energy, underpinned by new technologies and innovative management systems.
- Western Power is working towards an energy future that's greener, cost-effective, and provides greater customer choice and flexibility. The Flexibility Services Pilot is a key step towards this.

- The Flexibility Services Pilot allows businesses to adapt their energy use to suit their needs. While this might mean switching off solar for very short periods, it has a wider community benefit by helping the grid work at optimal efficiency.
- By partnering with Western Power in the Flexibility Services Pilot, businesses will unlock social and financial benefits, maximising the value of their investment whilst playing a part in the development of a reliable energy future.
- Managing energy usage is at the discretion of your business to suit its needs and operations, and is focused on the productive, not unnecessary, use of power.

Q&As

- **Why are you curtailing solar?**

The Pilot allows for businesses to adapt their energy usage to suit their needs and provides Western Power with another mechanism to continue to manage the network for very short periods of time. Overall, it's around 5 per cent of time in the week that the pilot is running.

- **Is this wasting energy?**

Managing load flexibility and solar PV generation, over short periods of time, gives us another tool to help us continue to manage the network for all customers. In the longer term, this enables solar PV to continue its growth, while Western Power explores options for a distributed energy future.

- **Why is Western Power paying businesses to participate?**

Western Power is trialling and using a range of solutions to address the modern challenges of managing a network with two-way energy flow. The pilot is an innovative trial to test alternative solutions.

Contact

If you have any questions or need access to the materials mentioned in this fact sheet, please email flexibilityservices@westernpower.com.au or contact your flexibility services manager.