

choice

THE PEOPLE'S WATCHDOG

Not drowning, saving

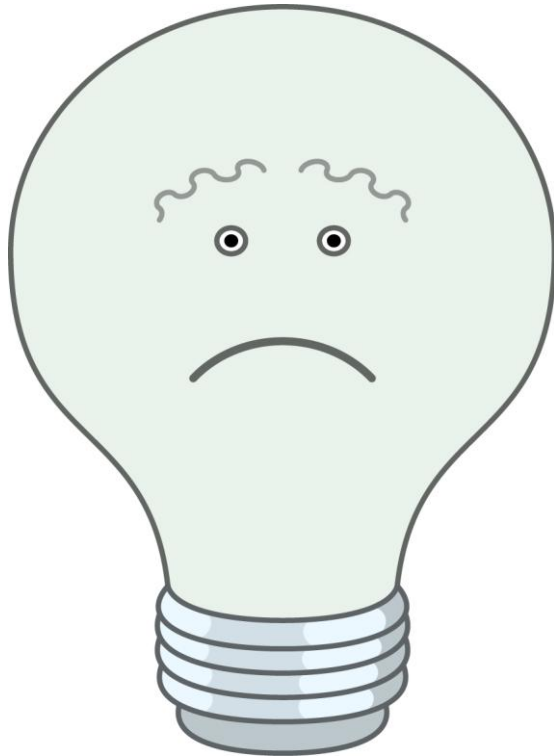
Katrina Lee, Strategic Policy Advisor



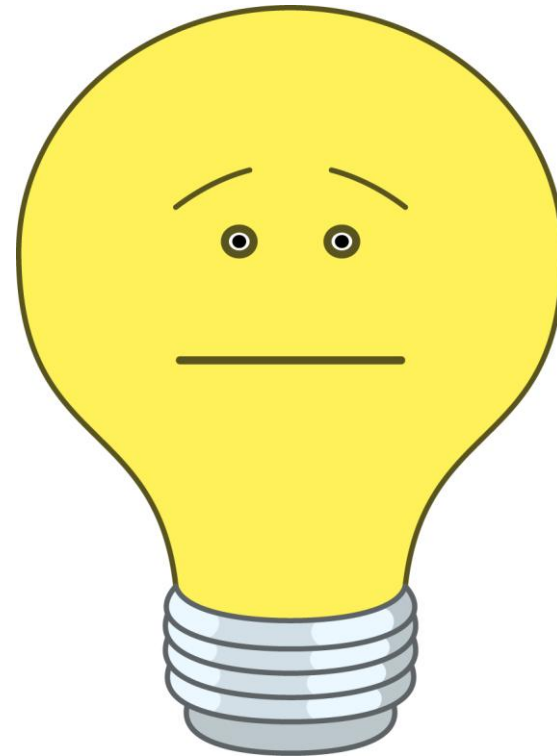
Am I part of the solution?

I have no idea how to make real savings on electricity bills by making changes around my home

40%



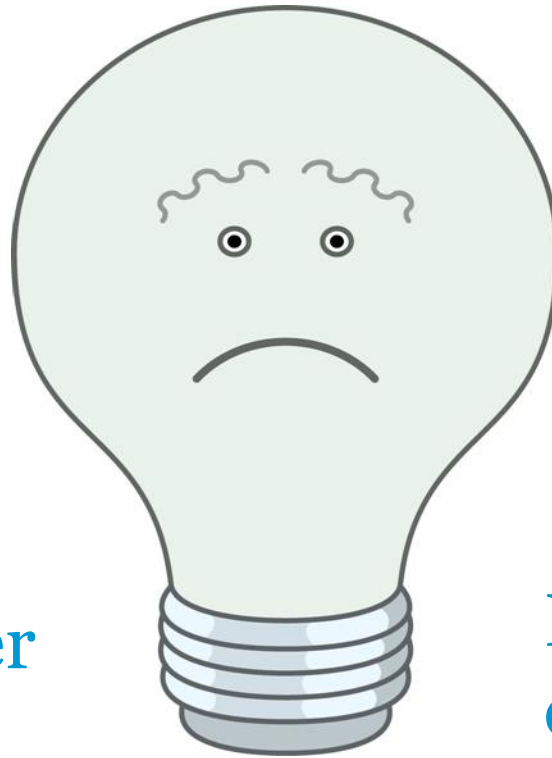
60%



Who am I?

Gen Y

\$50g and under

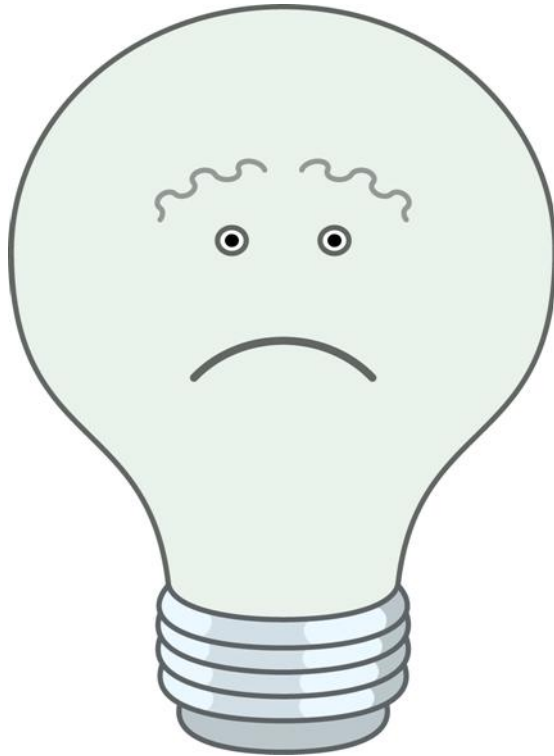


Renter

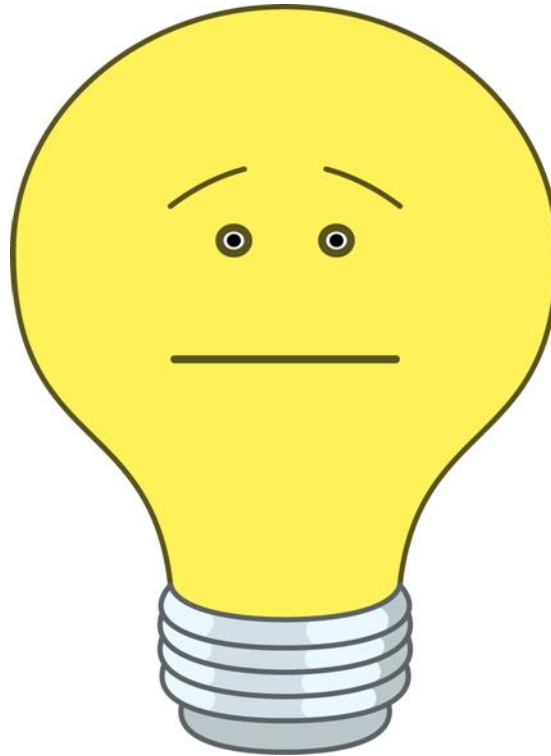
Less
environmentally
committed

I know exactly where to find good information about how to reduce my household energy bills

32%

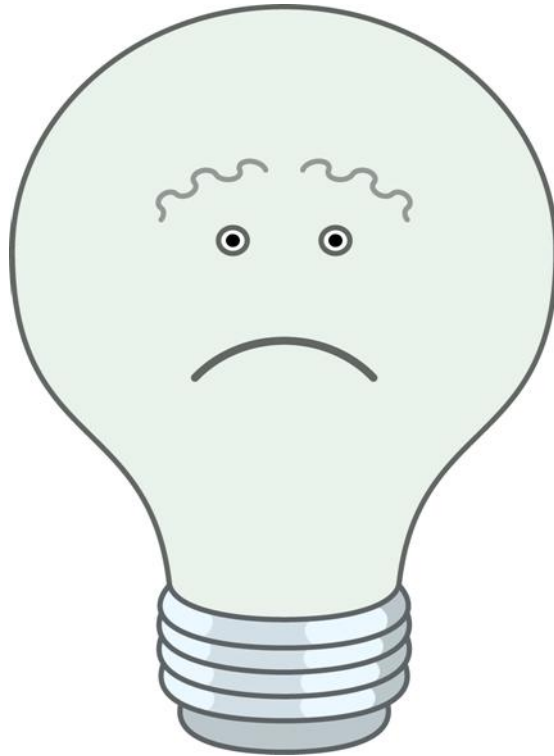


55%

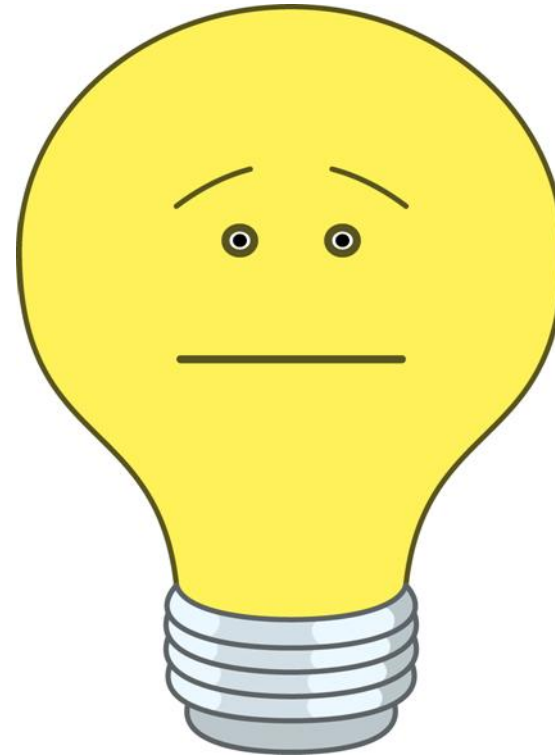


I would value some specific information and advice about how my household can save energy by being more energy efficient

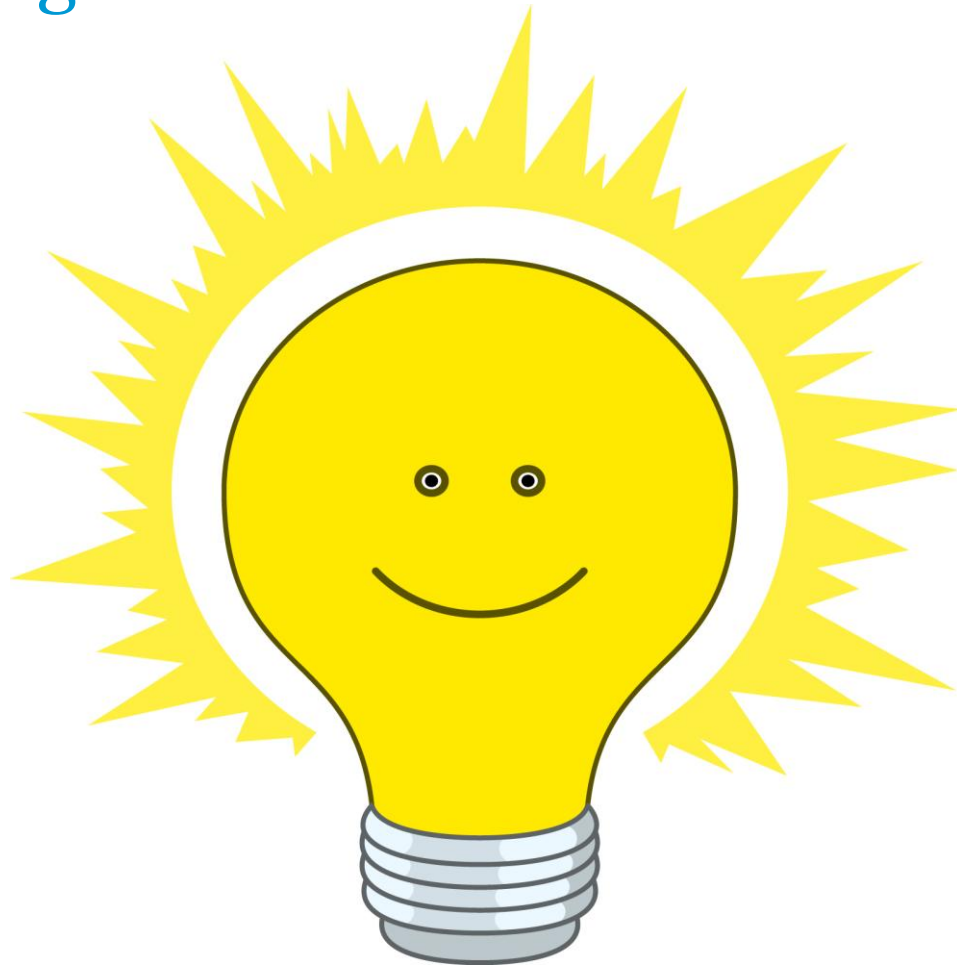
61%



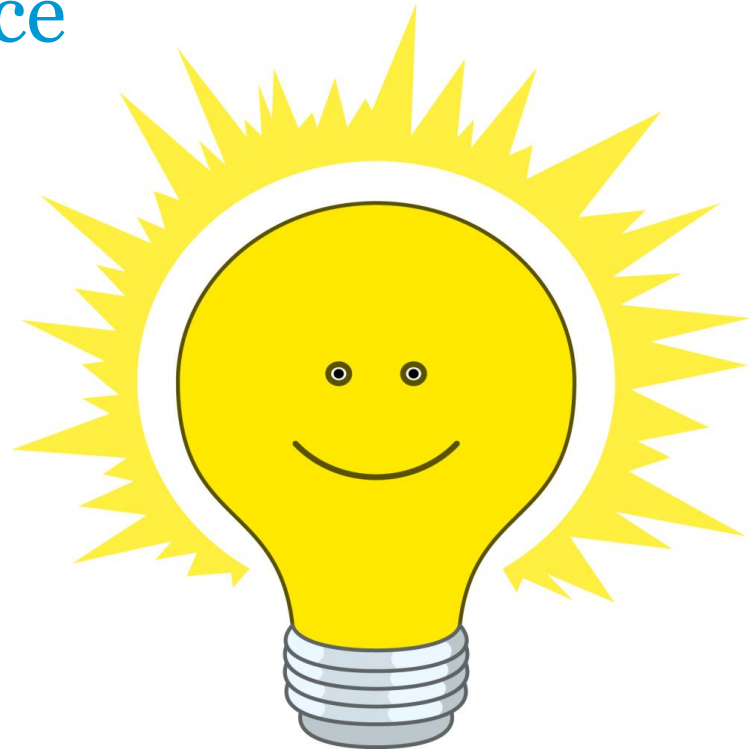
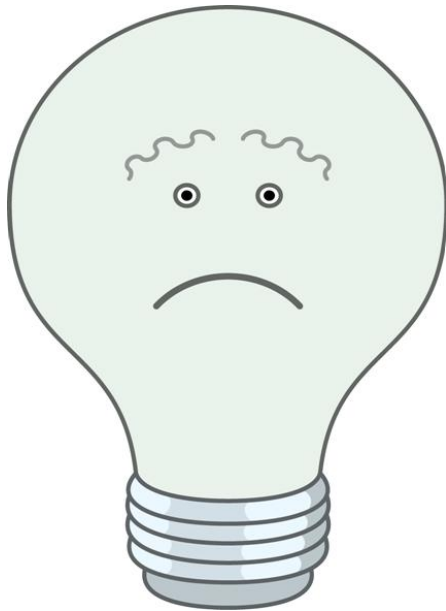
56%



How do we get here?

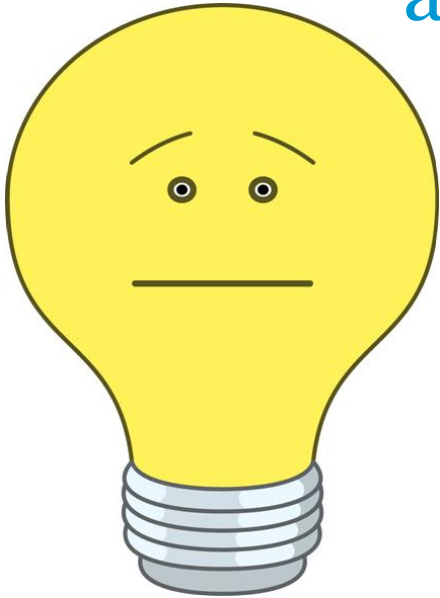


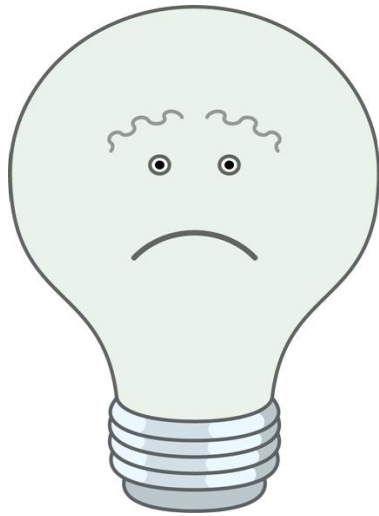
Outsource



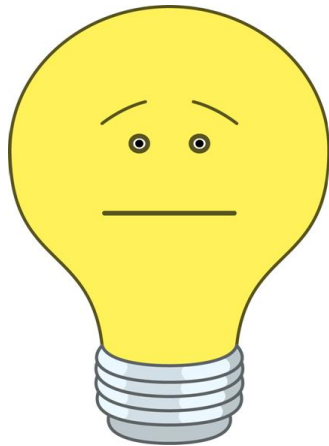
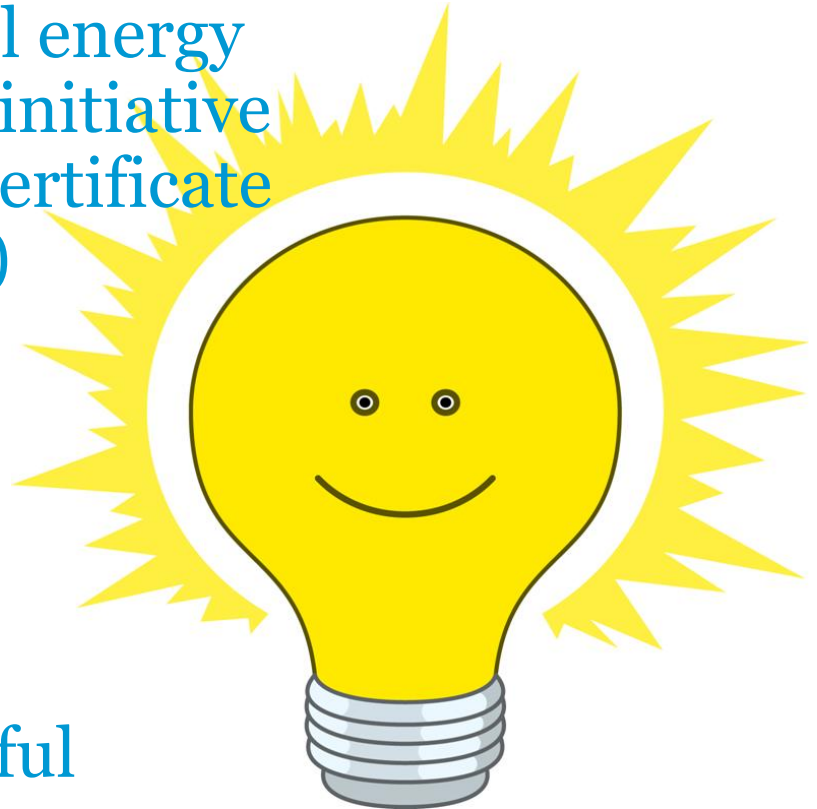
Support

Specific
information
and advice

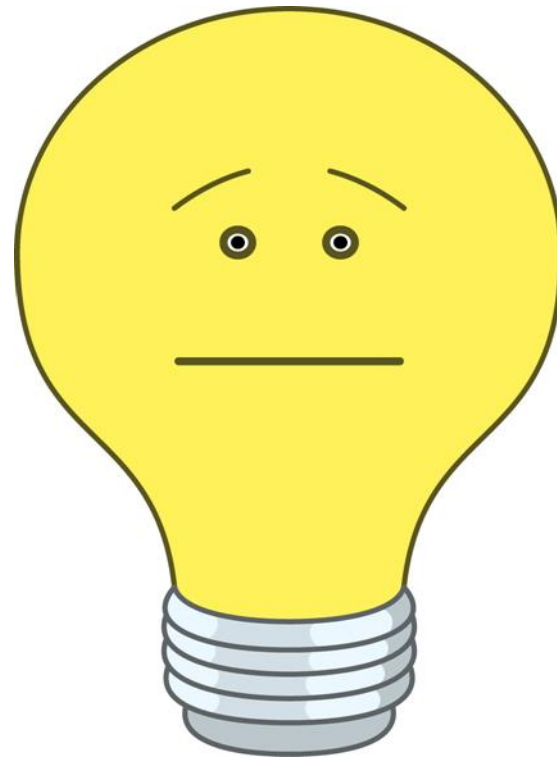
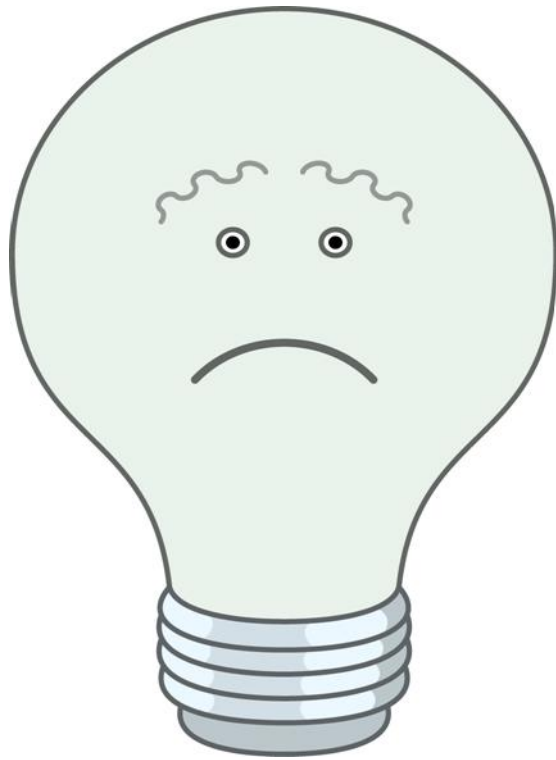




National energy
savings initiative
(white certificate
scheme)



Meaningful
access to energy
consumption
data



Thank you.

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