

QUEENSLAND

WATTS SAVERS

Delivering energy savings for small to medium business



CITYSMART
Brisbane City Council's Sustainability Agency



Who is CitySmart?

CitySmart works with business, community, industry and government, forging powerful partnerships that deliver real economic benefits for Australian cities through addressing key challenges in energy consumption, water scarcity, waste creation and transport.

CitySmart delivers innovative commercial solutions to social issues through a unique collaboration model which draws together the best of industry, community, business and government, to drive better outcomes for all stakeholders.

CitySmart has developed a unique understanding of the needs and behaviours of business and household consumers, particularly in utilities,

which enables it to influence sustainable purchase and behaviour choices for individual and social benefit.

Harnessing the power of its relationships built through its established partnership network, CitySmart has the ability to leverage private sector investment not traditionally available to government entities.

Through CitySmart with its range of programs and new business initiatives, partners have unique access to household consumers and business decision makers, leveraging established channels of communication for brand enhancement and revenue generation.

Over the last five years:

 **25 MILLION**
In projects delivered

 **39 MILLION**
In savings for households and small to medium businesses

Framing the Challenge

SMEs need help responding to ever increasing energy costs.

Small to medium sized enterprise (SMEs) drive the most economic benefit and employment within Australia, making up over 57% of the Australian economy¹. South East Queensland is home to more than 40,000 businesses that use an estimated 40% of the region's total electricity consumption².

Electricity prices have risen by 62% over the last five years, caused largely by increasing network costs required to meet increases in peak demand that occur for a very short period each year³. With rising electricity tariffs, businesses are forced to explore opportunities to reduce their electricity costs.

Reducing electricity costs through energy efficiency is one of the most effective means of responding to rising energy costs. There is much room for improvement in the energy performance of many SMEs to enable them to respond to the impact of increasing energy costs.

This target market is difficult to engage as they are time poor, don't always have access to the right information or necessary capital, and are mainly focused on core business. Unlike the residential market, where one solution will meet most of the market need, or large commercial and industrial market, where it is cost effective to assign individuals to assist with energy management, the SME market is too diverse to take either approach. They need convenient access to tailored information and tools, expert advice on sourcing energy efficiency solutions and funding assistance to support associated capital upgrades.

CitySmart designed Watt Savers specifically for these businesses, to help them understand their energy use, quantify their unique energy savings opportunities and take action to reduce energy costs.

57 %
Of the Australian economy is made up of SMEs

62 %
Increase in electricity prices over the past five years

40,000 Businesses in South East Queensland use an estimated 40% of the region's total energy consumption

Acknowledgements

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Disclaimer: The views expressed herein are not necessarily the views of the Commonwealth of Australia, and the Commonwealth does not accept responsibility for any information or advice contained herein.



^[1] Source: www.sustainablelivingguide.com.au/sme

^[2] SMEs defined by Energex commercial tariff and consumption rates

^[3] <http://www.qca.org.au>

An Innovative Solution: Watt Savers

Watt Savers is a customised behaviour change model designed to guide and support participants through the stages of change, from information and education, to action and maintenance.

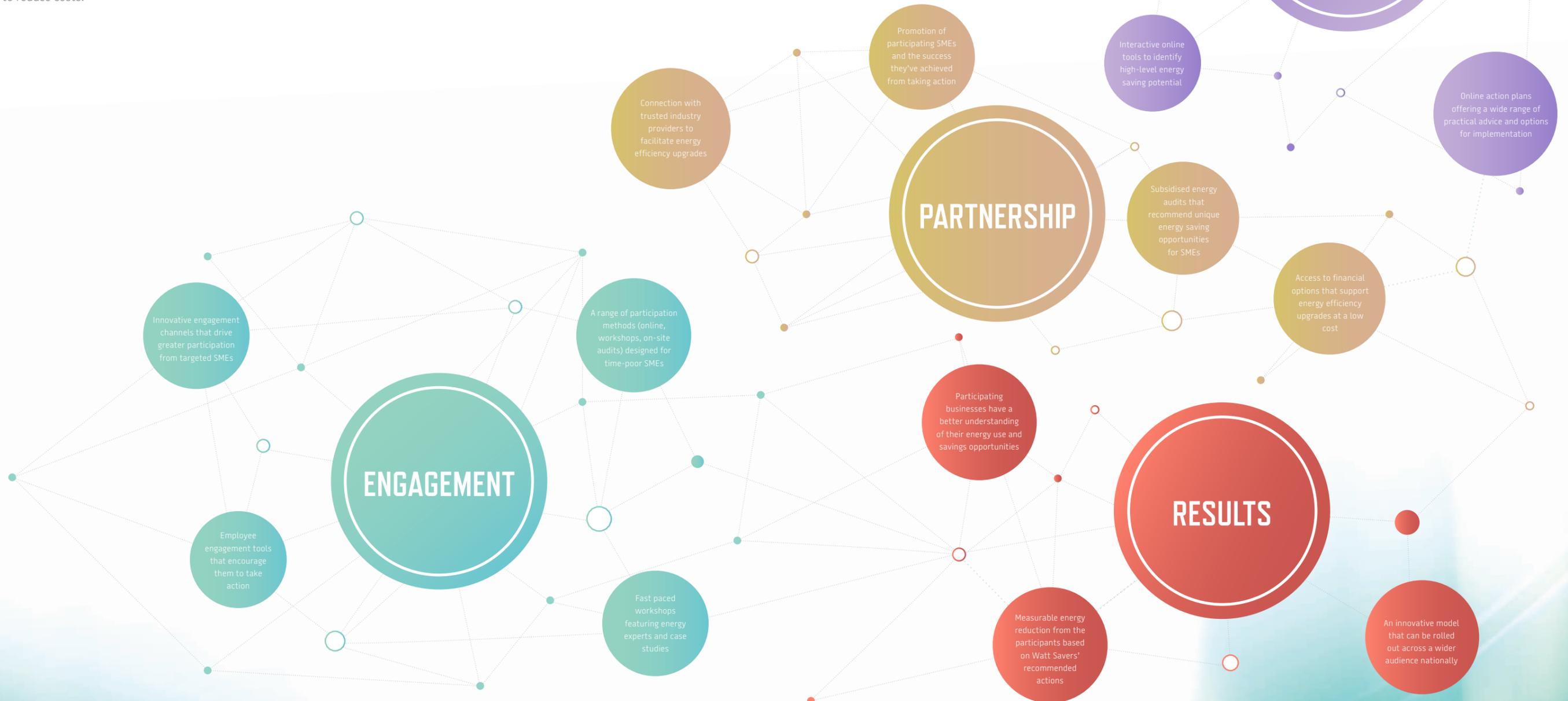
This model makes it easy for a business to understand their energy use, quantify the potential energy saving opportunities and take action to reduce costs.



Focus Areas

Watt Savers defined key focus areas as part of the program. These areas include:

- Partnership** – Utilising CitySmart’s extensive partner network to deliver expert knowledge and ROI to participating SMEs
- Education** – Delivering high quality, practical information, both online and offline
- Engagement** – Using multiple channels to inform and engage participants
- Results** – Focusing on delivering outcomes to every participant for a limited cost



Why it Worked

Understanding the customer

Independent research informed our understanding of what drives them, what their challenges are, and how to engage them.

Broad collaboration with industry

CitySmart harnessed the power of its industry relationships to develop the Watt Savers program, demonstrating that innovation can be achieved through collaboration. Over \$449,922 of additional funding for the program was provided by the CitySmart consortium. The information products and research that supported Watt Savers was garnered as a result of the relationships CitySmart has with academia and industry.

We didn't stop at information

We supported SMEs to take action by matching them with trusted industry providers and connecting them to finance support.

Short, sharp messaging

Highly relevant information with immediate benefits communicated - if I do this, I save that. The calls to action were specific and relevant to the SME.

Convenience is critical to SMEs

A suite of tools enabled greater engagement. Sophisticated systems provided a flexible option for participants. Workshops and audits were delivered to work within schedules and timeframes of SMEs.

Continuous engagement

Watt Savers communicated frequently with participants, providing regular updates and reinforcing the key messages and reminders for required action.

Execution

CitySmart used its proven capability to execute complex strategy, overcoming barriers to success.

At the end of the first phase of the program, key results included:



Audits identified potential energy savings of



An average reduction of



96%

Satisfaction rating for information provided.

98%

Of workshop participants would recommend it to others.

32%

Of participants attended at least one energy insight workshop.

8%

Annual energy cost saving (or \$669 per business) identified through online tools.

16%

Annual energy cost saving (or \$4,296 per business) identified through energy audits.

60#

Energy audits identified \$257k in potential annual savings.

4%

Average saving in energy costs by participating businesses to date.

8#

Businesses received funding from EnergeX for capital upgrades resulting in permanent reduction in energy demand.

Queensland Theatre Company

Case Study

From its earliest beginnings in the 1970's the Queensland Theatre Company (QTC) has been a leading light in Brisbane and Queensland's cultural landscape.

As a not-for-profit organisation, QTC is always looking for ways to make operations efficient and reduce unnecessary operating costs. A timely invitation to a Watt Savers workshop provided an opportunity for QTC to explore sustainable and cost efficient methods to reduce its energy related expenses. Following the workshop, Executive Director, Sue Donnelly, signed QTC up as a participant in the Watt Savers program and took advantage of the practical advice, ideas and guidance as well as an onsite energy audit to identify ways to reduce QTC's ongoing energy costs.

QTC engaged Watt Savers corporate partner CSR Bradford following a Watt Savers Onsite Energy Review. CSR conducted a survey of QTC's existing lighting infrastructure over the multiple floors of office space, uncovering lighting infrastructure that was well and truly out of date. A decision was made to embark on an upgrade of one entire floor. Detailed planning at the beginning of the project meant that time onsite was minimal, with no disruption to staff operations.

The lighting upgrade saw over 260 outdated lights replaced with efficient, modern LED alternatives resulting in a 72% reduction in daily energy usage. Additionally, switch configurations were improved in order to allow large areas to be controlled by staff at

convenient positions on the floor. This simple, smart and more efficient zone lighting design is expected to reduce QTC's energy consumption by over 34,000 kWh. This investment on just one floor of office space saves QTC the equivalent of one month's worth of energy costs each year with only a short three year investment pay-back period.

"With savings like this it is clear that energy efficiency just makes good business sense. Taking out those unnecessary operational expenses means that we can put some more funding towards other projects."

Julian Messer, Operations Manager

Additionally, future changes have the potential to translate to more significant savings, such as improved management of QTC's Heating, Ventilation and Air Conditioning (HVAC) systems. By making small behavioural changes to the timing/duration of usage or modifying temperature settings by just a few degrees, QTC could create savings of thousands of dollars a year. Maintaining high quality airflow around the office has proven beneficial results on staff productivity but also allows the HVAC units to operate more efficiently, thus, improving performance and reduced maintenance costs.

QTC engagement with Watt Savers program partner CSR Bradford resulted in:



More efficient zone lighting design is expected to reduce QTC's energy consumption by over



"In reading the initial audit, it was very clear that there is not just one area we can improve. There are many opportunities for energy improvement throughout the building. We are very much looking at this as stage one of a larger energy efficiency project for our building."

Julian Messer, Operations Manager

Watt's next?

The first phase of Watt Savers has successfully completed and we are now seeking corporate partnerships for the next phase. If you are interested in sponsoring a program aimed at small to medium enterprises, or would like your business to benefit from the Watt Savers program, visit wattsavers.com.au or contact us for more information.

Contact us

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