

TERMS OF REFERENCE

PROJECT EDGE – A DISTRIBUTED ENERGY MARKET PILOT

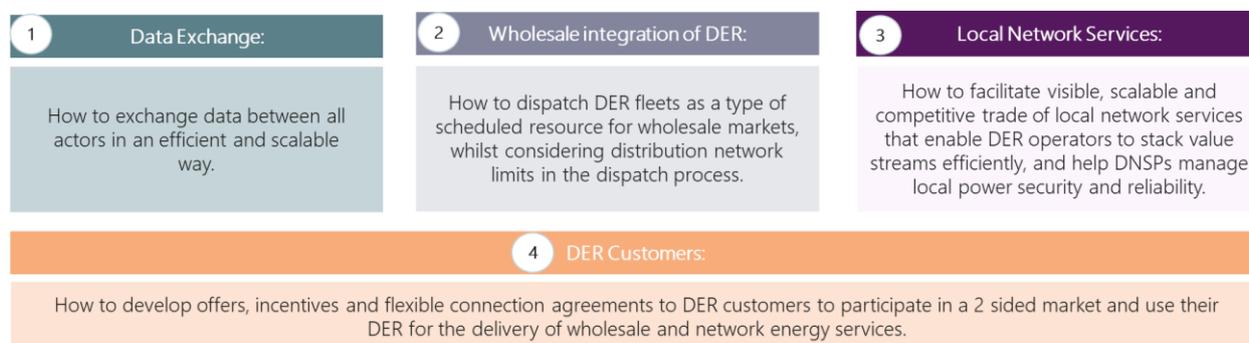
Consumer Advisory Group

Introduction

AEMO (Market and Power System Operator), Ausnet Services (DNSP) and Mondo (Aggregator) are partnering to develop a proof-of-concept marketplace to efficiently dispatch Distributed Energy Resources (DER) for wholesale markets and local network support services, within the north-east region of Victoria. The project will be a collaboration between AEMO, AusNet Services and Mondo with funding and support by ARENA.

The pilot will target customers in the Hume region of Victoria and run from October 2020 until March 2023. AusNet Services will act as the Distribution System Operator (DSO) Mondo will act as the Aggregator and AEMO will act as the Distribution Management O (DMO). Additional aggregators will be invited to participate in later phases of the project.

Key functions being tested as part of this demonstration pilot are:



Purpose/objectives

The Consumer Advisory Group has been established to create a group of consumer experts that can provide key customer and community insights and knowledge. The contribution of which will enable and inform product development to help define appropriate incentives to attract customers to participate in a two-sided energy market using customer owned distributed energy resources.

The Consumer Advisory Group is one of several project advisory groups being established and will be a panel of consumer and community representatives. This group will be informed by customer research and insights activity and will seek additional feedback on the Project EDGE demonstration pilot, specifically in

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relation to the interests of end users who would benefit from the establishment of a market for DER services, so that:

- Project partners can consider feedback from consumers and community advocates.
- Customer equity can be described and be integral to project design to avoid adverse outcomes or harm.
- Knowledge and learnings are effectively shared between project participants and consumers advocacy bodies.
- Communities and consumers have a voice in relation to how a potential future 2-sided electricity market will meet their needs.
- Provide sustained inputs from a consistent consumer panel so their expertise and understanding builds as the learnings of the trial expand.

The primary purpose of the Consumer Advisory Group is to:

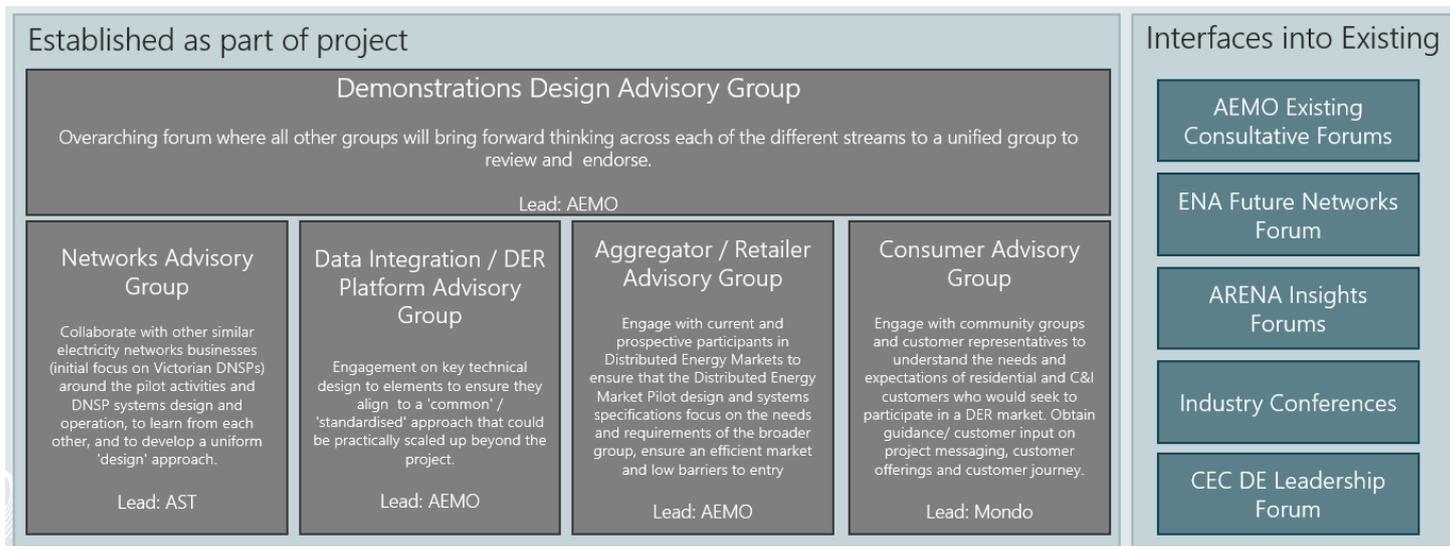
- Build awareness of customer and pilot participant problems (problem statements) and needs (jobs to be done) in relation to participation in a two-sided energy market (DER marketplace) through;
 - Direct consultation,
 - Feedback, and
 - The interpretation of customer insights research (including conjoint market analysis).
- Understand the value of a DER marketplace and actively share this understanding with project partners to inform product and offer development and the appropriate allocation of participation incentives; and
- Build and maintain engagement with community groups and customer representatives to foster a deep understanding of the Hume region and their energy needs.

Through this Consumer Advisory Group, the Project EDGE team will seek to understand the needs and expectations of residential, Small-to-Medium Enterprise and Commercial and Industrial customers, who may be directly or indirectly impacted by the establishment of a market for DER services. The Advisory Group will also provide a pathway to obtain long-term guidance and consumer inputs relating to project messaging and the ongoing customer experience.

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For context, the following figure provides an overview of the envisaged project advisory groups structure:



Scope

Once operational, the Consumer Advisory Group will review and provide feedback on:

- Key product marketing strategies,
- Customer and community communications content,
- Customer motivations and expectations, and
- Project insights that are made available.

This shall include:

- EDGE Program scope and community consultation activities,
- Customer insights research (including conjoint analysis of offers, community awareness insights, in-situ research of “in-pilot” participants and customer journeys),
- Customer and participant feedback and complaints,
- Flexible connection agreements,
- Incentive offers,
- Asset control arrangements required of EDGE pilot participants and associated asset control agreements,
- Behind-the-meter products,
- ‘Aggregator’ (entity that draws customers together for magnified network and market value) products and services,
- Renewable energy and sustainability for communities, and
- Reviewing and confirming key learnings and recommendations as the trial concludes.

Comment will also be sought on how the project could best address the needs of the community / region, and how the learnings, insights and evidence developed from the pilot may be made available to relevant local authorities and consumers to be used/referenced in regulatory decision making. The focus being to develop enduring market-place value to the community beyond the trial.

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Advisory group members may also be asked to discuss and raise matters that may require input and advice from their respective organisations to inform ARENA and the project partners, and to help support the Pilot to achieve its objectives.

Your participation in the Advisory Group will provide a voice for the consumers you represent, and therefore guide and influence important evolutions for the National Energy Market. Additionally, we anticipate you can be a conduit between experts in the energy industry and your community or organisation.

It is proposed that, where necessary, the Mondo Project EDGE team will curate the information so that the time spent by the Advisory Group can be efficiently applied.

Governance

Mondo will provide Chair and Secretariat services for each meeting.

Information shared during meetings will be done so in-confidence and no official meeting documents will be published or made publicly available unless consented to by all Project Participants and Consumer Advisory Group members.

Membership

Membership is by invitation only.

Mondo reserve the right to update membership throughout the lifecycle of the project subject to approval by the project partners. At time of establishment, invited membership will consist of not more than 10 representatives in total. Not all groups will necessarily be always represented and there will not be more than one representative from an individual entity:

- Energy Consumer Representative Groups
- Representative Departments from Victorian Government Agencies (for example, DELWP, DEET, Dept Just, DJPR, SV, Parks)
- Victorian Water Authorities,
- Industry representative groups,
- Goulburn Broken Greenhouse Alliance,
- North East Community Energy Network,
- Local Government Authority,
- Relevant State or Federal Government Members or representatives,
- A local Chamber of Commerce,
- Community representatives x 2.

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Those seeking to join the Consumer Advisory Group may request to do so by sending the following details to EDGEConsumerAdvisoryGroup@mondo.com.au for consideration by the project partners:

- Name.
- Organisation.
- Role.
- Reason for participation.
- Ability to commit to a minimum of six meetings.

Meetings

The Consumer Advisory Group will run monthly for the first six months after establishment. At such time, the cadence and length of meetings will be reviewed, and ongoing arrangements will then be established and adjusted for the remainder of the project lifetime.

Meetings will primarily be held via digital platforms (anticipating Microsoft Teams) until further notice.

The Consumer Advisory Group may seek to invite active pilot participants to meetings on a case-by-case basis.

Administration

Mondo will prepare and distribute all meeting correspondence via email and manage meeting invitations and documents.

Mondo will endeavour to provide stakeholders with:

- A draft agenda and relevant meeting papers five business days prior to the meeting.
- Meeting outcomes and actions approximately five business days after the meeting.

Resourcing and Expenses

Any expenses incurred by Consumer Advisory Group members or invitees attending meetings, or undertaking activities associated with the advisory group actions, agendas or meetings are at the expense of the member's employer.

Private members can provide request for reasonable fuel reimbursements.

Version control and contact details:

Version 3.0 Final

Effective date February 15th, 2021.

For more information on the Consumer Advisory Group, contact EDGEConsumerAdvisoryGroup@mondo.com.au

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