

**PRIMARY OBJECTIVE: REDUCE USAGE**

The Australian energy market will be volatile as we transition from fossil fuels to renewables. A key method for businesses, to combat this volatility, is to reduce exposure to the electricity grid.

**TRIANGLE BEST GUIDE**

Over two years there's been a proven optimal way to develop energy solutions. (Depicted in Image 1).

This 'best practice' triangle shows how it's smarter to start with the least costly and complex steps (at the triangle's base), then move upwards with next steps.

- 1. ENERGY CONSERVATION  
Put simply: don't use power if you don't have to. Usage can be reduced via sensor and timers controls; and operational and behaviour changes.
- 2. ENERGY EFFICIENCY  
Electric motors are increasingly efficient with new technology. Examples include soft starters, variable speed drives (VSD) and LED lights. There's a broad range of approaches with this step.
- 3. ENERGY DEMAND  
Similar to Step 2, but focusing on demand (kVA). Equipment helping reduce demand includes power factor correction units (PFC) and demand response management (DRM). There are a range of options (not as many as with energy efficiency).
- 4. RENEWABLE ENERGY  
When using your existing power load more effectively, then you replace much of it with alternative sources. The main option here is rooftop solar (though ground mounted and car park solar are becoming more affordable).

**OPTIMAL RESULTS**

By following this best practice approach, business clients achieve proven optimal results. They see deeper bill savings with optimal investment.

It's vital when analysing financials that you don't just look at payback - other factors are just as important:

- Whole-of-life savings
- Product warranty coverage
- Product warranty escape clauses
- Equipment certifications
- ESG (sustainability) considerations

**ENERGY EFFICIENCY BEST PRACTICE**

IMAGE 1

