



**Executive Mission to Australia  
Melbourne & Brisbane - November 13 - 18, 2016**



*Invitation only*

Today one in seven Australian homes host rooftop solar, the result of a history of government support, world-class solar resources, and more than 20 years of continual economic growth. Now, as retail electricity demand flattens, rates increase, government incentives fade, and the cost of batteries decrease, utilities are faced with a new set of challenges.

In response Australia's leading utilities have begun to themselves offer consumers alternatives to the traditional kWh service, with direct sales of solar plus storage systems. Can these utilities successfully navigate this paradigm shift, competing directly with the distributed energy resource (DER) market alternatives? Are customers accepting of the utility in this new role? Can this new business model generate sufficient revenue to support the increased demands on the grid? Will the utilities in fact be able to leverage these distributed assets for system benefits?

During SEPA's earlier Fact Finding Missions to Germany and Hawaii, executives from utilities and technology providers explored how utilities were managing technical integration issues from high levels of distributed solar penetration. Now, SEPA will lead a mission of US power sector executives to learn first hand from the Australian utilities and partners proactively deploying DER, so they can understand the challenges, risks, and opportunities their own utilities will face as distributed resources become increasingly cost effective.

- Talk with Ergon Energy about how their Solar + Storage program is supporting a resilient grid, providing customer choice, and helping meet Queensland's goal of 50% renewable energy by 2030.
- Understand how utility United Energy and their partner Bidgely enabled customer engagement with a mobile app that provided a whopping 30% peak reduction using demand response this summer.
- Hear from utility AGL on why the owner of some of the largest solar farms in Australia is now putting significant investment in a storage and distributed energy resources.
- Explore how Energex is managing energy loads in neighborhoods with 50% rooftop solar penetration.
- Debrief on the applications of these experiences with fellow power sector executives under the warm spring sun with a glass of sparkling shiraz in your hand.

For more information or to reserve your spot, please visit [sepaffm.org](http://sepaffm.org) or contact Cynthia Hunt Jaehne at [cjaehne@sepapower.org](mailto:cjaehne@sepapower.org) or +1 202.595.1148.