

# THE ENERGY STATE OF THE NATION 2015

... Energy Policy | Energy Markets: Getting the priorities right



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*Report from [Y]ESON Meeting*

# What will the energy consumer look like?

Today at  
8 years old



When they're  
18 years old



When they're  
28 years old



# What will the energy consumer look like?

## Today at 8 years old

- Understands the need for energy and its use
- Expects reliability
- Recognises waste

## When they're 18 years old

- Values & expects innovation
- Understands & appreciates the energy trilemma
- Values corporate responsibility
- Values consistent leadership

## When they're 28 years old

- Values cheaper energy
- Expects low emission technology
- Values Australia as an energy innovator
- Demands affordability & sustainability
- Values flexibility and choice

## So what?

*“We believe future energy consumer decisions will be based on sustainability, in addition to cost.*

*Sustainable and cost effective energy solutions will be best delivered by industry when there is consistency and leadership in energy policy.”*

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