



Business Energy Consumption in Australia 2010: Attitudes, Actions and Trends

A report by Connection Research based on a survey of over 1,000 Australian businesses

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Sydney, 12th of April 2010. Connection Research is proud to release a new report containing the most comprehensive analysis available on the energy consumption of the Australian business market, based on a direct survey of over 1000 Australian SME businesses.

The Business Energy Consumption in Australia 2010 report, the latest addition to Connection Researchs Consumer and Community Sustainability portfolio series, investigates the attitudes, actions and trends of Australian businesses and evaluates the effect these have on the Australian energy business market. The Sustainability Portfolio Series includes the complimentary study of Domestic Energy Consumption in Australia, published in 2009.

This comprehensive market description and analysis of Australian businesses offers valuable insight into their attitudes towards climate change, renewable and alternative energy; knowledge and awareness of energy efficiency policies and plans, international conventions and building rating schemes; and their trends toward the uptake of energy efficiency actions and measurements, Government legislation and incentives.

Cassandra Phillips, Sustainability Portfolio Manager at Connection Research, said We are aware there is an enormous amount of intelligence in the commercial and industrial market relating to energy consumption, however the availability of data from SMEs is limited and in general does not provide up to date analysis on the attitudes, actions and trends of this group. Ms Phillips added We have highlighted the issues which are affecting the Australian business market in this report and provide informative analysis to assist consultants, local governments, utilities and stakeholders in delivering long term effective energy management solutions to this sector.

This new release prompts Connection Researchs latest innovative effort to remain as one of the leading market research and consultancy companies in sustainability. Connection Research will unveil its new Master class 2010 service delivery that is offered to customers alongside the report. William Ehmcke, CEO of Connection Research, said We are looking to assist our clients in generating greater value from the research. The Master class program uses training, data visualisation and business intelligence tools to define an interactive platform built on the base datasets. Clients will get answers to specific business problems, not simply data about the market sector.

For more information on purchasing the report please contact Cassandra Phillips.cassandrap@connectionresearch.com.au + 61 2 9467 9833

About Connection Research

Connection Research is an Australian market research and consultancy company specialising in analysis of sustainability issues. Services are provided in four interrelated areas: Green IT, Consumer and Community Sustainability, Building Industry and Trades, and Carbon and Compliance. Connection Research undertakes primary research (surveys of users, trades people, suppliers, practitioners), conducts market modelling analyses (combining our primary data with other sources) and consultancy in these fields.

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