Power price rises despite demand forecast to drop

Regency Solar CEO comments on continued need for consumers to become â€œgrid independent to find energy equalityâ€•

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Australianfamilies will be faced with increased financial pressure from their utilitybills despite the fact that their energy usage levels are reducing. Theincreases are set to hurt the average Australian income earner the most, asthey cannot reduce their energy requirements any further.

Publishedin The Age today is a report that the “AustralianElectricity Market Operator, forecasts an overall decline of 5 to 6 per cent indemand in the next decade - the first drop in living memory.”

Regency SolarCEO, Darren Johannesen comments that, “despite the direct action of Aussiefamilies to reduce their usage – prices continue to rise. Aussie families aredoing their bit – installing lower energy use appliances and lighting, changingtheir usage habits and are being rewarded by huge jumps in power bills”

The samearticle quotes "Pricesrose as much as 13 per cent on July 1 to fund $14.4 billion of spending on theelectricity system but there has been criticism that NSW government-ownedcompanies such as Ausgrid and Endeavour Energy have been investing unnecessarilyin their networks” Moreover, “Householdelectricity prices are to rise by up to 17 per cent more from mid-next year andup to 25 per cent a year later” “The painjust does not stop” Johannesen says.

Further - if itwasn’t enough to increase prices by these extraordinary levels – The Age report that now Australiangovernments are “examining measures such as cutting the reliability of thenetwork, which would leave households more exposed to blackouts” “So – let’sget the story right – Aussie families cut consumption, get slugged with massiveprice hikes, and then get told the plan is to cut the quality of service – nowonder they are angry” – Johannesen said.

RegencySolar's view is that the Energy Market operates in a way that puts the needs ofgovernment policy and energy companies before the needs of Australian households.

Regency'svision is based around the revolutionary idea of "Energy Equality"through building a platform of products to help Australian households-"Get Off The Grid". Regency believes a new paradigm is neededin household energy.

“Now isthe time to get serious – take advantage of intelligent energy managementproducts, install solar, wind and batteries and get yourself off the grid”Johannesen commented.

Johannesensaid -" The Regency team is full of revolutionaries - who wholeheartedlybelieve that people should be accountable and responsible for their own energy needs. Right now we are seeingthe emergence of countless new energy technologies which will make the currentconcept "off thegrid" look as quaint as a red phone box. It wasn't that long agowhen it seemed strange that households didn't have a fixed phone line at home -now due to the rise of new technologies - fixed home phone lines are beginningto become a thing of the past So too with domestic energy. "I mean - look out the window,poweris delivered to you on a wire tied to a wooden pole- and of that energyover 70% has been wasted in transmission losses by the time it gets to you.Out-dated and inefficient- time to rethink our paradigm - it's time toget "off the grid."

RegencySolar is a wholly owned Australian company, part of the Regency Media Groupfounded in 1986. Regency Solar is leading provider of premium DomesticSolar PV systems and is the sole distributor of Canadian solar Brand Day4Energy.

Read more: http://www.theage.com.au/victoria/consumers-cut-back-as-power-price-climbs-20110814-1itcb.html#ixzz1V3nM2Y00

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