

Smart Demand

What's in it for consumers?

BSL/Monash workshop

Gerard Brody

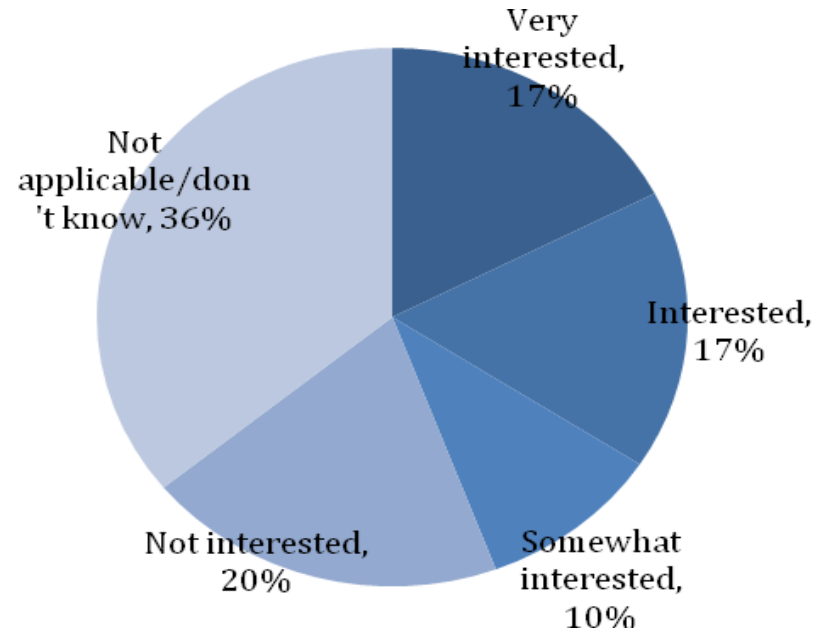
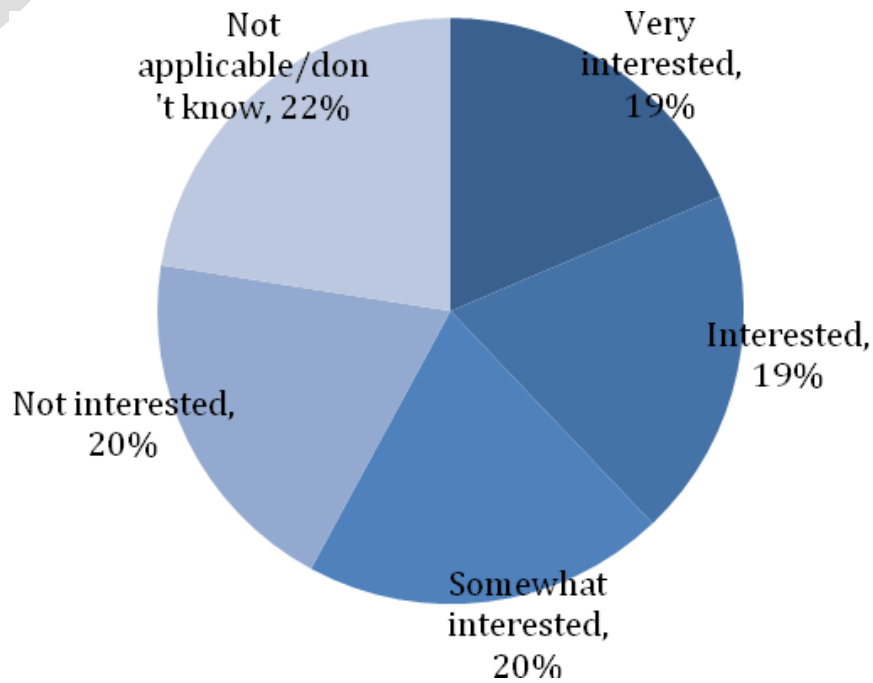
Chief Executive Officer

7 April 2014



Attitudes to DLC products

Air conditioning



Hot water systems



Consumer issues

- Benefits dependent on take up
- Behavioural biases
 - Choice overload
 - Confusopoly
- Assessing value – consumer mistakes
- Product bundling