

Agenda

Standardised demand flexibility product co-design technical group meeting #2

2 March 2026, 1pm to 4 pm

Microsoft Teams

Members	
Murray Nash (Chair)	Mike Hall
Alister Alford	Mitchell Davis
Antony Oosten	Paul Morrison
Daniel Crawford	Stephen Peterson
Apologies	
Attendees	
Electricity Authority staff: Andrew Marriott, Jasper Eaton, Paolo Soares, Claudia Gonnelli	
External guests	
Brian Fitzgerald	

Agenda items

Item #	Time	Item	Authority Staff
1.	1:00pm to 1:05pm (5 minutes)	Apologies, Adoption of Minutes, introductions	Paulo Soares, Andrew Marriott, Jasper Eaton, Claudia Gonnelli
2.	1:05pm to 1:30pm (25 minutes)	Demand flexibility survey <ul style="list-style-type: none">• Result• Discussion	Paulo Soares, Andrew Marriott, Jasper Eaton, Claudia Gonnelli
3.	1:30pm to 1:45pm (15 minutes)	EECA: FlexTalk programme and challenges around demand-flexibility for C&I consumers <ul style="list-style-type: none">• Presentation• Discussion	Andrew Marriott, Jasper Eaton, Claudia Gonnelli
4.	1:45pm to 2:45pm (60 minutes)	Worksheet discussion (part 1) <ul style="list-style-type: none">• Result• Discussion	Andrew Marriott, Jasper Eaton, Claudia Gonnelli
10 minutes Break			
5.	2:55pm to 3:55pm (60 minutes)	Preliminary Options Discussion <ul style="list-style-type: none">• Stephen Peterson to discuss a proposal for coincident buyers• Alister Alford to discuss a non-coincident buyer proposal• Group discussion of these proposals and other options.	Andrew Marriott, Jasper Eaton, Claudia Gonnelli

Item #	Time	Item	Authority Staff
6.	3:55pm to 4:00 pm (5 minutes)	Wrap up <ul style="list-style-type: none"> • Concluding remarks • Any other business • Next meeting 	Andrew Marriott, Jasper Eaton, Claudia Gonnelli

Attached documents

- Minutes for first meeting
- EECA presentation slides
- Stephen Peterson's presentation slides
- Worksheet link
- Survey slides

Standardised Demand Flexibility Product Co-Design Group

Meeting minutes

Held on 2 March 2026 at 1:00pm

Attendees Murray Nash (Chair), Claudia Gonnelli (EA), Andrew Marriott (EA), Paulo Soares (EA), Jasper Eaton (EA), **Alister Alford, Antony Oosten, Daniel Crawford, Mike Hall, Mitchell Davis, Paul Morrison, Stephen Peterson, Brian Fitzgerald (EECA observer)**

Apologies Tony Oosten (between 2:30pm and 3:30pm only), Paul Morrison (from 3pm)

External attendees' (group members) names are in **bold**

1 Apologies, adoption of minutes, introductions

- 1.1 The Chair welcomed the members, Brian Fitzgerald (EECA) and Claudia Gonnelli (EA policy advisor) introduced themselves.
- 1.2 The members confirmed and approved the 16 February 2026 meeting minutes¹.

2 Demand flexibility survey

- 2.1 The Authority presented its analysis of the results from the demand flexibility survey².
- 2.2 The members noted and discussed:
 - (a) Information, costs, and upfront investment appear to be key barriers to sellers who responded to the survey, especially industrial participants
 - (b) Limited access to sellers and lack of confidence in sellers' ability to monetise demand flexibility are key barriers for buyers
 - (c) the standardised demand flexibility product (SDFP) needing to meet the requirements of both buyers and sellers
 - (d) A centrally cleared product would ease points of friction associated with use of ISDAs and the OTC market.
 - (e) Further clarification is needed around the problem definition, identifying buyers and sellers and is the fact that this is a financial product (rather than a physical one).
- 2.3 the members held a general discussion on:
 - (a) The survey's representativeness and the need to ensure the group reflects differing levels of sophistication and familiarity with demand response (DR) products
 - (b) Clarifying whether the survey reflected two distinct respondent groups: those already active in DR (lower perceived barriers) and those less familiar (higher perceived barriers).
- 2.4 A member noted their organisation conducted a survey of its commercial and industrial customers recently and would be happy to share the resulting insights with the group. The Authority to clarify the split between industrials, commercials and aggregators respondents in

¹ SDFP meeting minutes - 16 Feb 2026.pdf

² Demand flexibility survey results

two survey questions “³. This is to clarify whether there is a split between two distinct respondent groups.

3 EECA: FlexTalk programme and challenges

- 3.1 Brian Fitzgerald (EECA) presented FlexTalk programme and challenges around demand-flexibility for C&I consumers⁴.
- 3.2 The members noted the presentation and discussed:
- (a) Increasing affordability and value of Home Energy Management Systems (HEMS)
 - (b) A growing need for consumer education, clearer value allocation between networks, retailers, and consumers, and better articulation of benefit pathways (e.g., time-of-use savings and external incentives)
 - (c) Importance of time-of-use tariff optimisation and external incentives as dual levers for participation
 - (d) Ongoing challenges are the limited visibility of some DR products at the grid level and difficulty to quantify the value per kW of DR.

Paulo Soares left the meeting at 1:58pm

4 Worksheet discussion (part 1)

- 4.1 The Chair provided a summary of the changes made since the worksheet was shared. The members agreed:
- (a) After minor changes, there was a good representation and diversity of ‘personas’ for different people involved in DR
 - (b) with the high-level problem definition and the opportunity
 - (c) to mitigate the impact of potential confirmation bias it would be useful to compare the Co-design group work with the survey results. Noting the intent for further engage with the industry to test the product.
 - (d) to cross-check barriers in worksheet with Enel X presentation
 - (e) to change the wording in one of the identified personas to better reflect the fact that DR products may require more detailed agreements than traditional electricity contracts. This is instead of using unnecessary specific and potentially nonfactual language
- 4.2 Another member of the co-design group offered to share the result of its organisation recent survey of its commercial and industrial customers.
- 4.3 The members noted the need to further consider:
- (a) Optimal contract terms for DR
 - (b) Supplier appetite for risk certainty and certainty of call frequency
 - (c) Consumer difficulty in building business cases without predictable DR event triggers
 - (d) Market gaps - incentives tend to exist mainly in dry-year events, with limited intra-day or peak-period incentive structures

³ The two questions are ‘the costs of negotiating and writing bespoke contracts are manageable for us’ and ‘the upfront investment requirements are manageable for us’.

⁴ FlexTalk programme and challenges

- 4.4 The members noted learnings from the New South Wales firming capacity programme, under low-reserve positions, resources prepared to respond, provided a minimum floor to provide certainty.

Paul Morrison left the meeting at 2:44pm

The meeting was adjourned for 10 minutes break

5 Preliminary options discussion

Commercial and industrial flex demand market integration

- 5.1 Alister Alford presented on Commercial and industrial flex demand market integration⁵.

- 5.2 The members noted:

- (a) Typically biased towards products that provide short peak response periods, noting this was echoed in the Authority survey
- (b) Key barriers to consumers' participation, including technological challenges (eg, communication often being handled manually) and conflicting priorities (aka, DR is not the consumers' main priority). Noting changing risk management needs and derivatives challenges. Anticipate this discussion further into the development of the demand flexibility product
- (c) Importance of transparency to motivate customers and of aggregation to compensate for limited resources availability – as DR is not consumers' priority.
- (d) Key challenges to establish the product, including establishing credible baselines, and the current customer-retailer relationship.
- (e) The Australian example shows design choices can be a significant barrier to participation.

Proposal for a coincidental buyer

- 5.3 Stephen Peterson presented a proposal for core settlement mechanics for a coincidental buyer.⁶

- 5.4 The members noted the presentation and discussed this proposal and other options:

- (a) Comparing the coincident mechanism, which focuses on efficiency sharing, to a wholesale market mechanism and hedges.
- (b) The importance of listening to the customers' (buyers and sellers) voice preferences and needs.
- (c) The value of creating a solution that includes different building blocks that can be customised to reflect the needs of buyers and sellers. Especially to identify the value of DR.
- (d) The need to find the right balance between a prescriptive and non-prescriptive product to maximise participation.

6 Wrap up

- 6.1 The chair thanked the members for their presentations in today's meeting and discussed actions between now and the next meeting:

⁵ Commercial and industrial flex demand market integration

⁶ Proposal for core settlement mechanics for coincidental buyer

- (a) To populate and describe these options in a more standardised way – template has been drafted and will be shared with the team for feedback
- (b) The merits and prospective design of a Decoupled settlement arrangement to support FPVV participation and measurement and verification (M&V) options
- (c) Network input on assumptions and get some further clarity on EDB view.

6.2 The next meeting is on 23 March.

The meeting concluded at 4:09pm