

Trend of Energy Market

Developing new energy resources, especially renewable energy resources is the trend of the future. From the marketing view, as the electricity price goes up and the cost of the renewable energy reduces, renewable energy will become the main force of electricity generation. The trend has become more obvious.

Australia used to have the lowest electricity prices worldwide. Its price has risen 40 % during the period of 1991 to 2011. And the demand for electricity is still increasing.

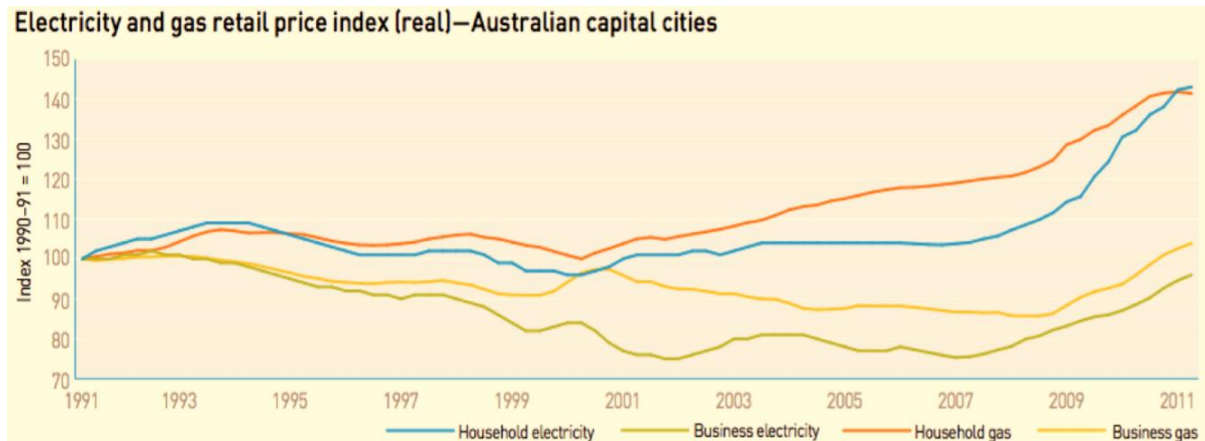


Figure 1 Source: Australia Energy Regulator – State of the energy market 2011 – Contents, Preface and Market overview.

Other the other side the development of renewable energy is growing. The cost of electricity generation using renewable energy is continually reducing. The production of photovoltaic solar panel remains in high level in the past year. Up to September 2012, the price of polycrystalline silicon has gone below US\$22 per kilogram. The “world factory” China is planning to reduce the cost of photovoltaic energy down to 0.8 Yuan (US \$0.13) per kWh in 2015. And further reduce to 0.6 Yuan (US \$0.09) per kWh in 2020. It will make the solar panel competing in the main electricity market. The demand significantly increases after governments introduces policies of solar repayments.

The development of wind energy is also expanding rapidly. More wind farms are under construction and expansion. Percentage of wind power production is increasing steady in all of Australia capital cities. South Australia has richest wind sources available for power generation. During windy season, the wind energy helps to keep the electricity price lower.

Australian government encourages households and organisations install solar system by giving financial supports. Programs available include solar hot water program for households and National Solar Schools program.

References

<http://www.environment.gov.au/climate-change>

<http://www.newenergy.org.cn/html/01111/11161143528.html>