

23 May 2025

Momentum Energy Pty Limited

By email:

Dear

Application for exemption under section 35 of the Better Bills Guideline

I refer to your application of 6 March 2025 requesting approval to include an additional message, which is not required by the Better Bills Guideline (**Guideline**), among Tier 1 information on your customer bills.

The AER has considered Momentum Energy Pty Limited's (**Momentum**) application and under section 35 of the Guideline has decided to not approve the request for inclusion of *'The rates on our market offers change as we regularly review our prices. Even though you're on a ABCD plan, you can save by switching to the latest ABCD plan.'* directly below the deemed better offer message.

However, the AER understands that the re-use of plan names by some retailers is creating confusion for customers who receive a negative better offer message where that message states that the customer could save money on a plan with the same name as their current plan. To give more clarity to customers and ensure a consistent approach across all retailers who re-use plan names, the AER has [made a decision](#) under section 37 of the Better Bills Guideline. This decision requires a class of retailers, being all retailers who re-use plan names (such as Momentum), to include additional information in Tier 1 of their small customer bills for customers who receive a negative better offer message.

This decision differs from Momentum's application as it does not require retailers to implement additional logic in their billing systems for the information to only appear on negative better offer messages that refer to a plan with the same name as the customer's current plan. The AER considers that this approach balances the regulatory costs with the need to give more clarity to customers and that it is a retailer's choice to re-use plan names.

Yours sincerely,

Justin Oliver
Deputy Chair
Australian Energy Regulator