

Thursday, 19 June 2025

Dear retailer,

Re: Better Bills Guideline energy bill relief message

Under section 37 of the [Better Bills Guideline](#), the Australian Energy Regulator (AER) can decide to approve, without application from a retailer, additional information for inclusion among Tier 1 information by all retailers or a class of retailers.

We have made previous decisions under section 37 of the guideline to require retailers to include a statement about energy rebates and concessions on small customers' electricity bills as part of Tier 1 information, to support consumer comprehension in the context of rebates provided by the Australian Government's Energy Bill Relief Fund.¹ Most recently, [we wrote to retailers on 1 July 2024](#) advising of an amended decision under section 37 of the guideline and setting out the energy bill relief message requirements for retailers operating in different jurisdictions.

On 25 March 2025, the Australian Government announced an extension of the Energy Bill Relief Fund until 31 December 2025. As a result of this extension, from 1 July 2025 Australian households and eligible small businesses will receive a rebate of up to \$150, which in most cases will be paid automatically in two quarterly instalments on electricity bills.

On 6 June 2025, the Department of Climate Change, Energy, the Environment and Water wrote to the AER requesting that we retain the Tier 1 information outlined in our 28 June 2024 decision as set out in our letter to retailers dated 1 July 2024. This request noted that the current statements remain consistent with the objectives and principles of the Better Bills Guideline and direct households and small businesses to information to help them manage their household bills and energy use at www.energy.gov.au.

We confirm that the existing obligations set out in our 1 July 2024 letter to retailers will continue to apply until revoked by the AER. Retailers must continue to include the specified messages on relevant small customers' electricity bills in line with the amended decision made under section 37 of the Better Bills Guideline and advised to retailers on 1 July 2024. Retailers are required to comply with the guideline under rule 25(1) of the National Energy Retail Rules, which is a Tier 3 civil penalty provision.

Under our existing decision, retailers who sell electricity in Queensland must use their best endeavours to include the specified statement. In 2024–25, the Queensland regulations also

¹ The AER has made [4 decisions](#) or amended decisions under section 37 of the Better Bills Guideline in relation to the energy bill relief message (communicated in letters to retailers on [6 July 2023](#), [10 August 2023](#), [27 September 2023](#), and [1 July 2024](#)). The AER has also made [a decision](#) under section 37 of the Better Bills Guideline in relation to clarifying the negative better offer message for retailers who re-use plan names (communicated in a letter to retailers on 23 May 2025).

require retailers selling electricity in Queensland to use their best endeavours to include a message at the beginning of small customers' bills in relation to the cost-of-living rebate provided by the Queensland Government.² If the Queensland regulations cease to require retailers to use their best endeavours to include a separate message, we expect retailers to include the AER's message as set out in our 1 July 2024 letter where relevant.

We acknowledge the Energy Bill Relief Fund has been extended to 31 December 2025. It may be appropriate to reconsider the message at that time, but our decision will remain in place until revoked. The current message remains accurate and contains information that is generally helpful for energy customers in understanding energy options, rebates and concessions. Retaining the current message at this time will also minimise any potential cost impacts for retailers and customers.

Our [planned review](#) of the Better Bills Guideline in 2026 will offer a timely opportunity to seek feedback on the merits of requiring retailers to include this information on customer bills on an ongoing basis. Considering this through the guideline review will mitigate potential cost impacts by minimising the risk of multiple retailer implementation processes being required to remove, amend or add bill messages as a result of future decisions. Stakeholders are welcome to share any feedback on the energy bill relief message in this review process.

Yours sincerely



Chair, Australian Energy Regulator

² *National Energy Retail Law (Queensland) Regulation 2014*, [schedule 5, part 3, section 7](#).