

Contact Officer: Georgiana Copeland
Contact Phone: [REDACTED]

19 May 2023

Mr James Barton
General Manager, Regulation
Simply Energy
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Southbank VIC 3006

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By email to: [REDACTED]

Dear Mr Barton

Application under section 33 and 34 the Better Bills Guideline

I refer to Simply Energy's application of 6 April 2023 under sections 33 and 34 of the Better Bills Guideline (**Guideline**) for approval to include two additional messages among Tier 1 information on Simply Energy's customer bills.

The AER has considered Simply Energy's application and has decided under section 35 of the Guideline to approve the request to include the following hyperlinked 'MyAccount' and 'Pay Now' buttons, subject to the condition that the buttons are located below all of the prescribed Tier 1 information set out in the Guideline:

Your Electricity Account

Tax Invoice

Simply Energy (ABN 67 269 241 237) is a partnership comprising
iPower Pty Ltd (ACN 111 267 228) and iPower 2 Pty Ltd (ACN 070 374 293)

[MyAccount](#)

[Pay Now](#)

Under section 35 of the Guideline the AER has decided to not approve the request to include the following three additional website links among Tier 1 information:

 **Get In Touch**

Enquiries and complaints	13 88 08 (8:00am-7:00pm Mon-Fri AEST)
To report faults or emergencies, call your local distributor AusNet Services (24 hrs)	13 17 99
Energy and Water Ombudsman NSW (EWON)	1800 246 545
Self serve	myaccount.simplyenergy.com.au
Help centre	simplyenergy.com.au/help-centre
Contact Us	simplyenergy.com.au/contact-us

The AER considers the addition of the three additional website links is inconsistent with the overall intent of the Guideline to aid small customer comprehension. In particular, the AER is of the view that:

- the three additional website links are long, not visually appealing and detract from other billing elements nearby, and
- these links are proposed to be included on paper and eBills and consumers who receive paper bills would be unlikely to manually type out a website link to access the web pages.

As a result, the AER considers that the additional website links may detract from the billing objective outlined in Rule 25A(3) of the National Energy Retail Rules to enable small customers to easily understand:

- the payment amounts, dates and methods
- how their bill is calculated and whether it conforms to their customer retail contract
- their energy consumption and production, and related costs and revenue, to assist with:
 - using energy efficiently,
 - comparing their customer retail contract with other energy offers available to them,
 - considering options for energy supply other than through the distribution system
- how to dispute or raise a query in relation to their bill
- how to access interpreter services and seek financial assistance, and
- how to report a fault or emergency.

However, the AER notes the following which may be of assistance to Simply Energy. The AER considers that a retailer's website, which is a part of the "retailer identifying information" as defined in the Guideline, does not have to be the retailer's homepage provided it is:

- a single website
- easily identifiable as a website of the retailer, for example, www.retailer.com.au/help, and
- helpful to consumers.

Should you wish to discuss any of the above, please contact Georgiana Copeland on [REDACTED]

Yours sincerely



Justin Oliver
Member
Australian Energy Regulator