

# Annual retail markets report 2021–22

## Retailer report cards

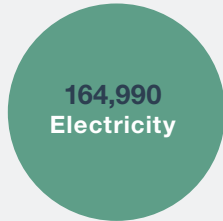
November 2022

## Customer numbers

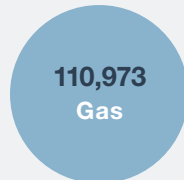
as at 30 June 2022



### RESIDENTIAL



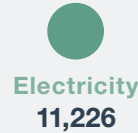
2.5%  
market share



4.9%  
market share



### SMALL BUSINESS



1.7%  
market share



2.5%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



**3.1%**  
of customers in debt  
National average 2.5%



**\$684**  
average energy debt  
National average \$997



### SMALL BUSINESS



**2.8%**  
of customers in debt  
National average 3.2%



**\$768**  
average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



0.5% of customers  
National average 1.5%



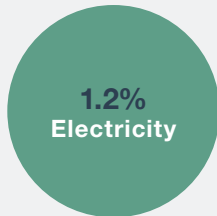
0.3% of customers  
National average 0.8%



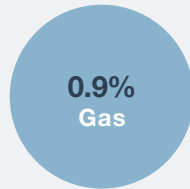
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

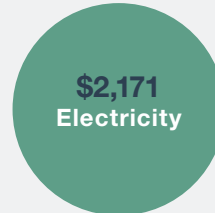


National average  
1.1%

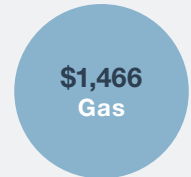


National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

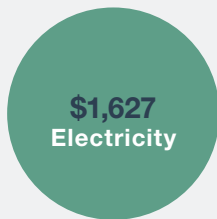


National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

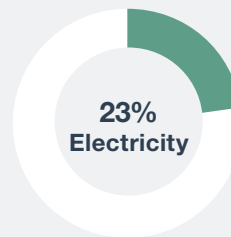


National average  
\$1,773

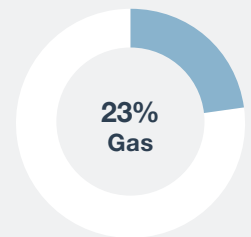


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

**84%** Electricity  
National average 43%

**64%** Gas  
National average 41%

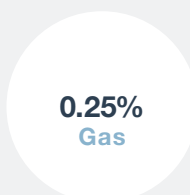
## Annual disconnections



### RESIDENTIAL



National average  
0.43%



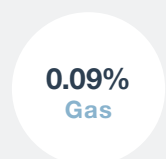
National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



National average  
0.42%

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



22%  
market share



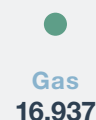
36%  
market share



### SMALL BUSINESS



20%  
market share



20%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



2.8%

of customers in debt  
National average 2.5%



\$1,138

average energy debt  
National average \$997



### SMALL BUSINESS



3.6%

of customers in debt  
National average 3.2%



\$2,510

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

25,029

1.7% of customers

National average 1.5%



Gas

6,362

0.8% of customers

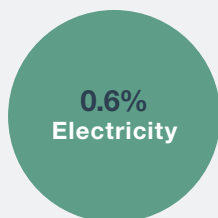
National average 0.8%



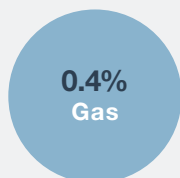
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

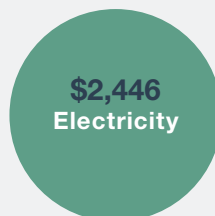


National average  
1.1%



National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

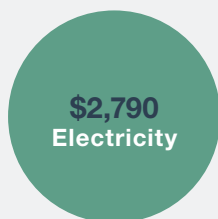


National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

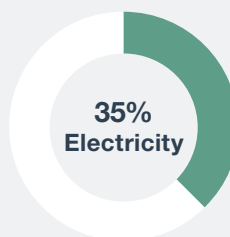


National average  
\$1,773

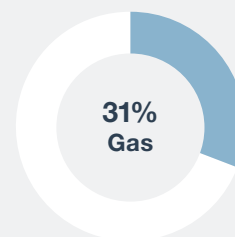


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

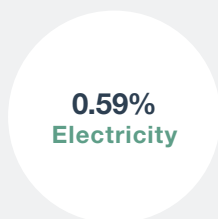
**80%** Electricity  
National average 43%

**63%** Gas  
National average 41%

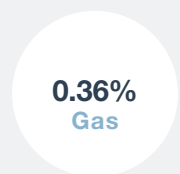
## Annual disconnections



### RESIDENTIAL



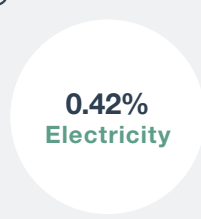
National average  
0.43%



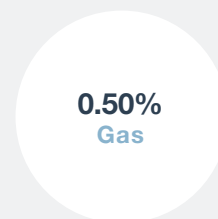
National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



National average  
0.42%

# Alinta Energy

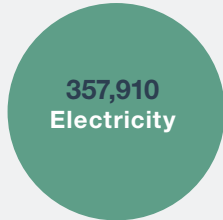
QLD, NSW, ACT & SA

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



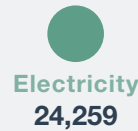
5.3%  
market share



3.4%  
market share



### SMALL BUSINESS



3.7%  
market share



0.9%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



0.8%

of customers in debt  
National average 2.5%



\$1,411

average energy debt  
National average \$997



### SMALL BUSINESS



0.7%

of customers in debt  
National average 3.2%



\$3,366

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

2,224

0.6% of customers  
National average 1.5%



Gas

227

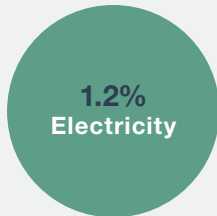
0.3% of customers  
National average 0.8%



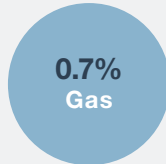
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

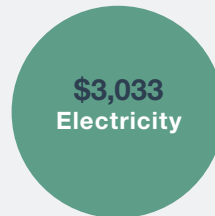


National average  
1.1%



National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



National average  
\$1,692

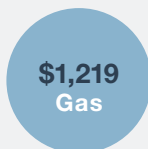


National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

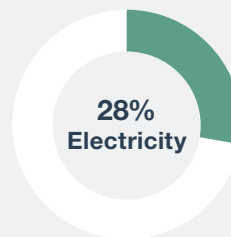


National average  
\$1,773

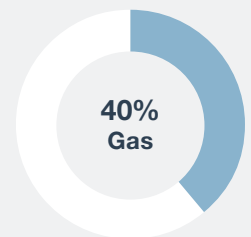


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

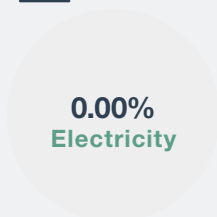
**26%** Electricity  
National average 43%

**18%** Gas  
National average 41%

## Annual disconnections



### RESIDENTIAL



National average  
0.43%



National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



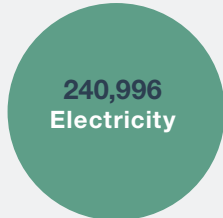
National average  
0.42%

## Customer numbers

as at 30 June 2022



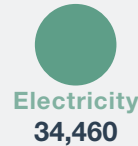
### RESIDENTIAL



3.6%  
market share



### SMALL BUSINESS



5.2%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



4.7%

of customers in debt  
National average 2.5%



\$972

average energy debt  
National average \$997



### SMALL BUSINESS



0.8%

of customers in debt  
National average 3.2%



\$1,610

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

4,896

2.0% of customers

National average 1.5%

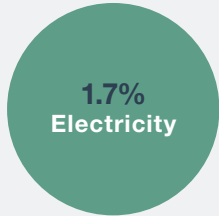




## Residential hardship

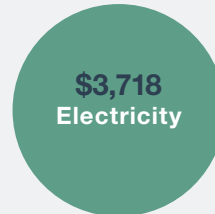
as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS



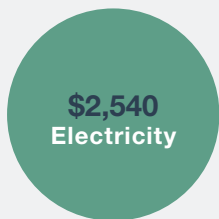
National average  
1.1%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



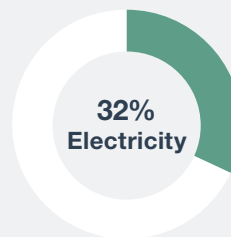
National average  
\$1,692

### AVERAGE DEBT OF HARDSHIP CUSTOMERS



National average  
\$1,773

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

**5%** Electricity  
National average 43%

## Annual disconnections



### RESIDENTIAL



National average  
0.43%



### SMALL BUSINESS

0.07%  
Electricity

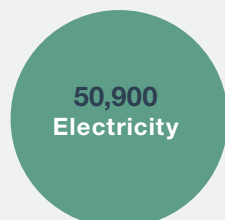
National average  
0.31%

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



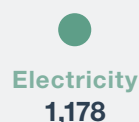
0.8%  
market share



0.7%  
market share



### SMALL BUSINESS



0.2%  
market share



0.0%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2021



### RESIDENTIAL



10.6%

of customers in debt  
National average 2.5%



\$1,111

average energy debt  
National average \$997



### SMALL BUSINESS



17.0%

of customers in debt  
National average 3.2%



\$2,043

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

1,240

2.4% of customers  
National average 1.5%



Gas

131

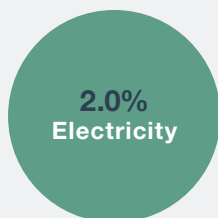
0.9% of customers  
National average 0.8%



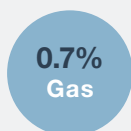
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

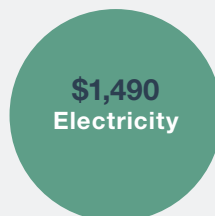


National average  
1.1%



National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

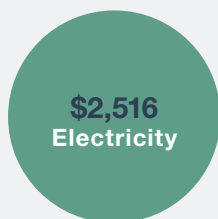


National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

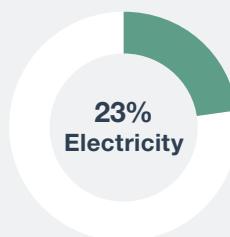


National average  
\$1,773

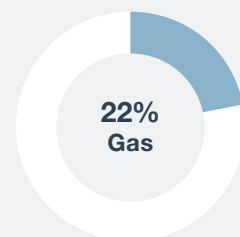


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

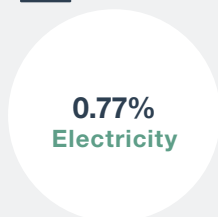
**85%** Electricity  
National average 43%

**81%** Gas  
National average 41%

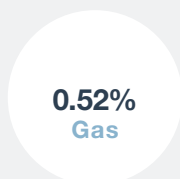
## Annual disconnections



### RESIDENTIAL



National average  
0.43%



National average  
0.31%



### SMALL BUSINESS



National average  
0.31%

**0.00%**  
Gas

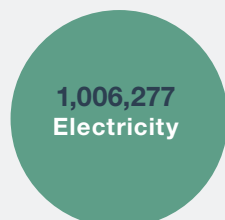
National average  
0.42%

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



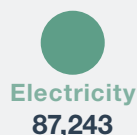
15%  
market share



18%  
market share



### SMALL BUSINESS



13%  
market share



10.2%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



1.5%

of customers in debt  
National average 2.5%



\$1,487

average energy debt  
National average \$997



### SMALL BUSINESS



1.6%

of customers in debt  
National average 3.2%



\$2,653

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

13,662

1.4% of customers  
National average 1.5%



Gas

4,477

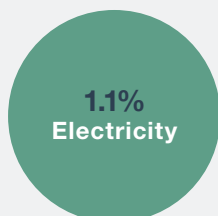
1.1% of customers  
National average 0.8%



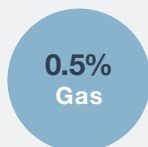
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

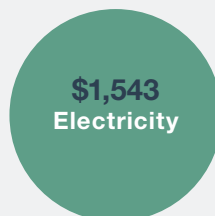


National average  
1.1%

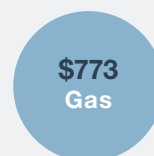


National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

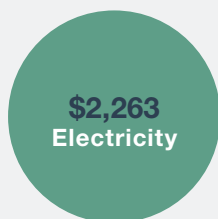


National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

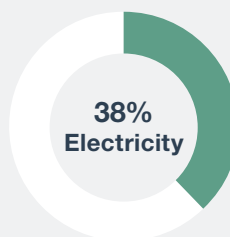


National average  
\$1,773

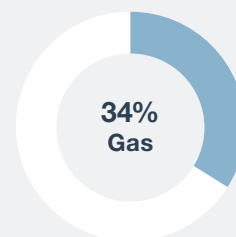


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

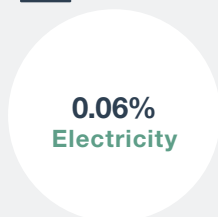
**59%** Electricity  
National average 43%

**50%** Gas  
National average 41%

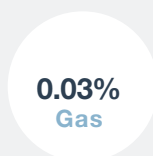
## Annual disconnections



### RESIDENTIAL



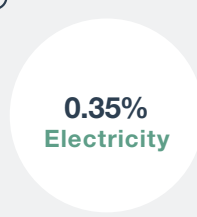
National average  
0.43%



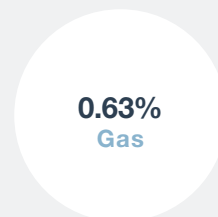
National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



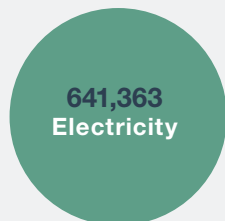
National average  
0.42%

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



9.5%  
market share



### SMALL BUSINESS



14%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



2.1%

of customers in debt  
National average 2.5%



\$588

average energy debt  
National average \$997



### SMALL BUSINESS



0.7%

of customers in debt  
National average 3.2%



\$5,199

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

17,349

2.7% of customers

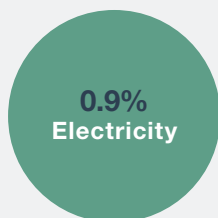
National average 1.5%



## Residential hardship

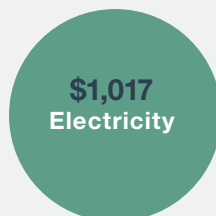
as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS



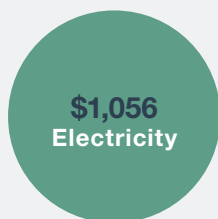
National average  
1.1%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



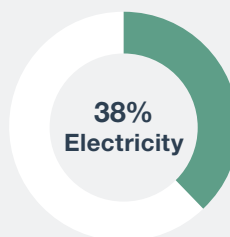
National average  
\$1,692

### AVERAGE DEBT OF HARDSHIP CUSTOMERS



National average  
\$1,773

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%

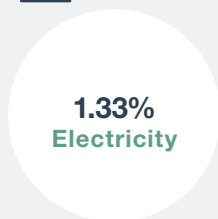
### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

**12%** Electricity  
National average 43%

## Annual disconnections



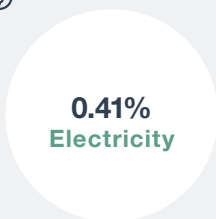
### RESIDENTIAL



National average  
0.43%



### SMALL BUSINESS



National average  
0.31%

# Origin Energy

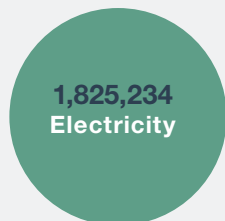
QLD, NSW, ACT & SA

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



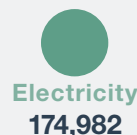
27%  
market share



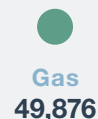
27%  
market share



### SMALL BUSINESS



27%  
market share



59%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



2.4%

of customers in debt  
National average 2.5%



\$910

average energy debt  
National average \$997



### SMALL BUSINESS



5.3%

of customers in debt  
National average 3.2%



\$1,606

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

21,132

1.2% of customers

National average 1.5%



Gas

5,390

0.9% of customers

National average 0.8%



# Origin Energy

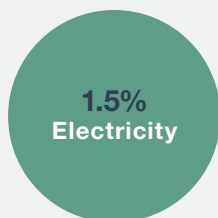
QLD, NSW, ACT & SA



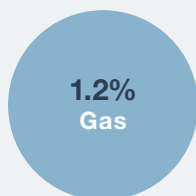
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

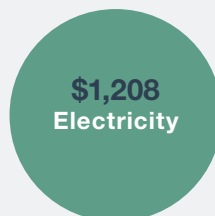


National average  
1.1%



National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY



National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

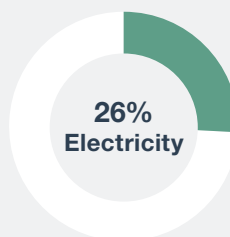


National average  
\$1,773

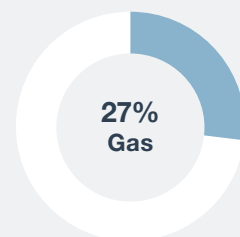


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

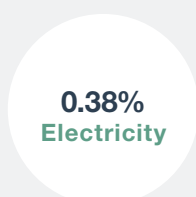
**34%** Electricity  
National average 43%

**27%** Gas  
National average 41%

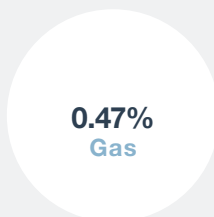
## Annual disconnections



### RESIDENTIAL



National average  
0.43%



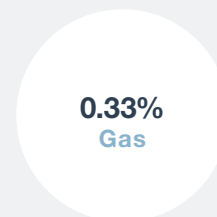
National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



National average  
0.42%

# Red Energy

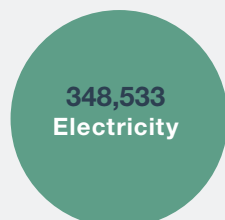
QLD, NSW, ACT & SA

## Customer numbers

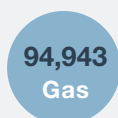
as at 30 June 2022



### RESIDENTIAL



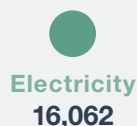
5.2%  
market share



4.2%  
market share



### SMALL BUSINESS



2.4%  
market share



0.4%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2022



### RESIDENTIAL



2.5%

of customers in debt  
National average 2.5%



\$896

average energy debt  
National average \$997



### SMALL BUSINESS



2.3%

of customers in debt  
National average 3.2%



\$1,814

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

6,813

2.0% of customers  
National average 1.5%



Gas

1,127

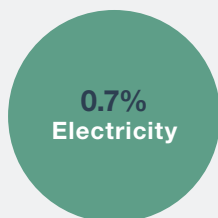
1.2% of customers  
National average 0.8%



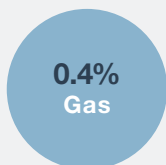
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

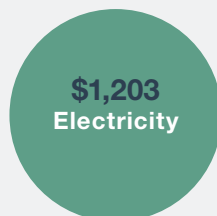


National average  
1.1%



National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

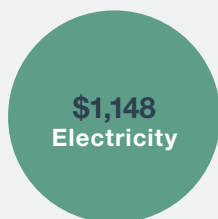


National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

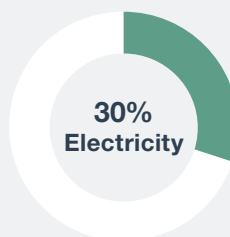


National average  
\$1,773

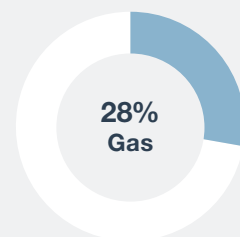


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

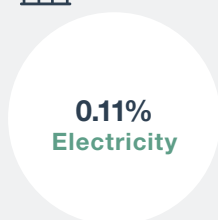
**23%** Electricity  
National average 43%

**17%** Gas  
National average 41%

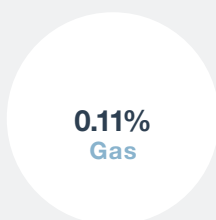
## Annual disconnections



### RESIDENTIAL



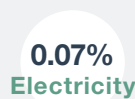
National average  
0.43%



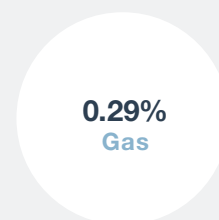
National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



National average  
0.42%

# Simply Energy

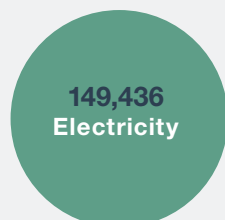
QLD, NSW, ACT & SA

## Customer numbers

as at 30 June 2022



### RESIDENTIAL



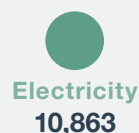
2.2%  
market share



3.3%  
market share



### SMALL BUSINESS



1.7%  
market share



1.9%  
market share

## Customer debt (excludes hardship customers)

as at 30 June 2021



### RESIDENTIAL



5.6%

of customers in debt  
National average 2.5%



\$913

average energy debt  
National average \$997



### SMALL BUSINESS



5.8%

of customers in debt  
National average 3.2%



\$3,254

average energy debt  
National average \$2,137



## Residential payment plans

as at 30 June 2022



Electricity

2,373

1.6% of customers  
National average 1.5%



Gas

771

1.0% of customers  
National average 0.8%

# Simply Energy

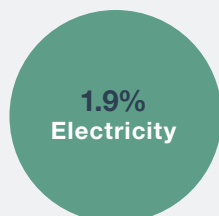
QLD, NSW, ACT & SA



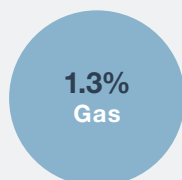
## Residential hardship

as at 30 June 2022

### CUSTOMERS ON HARDSHIP PROGRAMS

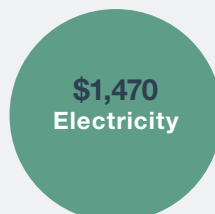


National average  
1.1%



National average  
0.7%

### AVERAGE HARDSHIP CUSTOMER DEBT ON ENTRY

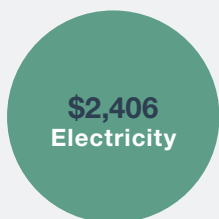


National average  
\$1,692



National average  
\$781

### AVERAGE DEBT OF HARDSHIP CUSTOMERS

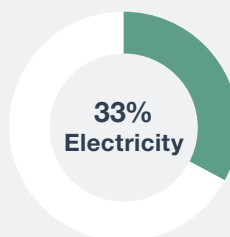


National average  
\$1,773

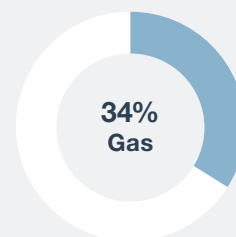


National average  
\$864

### ANNUAL RATE OF HARDSHIP PROGRAM SUCCESS



National average  
34%



National average  
31%

### HARDSHIP CUSTOMERS NOT MEETING USAGE COSTS

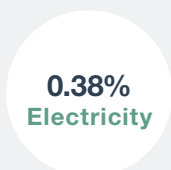
**71%** Electricity  
National average 43%

**50%** Gas  
National average 41%

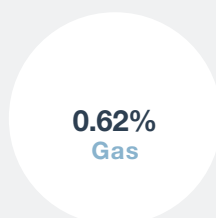
## Annual disconnections



### RESIDENTIAL



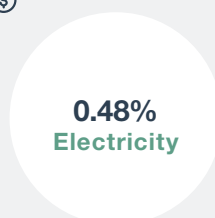
National average  
0.43%



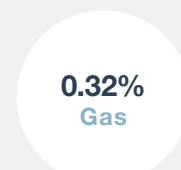
National average  
0.31%



### SMALL BUSINESS



National average  
0.31%



National average  
0.42%